



 **FANDUEL**

**CAPTIVATE**

BETTING ON CONTEXT & CONNECTION

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CONTENT SPONSORSHIP //  
NHL FOUR NATIONS & NBA ALL STAR GAME CAMPAIGN



## BETTING ON CONTEXT & CONNECTION

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FanDuel teamed with Captivate to launch its first Canadian campaign, reaching sports enthusiasts during high-stakes moments - NBA All-Star Weekend and the Four Nations hockey tournament. Ads were aligned with premium sports content curated by Captivate's editorial staff - capturing attention in the heat of the action. Bold QR codes made signing up instant and effortless, turning awareness into immediate engagement. By aligning creative with context and real-time excitement, FanDuel transformed elevators into interactive sports hubs, not just delivering ads but a memorable, action-driving brand experiences.

FEBRUARY 2025 // 2.2 MILLION IMPRESSIONS  
FULL SCREEN CONTENT SPONSORSHIP WITH  
STRONG CALL TO ACTION



**FANDUEL**  
**FEBRUARY**  
**FRENZY**

**2 WEEKS.**  
**4 SPORTS.**

NBA, NHL, GOLF,  
COLLEGE HOOPS

**BET NOW**

icaming. Please play responsibly. 19+ and physically located in Ontario. If you have questions or concerns about your gambling or the gambling of someone close to you, please go to [GamblingHelp.ca](http://GamblingHelp.ca).

**FANDUEL**

9:17

**4 Nations Face-Off**

Sidney Crosby got three assists and Mitch Marner scored in OT to help Canada beat Sweden 4-3 in the tournament opener.

Getty Images

**AP** ASSOCIATED PRESS

Friday -4°/-7° ☀️ | Saturday -1°/-7° ❄️ | Sunday -5°/-11° ❄️

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