

THE VICTORY CIGAR



CONTEXT:

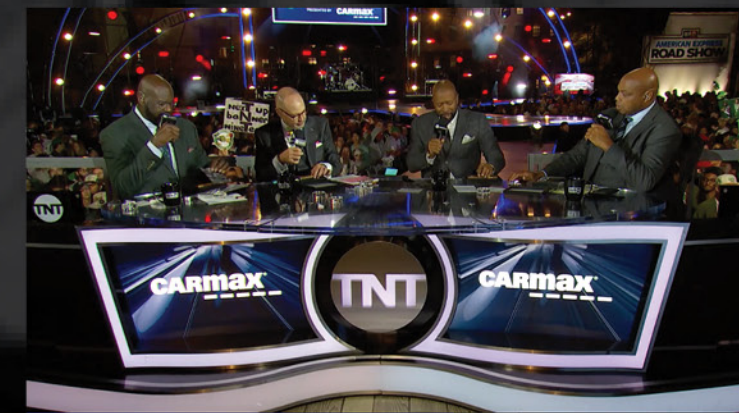
No matter what the Boston Celtics did, the national press would not give them any respect. Even with the Celtics in the 2024 National Basketball Association (NBA) Finals, there was nothing coming their way but shade. So, as the lead agency for the Massachusetts Office of Travel and Tourism, we decided to have the backs of the people of Massachusetts. We did it in a way that only true fans of the Boston Celtics could, by doing something that legendary Boston Celtics coach Red Auerbach would have done.

IDEA:

Introducing the Victory Cigar. After the Celtics won the NBA championship, we created 18 custom cigars, each laser etched with the words of the Celtics' many doubters. Every cigar was a Hoyo de Monterrey, the same brand that coach Red Auerbach used to famously smoke when the game was in hand. Each cigar came in a handsome commemorative case and was mailed directly to the fan or naysayer to spark social conversation. And again, there were only 18 available, one for each banner the Boston Celtics now had hanging from their rafters at the TD Garden.

RESULTS:

On October 22, 2024, the Victory Cigars were presented to Turner Network Television's Inside the NBA hosts Charles Barkley, Shaquille O'Neal and Kenny Smith at the opening tip off for the 2025 season. These famous doubters smoked their words on Turner Network Television, before the banner raising, in front of 3M viewers. TNT would create a 5 minute promo for the Victory Cigar before the game to help fan the flames. Hall of Fame Celtics player Paul Pierce would smoke his Victory Cigar on every post game interview. Actor Mark Wahlberg, BarStool Sports founder Dave Portnoy, former NBA star Gilbert Arenas, rapper Cousin Stizz , and thousands of Celtics fans would gloat on social channels.



3M viewership on TNT for free

\$5M value in earned media

14.2M social impressions

All for \$3,000

