



Benjamin Moore®

PAINT THE TOWN RED

NSF SAMMY AWARD PRESENTATION

“”

It's [Toronto] is not a good-looking city. It's not a good-looking town. You've got all the worst architectural fads of the 20th century...Looks like every public school in America. And every third-tier public library

ANTHONY BOURDAIN



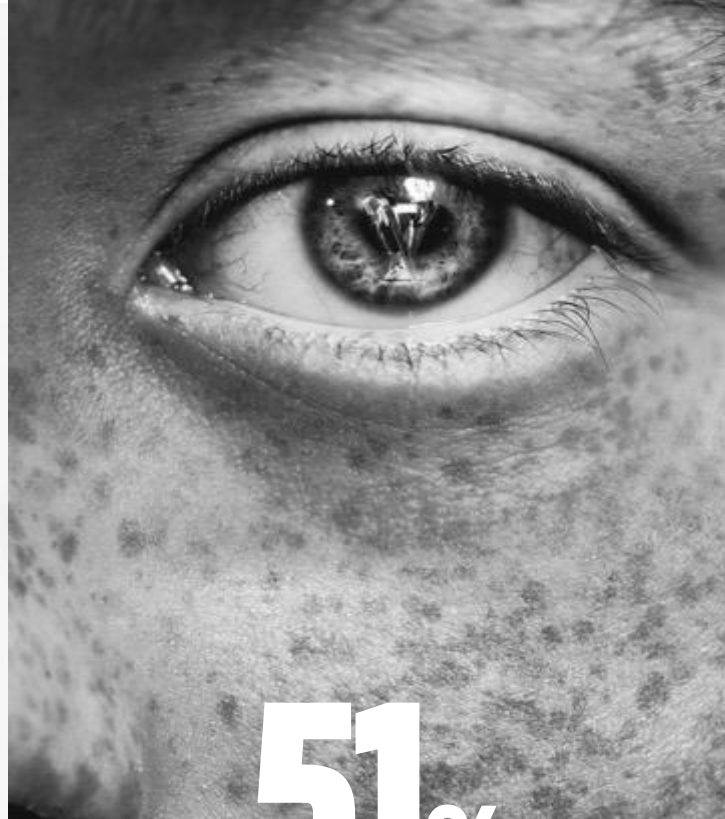
THE MOST MULTI-CULTURAL CITY IN THE WORLD

Our city is diverse and nuanced. We have an array of passions and vertical interest points across sports, culture, and food.



Benjamin
Moore®

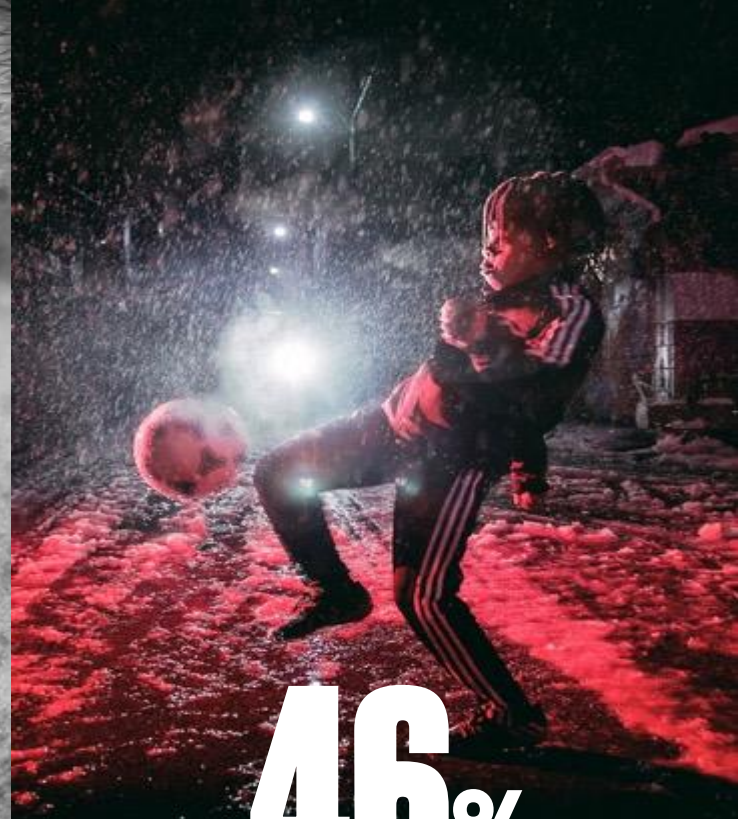
NSF SAMMY AWARD PRESENTATION



51%

FOREIGN BORN

Of our city's population is
foreign born



46%

MULTI-CULTURAL

Have a **mother tongue**
other than English/French

400,000

NEW CANADIAN RESIDENTS IN 2022

SOCCER MAKES US FEEL AT HOME

Toronto FC has one of the most diverse fanbases in Toronto. Global soccer fans in Toronto support teams based on their heritage, be it provincial or international clubs.

Fact: MLS fans are more diverse than any other sports property in Canada

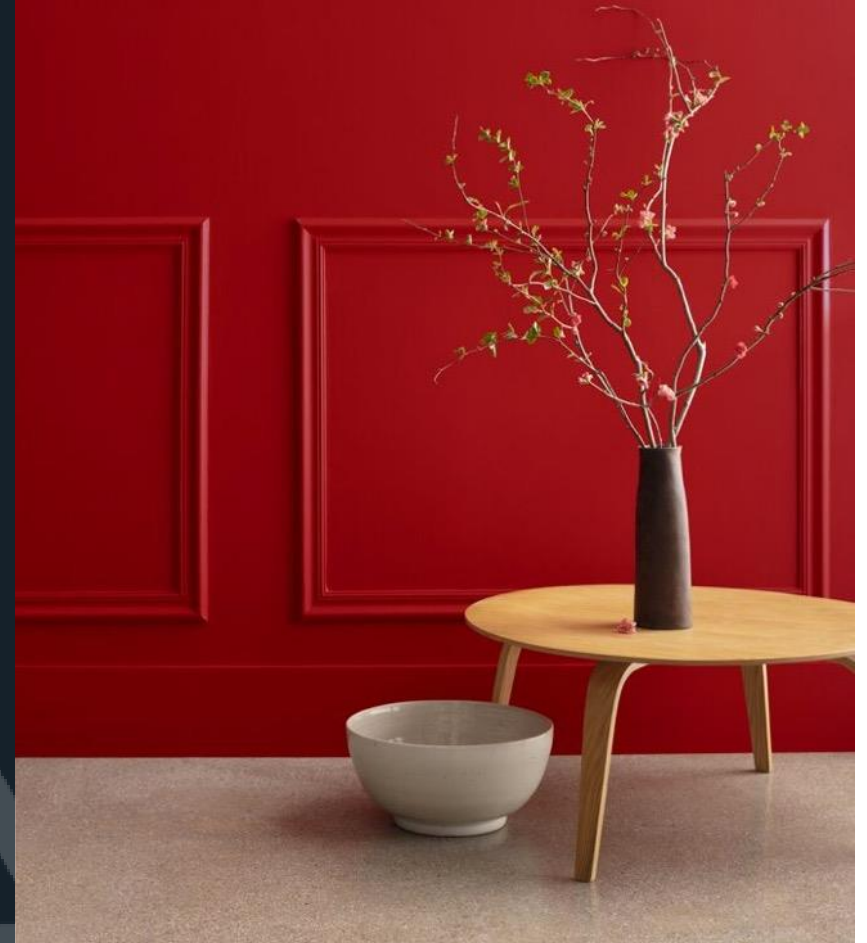


NSF SAMMY AWARD PRESENTATION



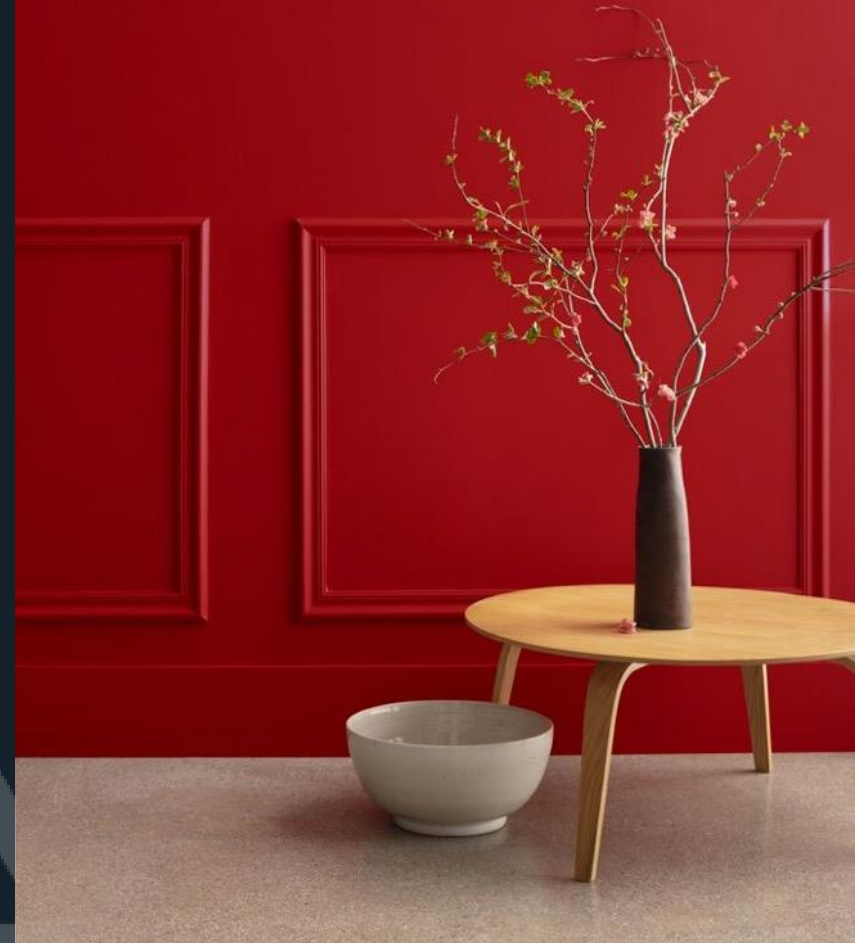
THE PARTNER

Benjamin Moore is one of the largest North American manufacturers of premium commercial paints and a long-standing partner of MLSE.



THE CHALLENGE

But how do we make commercial paint exciting and relevant to Toronto FC Fans?



PARTNER OBJECTIVES



01

RECRUIT NEW FANS



02

AUTHENTIC INTEGRATION



03

MAXIMIZE ENGAGEMENT



"SEE THE LOVE"
Benjamin Moore Campaign

THE PARTNER INSIGHT

COLOUR IS ROOTED IN EMOTIONS, NOT PRODUCT

Benjamin Moore is known for its diverse library of paint colors which includes over 3,500 varieties. Paint is the way in which we make our home, it is how we creatively express, and even transform the lives of customers and communities



NSF SAMMY AWARD PRESENTATION

Connect these three so we could add

**COLOR.
LOVE.
PASSION.**



to an otherwise gray and cold city.



NSF SAMMY AWARD PRESENTATION

**MULTICULTURAL
DIVERSE CITY
PAINT & COLOR
GLOBAL SPORT**






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PAINT THE TOWN RED




Benjamin Moore®

NSF SAMMY AWARD PRESENTATION



WHAT IT IS

A community-centric platform and rallying cry that captures the voices, rituals, customs, and flavours of different ethnic and geographic pockets of our city.

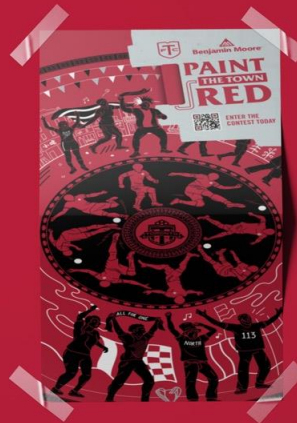
PROGRAM OVERVIEW



PART 1

A VOICE

FOR OUR COMMUNITIES



PART 2

CREATIVE EXPRESSION

OF OUR COMMUNITIES



PART 3

ENGAGING

WITH OUR COMMUNITIES

FACTS ABOUT TORONTO

+200,000

Italians living in the Greater Toronto Area.



LARGEST

Caribbean Festival in North America, Caribana.



+ 4%

Of Canada's population is a member of the LGBTQ2+ community



PART 1

A VOICE

FOR OUR COMMUNITIES

EPISODE 01

Vaughan Soccer Club



CULTURAL FOCUS

Italian Community

EPISODE 02

Regent Park Soccer Club



CULTURAL FOCUS

Caribbean Youth Community


EPISODE 03

Pink Turf Soccer League



CULTURAL FOCUS

LGBTQ+ Community

A man with dark, wavy hair and a slight smile is speaking. He is wearing a dark blue t-shirt. The background is a white wall with a repeating pattern of red maple leaves and the word "CANADA" in a stylized font.

Most Italians are very religious.

PART 2

A CREATIVE EXPRESSION

OF OUR COMMUNITIES



MURAL SYMBOLISM

Dance	Football
Culture	Teams
Heritage	Chants
Cheering	Flags
Loving	Goals
Playing	Songs
Food	Trophies

ARTIST SPOTLIGHT // PUI YAN FONG

A Toronto-based illustrator, originally from Hong Kong, she grew up in Toronto and studied illustration at Ringling College of Art and Design.




Benjamin Moore®

**PAINT
THE TOWN
RED**



**ENTER THE
CONTEST TODAY**

PART 2

CREATIVE DIRECTION

INSPIRED BY THE
FIRST FIFA WORLD
CUP POSTER

AND PY'S SURREAL &
ABSTRACT STYLE



PRESENTATION



PART 3

ENGAGING

WITH OUR COMMUNITIES

STEP 1: LOCAL PLAYER ARTWORK

Local players were included in the artwork and used to represent the diversity of the city.

STEP 2: COMMUNITY WILD POSTINGS

Artwork was pasted across 40 major suburbs

STEP 3: DIGITAL CONTESTING

Contesting was made available on the posters and across digital platforms for fans to come attend games and interact with the team



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NSF SAMMY AWARD PRESENTATION

300%

Increase in
contest entries
versus 2021





CREATIVE EXPRESSION

OF OUR COMMUNITY

ENGAGING

WITH OUR COMMUNITY

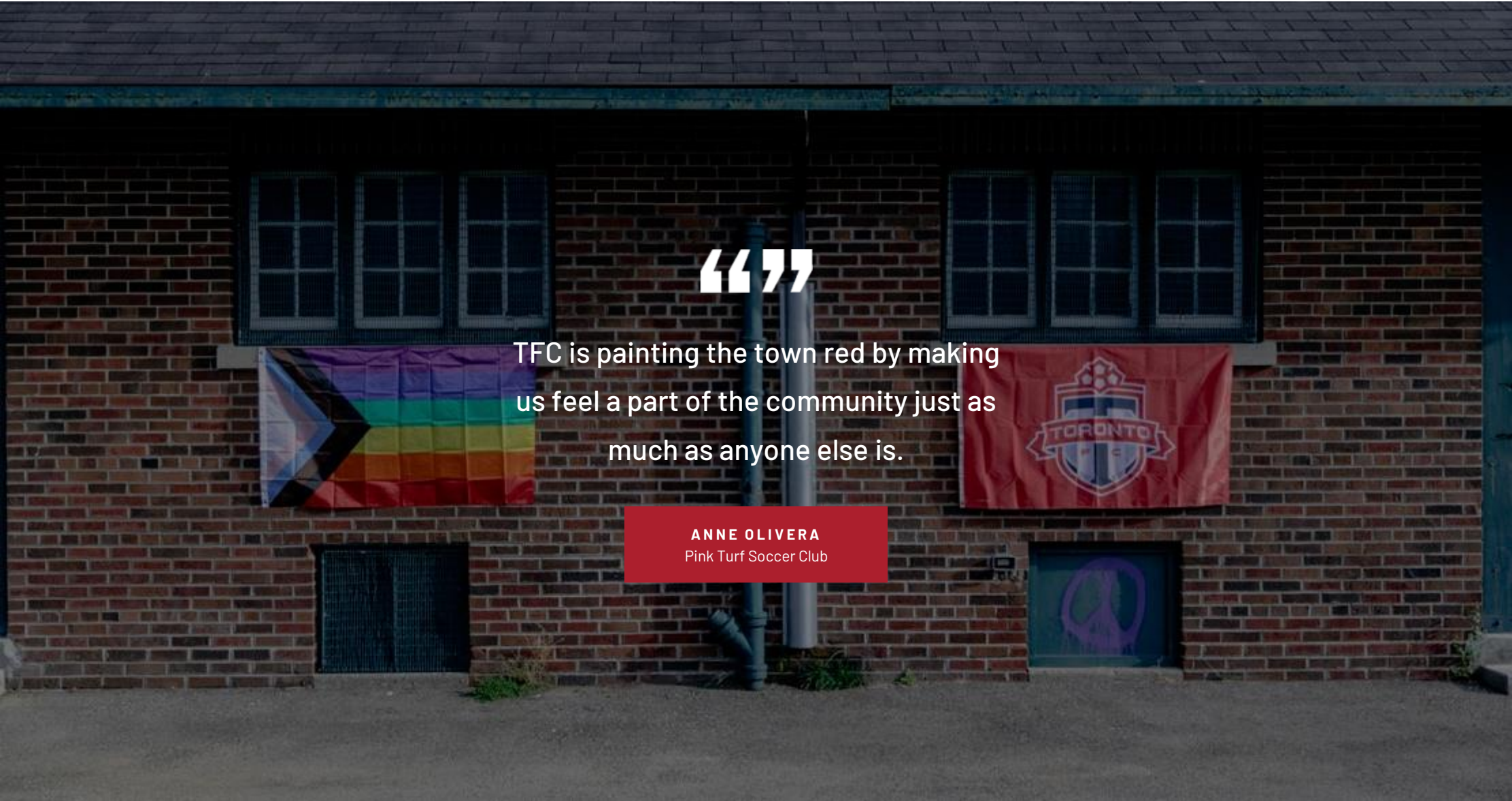
A VOICE

FOR THE COMMUNITY

YEAR TWO + BEYOND

**WILL BE
CEMENTED IN
THE
COMMUNITY**



A photograph of a brick building with two windows. A rainbow flag is hanging on the left wall, and a red Toronto FC flag is hanging on the right wall. A peace symbol is painted on the wall below the right window. A quote is overlaid in the center.

“

TFC is painting the town red by making
us feel a part of the community just as
much as anyone else is.

ANNE OLIVERA
Pink Turf Soccer Club



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