

IRIS × MoPOP

Seattle Seahawks activation: Smells like team spirit

- ✔ **Interactive activation:** Hyped the Museum of Pop Culture's Grunge Collection.
- ✔ **Collaboration:** Partnered with the Seattle Seahawks during 90s Throwback Week.
- ✔ **Aesthetic:** Brought a grunge aesthetic to celebrate The 12s, the greatest fans.
- ✔ **Highlights:**
 - ✔ Mark Collins and the fight to 'Save Our Seahawks'
 - ✔ BeastQuake moment
 - ✔ Winning the Lombardi Trophy
- ✔ **Signature Moment:** Fans signed a special 12s flag, setting a world record with 1,942 signatures.
- ✔ **Impact:** Created a new iconic fan moment in Seahawks history.

Smells Like Team Spirit

MoPOP x Seattle Seahawks

“The day the raw sound of Seattle met its beating heart.”

‘Smells Like Team Spirit’ was an interactive activation to hype the Museum of Pop Culture’s Grunge Collection. Developed as a collab with the Seattle Seahawks during their 90s’ Throwback Week, it brought that unmistakable grunge aesthetic while celebrating the greatest fans in the world, The 12s.

From the legendary Mark Collins and the fight to ‘Save Our Seahawks’, to the Richter Scale-breaking BeastQuake, to the glory of bringing home the Lombardi Trophy, it highlighted the unforgettable moments where fans literally made all the difference.

At the centre of the experience was ‘The Signature Moment’, where fans could sign their name on a special 12s

flag. With a total of 1942 names, it broke the new world record for signatures piece of memorabilia and became the latest great fan moment in Seattle Seahawks history.

4,000

Grunge-inspired collectibles

7,000+

Activation attendees

1,942

World record setting signatures

