



BIG3 Basketball & Ice Cube – 2025 ANA AIMM

Case Studies

- [Taco Bell / Bring the Fire](#) – Co-created with Taco Bell, the BIG3 introduced the innovative ‘Bring the Fire’ challenge in 2021, where teams can challenge an officiating call once per half with the result of the call determined by a 1-on-1 faceoff from the top of the key.
 - The rule has become a staple of BIG3 Basketball, with Taco Bell becoming a part of the gameplay on the court and its brand presence stretching across LED signage, CBS broadcasts, and social promotion.

- [Monster Energy / BIG3 Street LA](#) – BIG3 worked with Monster to launch its BIG3 Street Initiative in December at SRGN Studios in Los Angeles.
 - BIG3 Street aims to galvanize urban basketball culture, while redefining the intersection of sports, street fashion, and entertainment, through immersive pop-ups and 3-on-3 tournaments.
 - Aside from limited edition merch and a once-in-a-lifetime tournament incorporating BIG3 rules, guests were treated to food, drinks, and activations throughout the night, celebrating the burgeoning hoops scene in LA and the city’s influence on fashion as a hub of emerging creativity.

- **Procter & Gamble / Holistic Partnership** – P&G leveraged BIG3 during the summer to engage with a multicultural audience, driving awareness of P&G’s Widen the Screen messaging that aims to showcase the Black experience, while promoting three of its core consumer brands (Crest, Swiffer, Mielle) among diverse families.
 - In addition to traditional inventory on CBS and in-arena LED signage, P&G activated its brands in several ways, culminating during the season with BIG3’s Week 7 event in their backyard of Cincinnati (Heritage Bank Center) that hosted 50+ VIPs, including P&G’s President of North America.
 - **Widen the Screen** – Videoboard spot in-arena showcasing :60s creative
 - **Crest** – Branded feature in CBS broadcasts (Reality Checkup) + in-arena smile cam activation during timeouts
 - **Swiffer** – Branded Swiffer mops in-arena + double-boxes on CBS with Swiffer PowerMop creative
 - **Mielle** – Product integration in-arena + [custom content featuring BIG3 player, Frank Nitty](#)
 - P&G and its Swiffer brand also partnered with BIG3 and one of its coaches’ foundations, Nancy Lieberman Charities, to build a [‘Dream Court’](#) for a local community in Cincinnati, giving diverse youth access to a state-of-the-art basketball court.