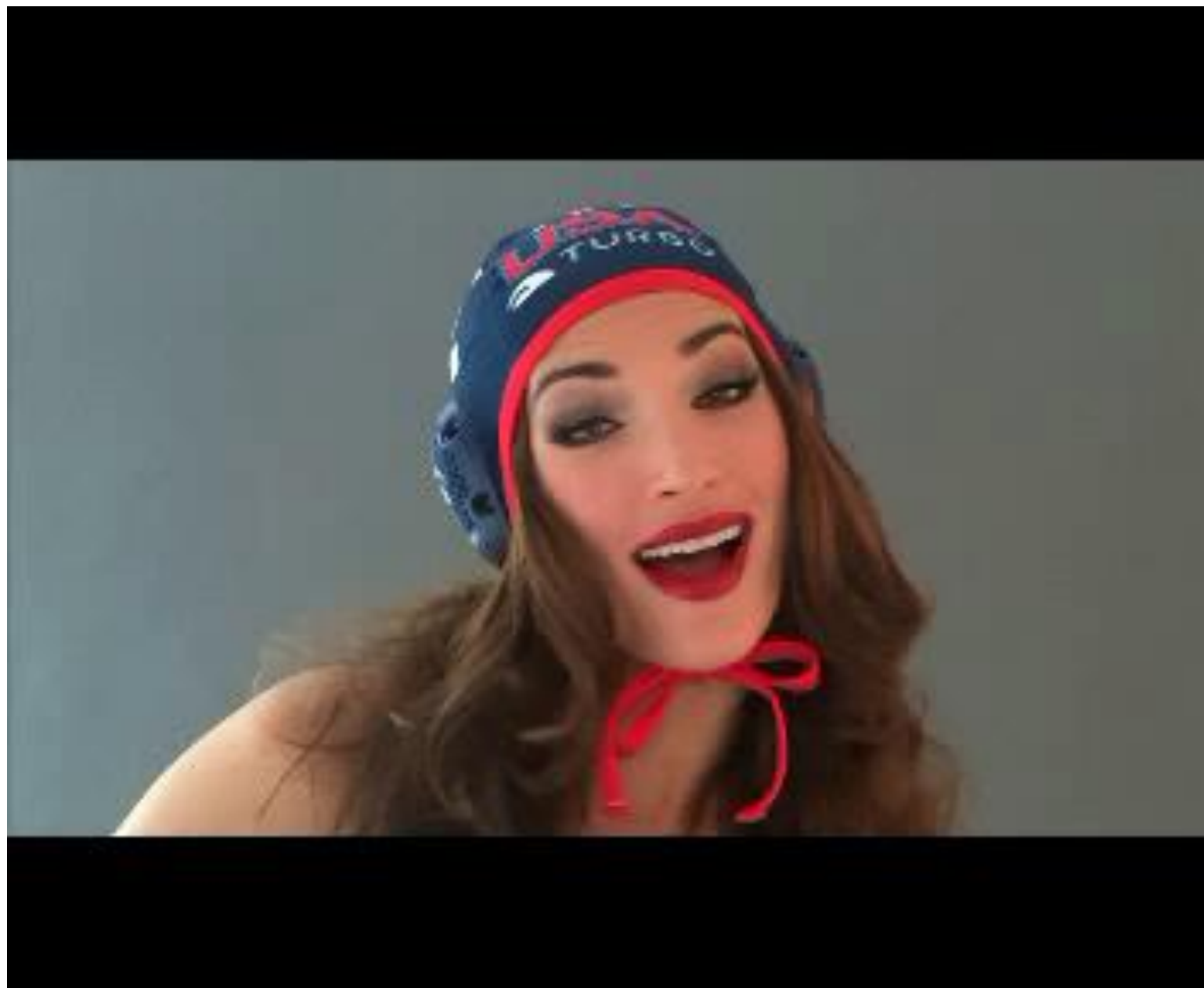


I AM WATER POLO



I AM WATER POLO

OBJECTIVES:

- Create greater awareness of the sport of water polo outside of the water polo community
- Create energy and excitement within the water polo community

HOW?

- Make the Cap “Cool”

I AM WATER POLO

ACTIONS:

- **AWARENESS** - Iconic images
 - Website (www.iamwaterpolo.org)
 - Press Release and Media Outreach
 - Print Ads
 - Online Banner Ads
- **EXCITEMENT** – Join the Campaign!
 - Facebook App
(www.facebook.com/usawp)
 - Printable Posters
 - Winners – Cross Platform

Water Polo provides skills
and experiences that
last a lifetime, preparation for
achieving your dreams...
whatever they may be.



I AM WATER POLO

Model. Actress. Tomboy. Brooklynite.
Annalaina Marks is water polo.

Are you water polo?
Join the Cap Campaign.
Learn more at: iamwaterpolo.org



Image by Larsen&Taibert
Photographed at Milk Studios-NYC

ANNALAINA MARKS IS WATER POLO



Actress and model **AnnaLaina Marks** has appeared on *Next Top Model*, as well as the TV series *Gossip Girl*, *Blue Bloods*, *The Kings* and in the feature film *Honor*, among others. Marks was a three-time high school valedictorian and American at McDowell High School in Pennsylvania. She played water polo collegiately at Mercyhurst University and later for the New York City Water Polo Club.



5 of 6

ANNALAINA MARKS



MARKS



I AM WATER



USA Water Polo United States Water Polo

CLUBS
TEAMS
PROGRAMS
RESOURCES
EVENTS
RULES & ETHICS
PRESS ROOM
CONTRIBUTE
FREE WEBSITE

Pan Pacs Gold!
USA Men Top Aussies In OT To Take Title

USA Women Top Australia 13-12 In Exhibition Match

USA Water Polo National Awards For 2011 Announced

USA Men Win Gold; USA Women Take Silver At 2012 Pan Pacs

USA Men & Women Advance To Play For Title At 2012 Pan Pacs

Upcoming/Current Events
2012 Holiday Cup (Los Alamitos, CA)
February 15-19, 2012
Schedule Results

Click on the icons below to access more information

USA Water Polo Store

USA Water Polo National Awards For 2011 Announced

USA Men Win Gold; USA Women Take Silver At 2012 Pan Pacs

USA Men & Women Advance To Play For Title At 2012 Pan Pacs

Upcoming/Current Events
2012 Holiday Cup (Los Alamitos, CA)
February 15-19, 2012
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USA Water Polo
@USAWP Huntington Beach, CA
The official twitter for USA Water Polo, the national governing body for the sport of water polo in America
http://usawaterpolo.org

4,678 Tweets 206 Following 5,358 Followers 130 Listed

About USAWP

Follow

Tweets Favorites Following Following

GenaiKerr Genai Kerr
European Championships Ja
polo live. fb.me/1cprMxwv

USAWP USA Water Polo
USA Women top Australia 13
12. 3 goals for @brenda413

USAWP USA Water Polo
Want to have great hair and h
some products from our frien

WATER POLO TIMES

USA Water Polo Launches "Cap Campaign" To Raise Sport Awareness

USA Water Polo is proud to announce the launch of its new "Cap Campaign" to raise awareness of the sport of water polo in America. The campaign will feature a series of events, including a "Cap Day" in Huntington Beach, CA, and a "Cap Campaign" tour across the country. The campaign will also feature a series of social media posts and a website dedicated to the campaign.

IHG Named Official Hotel Partner of USA Water Polo

USA Water Polo and IHG InterContinental Hotels Group, Inc. have announced a partnership that will see IHG become the official hotel partner of USA Water Polo. The partnership will see IHG provide accommodations for USA Water Polo athletes and staff during the 2012 Pan Pacific Games in Victoria, British Columbia, Canada. IHG will also provide accommodations for USA Water Polo athletes and staff during the 2012 USA Water Polo National Championships in Huntington Beach, CA.

VIDA Organic Life Named Official Organic Life Water Polo

USA Water Polo and VIDA Organic Life have announced a partnership that will see VIDA become the official organic life partner of USA Water Polo. The partnership will see VIDA provide organic life products for USA Water Polo athletes and staff during the 2012 Pan Pacific Games in Victoria, British Columbia, Canada. VIDA will also provide organic life products for USA Water Polo athletes and staff during the 2012 USA Water Polo National Championships in Huntington Beach, CA.

American Pistachios Named Official Snack of USA Water Polo

USA Water Polo and American Pistachios have announced a partnership that will see American Pistachios become the official snack of USA Water Polo. The partnership will see American Pistachios provide snacks for USA Water Polo athletes and staff during the 2012 Pan Pacific Games in Victoria, British Columbia, Canada. American Pistachios will also provide snacks for USA Water Polo athletes and staff during the 2012 USA Water Polo National Championships in Huntington Beach, CA.

RESULTS:

➤ AWARENESS

I AM WATER
POLO

SELF Value: approx \$100,000



In the “queue” at People, Fitness, ESPN the Magazine, Sports Illustrated, etc

RESULTS:



AWARENESS

Hundreds of thousands of impressions; thousands of dollars in media value

I AM WATER POLO

Headlines from UniversalSports.com

- Rueff-Riesch skips ahead races due to illness
- Men with rhythm wanted for Olympic ceremonies
- Germany dominate huge World Cup in Koengenasee
- Sto Flank to face Birmingham test
- Swiss sports director leaves Sochi Olympic team
- Hiracher wins Zagreb slalom, takes overall lead

Shop Olympics

Order Olympic Gear Today!
Collectible Pins, Stamps, Coins, and much more. Get yours before.

I AM WATER POLO
JOIN THE CAP CAMPAIGN

VISA SHOP NOW

JOIN THE CAP CAMPAIGN

JOIN THE CAP CAMPAIGN

HEADLINES

RELATED PHOTOS

JOIN THE CAP CAMPAIGN

\$1,000,000 TUITION GIVEAWAY

How fast? How high? How far?

ATHLETE RULSE

Slideshow

Athlete Video

Viewers Guide

I AM WATER POLO
JOIN THE CAP CAMPAIGN

RESULTS:

➤ EXCITEMENT

I AM WATER POLO

AquaHydrate
BE ONE INSTEAD OF WISHING YOU WERE.
Official Sponsor of USA Water Polo

APPLES THE ORIGINAL SUPERFOOD
Scenitt
World Famous Fruit
FIND US FARM WITH US
Facebook.com/Scenitt

MALIBU C
Malibu C "Before & After" Contest
Submit photos to our Malibu C "Before & After" contest and enter for a chance to win a free "mini-malibu-makeover" sample kit. Send in your photos to media@usawaterpolo.org showing us how your hair has improved after using Malibu C products. Be sure the photos are at least 300 dpi and include your name, club affiliation (if applicable), and mailing address. Please note by submitting photos you consent to publication of said photos on usawaterpolo.org and in Skip Shot magazine. Good Luck!

KT TAPE
KINESIOLOGY THERAPEUTIC TAPE
PLAY HARDER
AVOID INJURY
RECOVER FASTER
FOR COMMON INJURIES
Rotator Cuff Strain ITBS: Knee
Elbow Pain Hamstring Strain
Knee Pain Back Pain
STAYS ON IN THE POOL
15% OFF
Visit kittape.com/pro and enter offer code: USAWP09
Official Sponsors of U.S. Water Polo

No Parabens • No Sodium Thiosulfate
MALIBU C
BEFORE Malibu C Treatment
AFTER Malibu C Treatment
Malibu Formula 100% Vegan
800.622.7332
www.MalibuC.com/usawp

JOIN THE CAP CAMPAIGN
Create your own images. Show off you & your Cap in unexpected places. In unexpected ways.
Upload your photos to our gallery at www.facebook.com/usawp. Encourage others to do the same. Share with your friends. Spread the word. Vote for your favorites. The photos with the most votes will be featured right here in Skip Shot magazine.
Check out our most recent winners!
October 2011
Nikki Daurio
November 2011
Boy Scout Troop 241

I AM WATER

RESULTS: POLO

- **10%** increase in facebook “likes”
- Increased facebook “active users” by **18%** to 74%
- Generating **60%** of “referral links” to facebook page from iamwaterpolo.org
- I AM WATER POLO tab is generating **92%** as many views on facebook as the Wall itself
- 100’s of comments on each image posting
- 100’s of votes for uploaded images

I AM WATER

POLO

RESULTS:

- Water Polo Community Comments:
 - *“Congrats on the I Am Water Polo campaign. Best thing I've seen ever from USAWP to promote our sport. Great work on this. It's an amazing vision executed to perfection.”* – John Tanner, Women's Water Polo Coach, Stanford University
- Industry Comments:

I AM WATER POLO

“How cool is this!!!! We will work to help you with PSA support at teamusa.org” – Lisa Baird, CMO, USOC

“The campaign looks AMAZING”
– Lucy Danziger, Editor-In-Chief, SELF Magazine

*“Pretty remarkable. Nice job...The quality of the photos and messaging is solid. Reminds me of the got milk photos - this is just **way better** though.”* - Alexander Sienkiewicz, CMO, Swimoutlet.com

“The campaign is fantastic. I love the concept and the use of the cap as an iconic connection across a great cast of notable players – I had no idea! Congratulations on the launch – it really is great” – Matt Brown, President, Ignite Health (advertising agency)

“Creative looks really great. You did an amazing job on such a limited budget.” – Javier San Miguel, Creative Director, Sensis (advertising agency)

I AM WATER POLO

How do you think we did it?

“Looks like it cost about \$150,000 to \$200,000 soup to nuts” - Stacey Terrien, Director, Global Consumer Marketing Windows Phone at Microsoft Corporation

“Looks like it cost well north of \$100,000 to produce the integrated campaign” - Cathy Weaver, Group Account Director at Saatchi & Saatchi LA

How much did we spend doing it?

\$5,000

I AM WATER

