



X

Gareth Bale

Official Brand Ambassador Asia



Partnership Overview

ISG partnered legendary footballer Gareth Bale to act as the Official Brand Ambassador for SBOTOP in Asia.

ISG produced promotional content for SBOTOP, headlined by a Main Golf Challenge, involving three Fulham FC players. Alongside social content, festive messages and still photography.



Golf Challenge

(Click Image for Video Link)



(Click Image for Video Link)

Euro Top 11



Football Trivia



Mystery Box



Interview

(Click Image for Video Link)



Teaser Video

(Click Image for Video Link)



Festive Messages

(Click Image for Video Link)

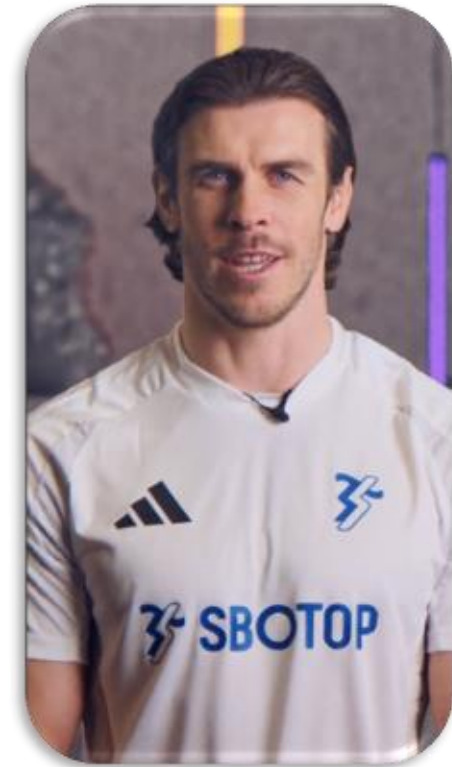
Chinese New Year



Christmas



Halloween



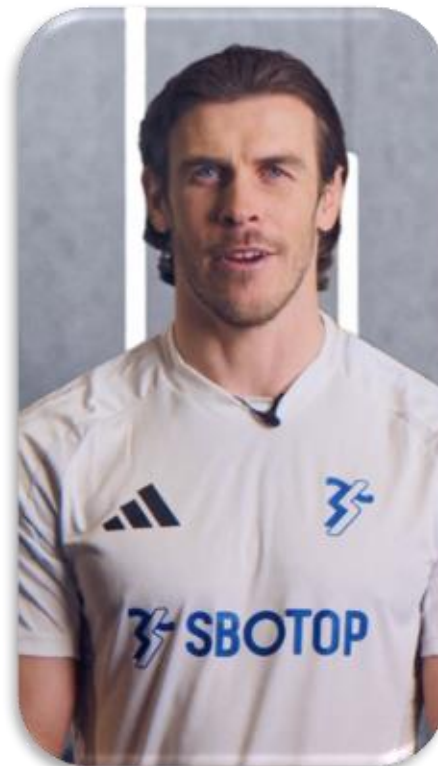
Festive Messages

(Click Image for Video Link)

Eid Al-Fitr



Diwali



Songkran



Partnership in Action



