



Case Study

BOOST ENERGY BRAND ACTIVATION AT HILL DICKINSON STADIUM

**Powering supporter engagement
at Rugby League Magic Weekend.**

*Boost Energy transformed a practical phone charging
service into an engaging brand experience during Rugby
League Magic Weekend at Hill Dickinson Stadium.*

In partnership with





SNAPSHOT

Hatch Group commissioned Crable to supply two outdoor Charging Totems as part of Boost Energy’s fan activation at Rugby League Magic Weekend on 4–5 July 2026.

Located within the main Fan Plaza outside Hill Dickinson Stadium, the Totems formed part of a vibrant activation that included free product sampling, competitions, giveaways and seating areas for supporters.

Using the simple campaign message “**Power Boost. Low Battery? Sorted.**”, the charging stations gave thousands of supporters a genuinely useful service while reinforcing Boost’s position as an energy brand that helps keep people going throughout the day.

CLIENT	Hatch Group for Boost Energy
BRAND	Boost Energy (AG Barr)
VENUE	Hill Dickinson Stadium
EVENT	Rugby League Magic Weekend 2026
PRODUCT	2 Outdoor Charging Totems
TECHNOLOGY	Wireless, USB & mains charging with NFC competition entry
SECTOR	Stadiums & Arenas



THE CLIENT

Boost Energy, part of **AG Barr plc**, is one of the UK’s leading functional energy drink brands.

For Rugby League Magic Weekend, experiential marketing specialists **Hatch Group** created an activation designed to engage supporters before kick-off and throughout the weekend.

Rather than relying solely on traditional promotional methods, the activation combined hospitality, competitions, giveaways and practical services that encouraged supporters to spend longer within the Boost space.



THE CHALLENGE

Magic Weekend is one of rugby league’s flagship events, bringing thousands of supporters together for two full days of matches.

Many fans arrive early, remain in the Fan Plaza between fixtures and spend several hours using their phones for:

- digital tickets
- photography and video
- social media
- messaging family and friends
- mobile payments

Keeping devices charged has become an important part of the matchday experience.

Boost wanted to provide supporters with a genuinely useful service that naturally encouraged people to stop, engage with the activation and spend time within the branded environment.



THE SOLUTION

Crable supplied two weatherproof Charging Totems positioned within the centre of the Boost activation.

Each Totem featured full Boost branding carrying the simple call to action:

Power Boost
Low Battery? Sorted.

Supporters could choose whichever charging method suited them:

- Wireless charging
- USB charging
- Standard plug sockets

Sticky™ NFC stickers were also integrated into the Totems, directing visitors to the **Fan of Steel** competition located immediately alongside the charging stations, creating a seamless link between charging and audience engagement.

SUPPORTER ENGAGEMENT

As with most outdoor events, charging demand built naturally throughout the day.

Interest in the Totems was evident from the morning, with women and children typically becoming the first users.

From around **3pm onwards**, both Charging Totems became consistently busy as supporters' phone batteries began to run low.

One interesting observation was the remarkably even spread of charging methods used. Wireless charging, USB ports and mains sockets all proved equally popular, demonstrating the importance of offering multiple charging options rather than relying on a single technology.

Meanwhile, the wider Boost activation remained busy throughout both days with continuous queues for competitions, giveaways and product sampling.



RESULTS & BENEFITS

Practical brand engagement

Rather than simply displaying advertising, Boost provided supporters with a genuinely valuable service.

Longer dwell time

Charging naturally encouraged supporters to remain within the activation while enjoying refreshments, competitions and giveaways.

Strong brand visibility

The four-sided Totems delivered prominent Boost branding that remained visible whether charging points were occupied or not.

Multiple audience touchpoints

Charging, NFC interactions and the nearby Fan of Steel competition worked together to create several opportunities for supporters to engage with the brand.

Premium presentation

Purpose-built branded Charging Totems complemented the wider activation and reinforced Boost's premium event presence.



“For BOOST Energy, we wanted to enhance our matchday activation stand at Magic Weekend with something that offered supporters something genuinely useful whilst also reinforcing the brand at the same time. Crable’s branded charging totems provided a slick solution which integrated perfectly into the wider experience, giving fans the chance to get some literal energy along with their BOOST, which naturally encouraged them to spend longer within the activation. As well as the totems themselves, it was great working with Will and the Crable team to bring this to life.”

Nick Lee-Rogers
Head of Experiential, Hatch Group



CONCLUSION

Successful brand activations create experiences that supporters actively want to use.

By combining premium branded Charging Totems with competitions, hospitality and product sampling, Boost created an activation that was both highly visible and genuinely useful throughout Rugby League Magic Weekend.

Cable Charging Totems can be fully customised for brands, sponsors and agencies, providing an engaging service that integrates seamlessly into sports events, festivals and experiential marketing campaigns.

BOOST

boostdrinks.com



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crable.co.uk