

RUGBY WORLD CUP > 2011
ACTIVATION ANALYSIS > STATISTICS, STRATEGIES, TACTICS & TRENDS



ACTIVATIVE

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Introduction: Challenges & Solutions > RWC sponsors faced many challenges in 2011 including recession, earthquakes, early kick-offs, pricy travel and a small host nation. But tournament equity benefited from NZ's rugby passion, talented team and inspirational stories.

Quotes & Statistics Snapshot > Mobile outperforms traditional online, social media stats soar, NZ 2011 down on most France 2007 metrics (including terrestrial TV viewing, attendance, percentage of tickets sold and overseas visitors).

Get Up & Go To Work > With early morning kick offs, European sponsors used apps, utilities and giveaways to get consumers out of bed, while broadcasters offered seamless, multi-platform live coverage for home, mobile and office.

TV Down & Social/Mobile Up > Despite broadcaster innovation and NZ viewing records, traditional TV audiences fell - but sponsors turned to social media and smartphones to drive record breaking rugby mobile and online engagement.

Getting There & Being There > To combat high travel costs, organisers/sponsors experimented with promotions/incentives/competitions to entice overseas visitors, while in NZ late kick offs were leveraged with enhanced hospitality and original ambient initiatives.

Fanpaign: Fans Are The Campaign > Once activation was built on supporter calls-to-action and brand-backed 'good luck' messages, but increasingly the work itself is a consumer-created expression of support and a fan-team connection mechanism.

New Zealand's Rich Rugby Stories > New Zealand may be a small media market, but it has a rich rugby history. Steeped in rugby romance, New Zealand's rugby passion provided creatives with inspirational stories - and advertisers love stories.

Sponsor Error = Ambush Avalanche > The controversy around the axed All Black sponsor Telecom New Zealand's 'Abstain For The Game' campaign shows how rights holder errors provide opportunity for ambush/guerrilla work.

New Fans Vs Rugger Buggers > Traditionally seen as exclusive, traditional and middle-aged: some rugby advertisers are now appealing to younger, diverse demographics (and new markets), while others still rely on traditional clichés and sexism.

Learnings: Challenges & Solutions > Infographic overview of how advertisers and sponsors attempted to solve RWC 2011's activation challenges.

About Us >



Introduction: Challenges & Solutions

The International Rugby Board (IRB)'s Rugby World Cup (RWC) is rugby's top prize and preeminent global property, but for advertisers, partners and sponsors New Zealand 2011 presented as many challenges as it did opportunities. From macro issues like the recession and earthquakes, to micro problems such as the awkward timing of matches for big northern hemisphere markets, the cost of travel for overseas fans, the relatively small size of host population and the small capacity of its largely low-fi stadiums.



Of course, there were some positives for sponsors to leverage too. 2011 was a relatively quiet sports year, thus providing an opportunity for the RWC to stand out. The return of the tournament to New Zealand, a country considered by many as the RWC's spiritual home, was a potential plus. Certainly tournament equity was boosted by a host country fan base for which rugby is the number one sport, a host team ranked number one in the world and boasting the world's number one rugby brand - the All Blacks.

Furthermore, tournament sponsors love a story to base their creative strategies around and this competition came with a ready-made, over-arching narrative: could the sport's biggest brand and top ranked team, led by the planet's two best players and playing on home soil, finally overcome its reputation for choking?

For organisers and marketers there was also the choice between focusing on widening rugby's demographic appeal and boosting its emerging market development, or prioritising the sport's traditional fan base. New Zealand may be a rugby heartland, but long term RWC sponsors realise that a more inclusive, global approach is critical to the future success of tournaments such as the Rugby Sevens at the 2016 Rio Olympics and the 2019 RWC in Japan.

Less Business, More Rugby > Another major challenge was that Rugby New Zealand 2011 (RNZ 2011) had a lot to live up to.

The RWC has enjoyed astronomical growth since its 1987 debut with each tournament breaking the previous host's records. This culminated in France 2007 which drove a 28% rise in the number of registered rugby players, a TV reach of 238 countries and, according to a Deloitte survey, a cumulative audience of 4.3bn.

Continuing this ballooning growth curve was always going to be a challenge for the IRB and RNZ 2011. Particularly considering that New Zealand's population is just 4m compared with France's 66m. France's success left the IRB with a quandary - how could it continue the growth rate and take the tournament to the next level?

The answer was that it didn't even try. For the IRB the 2011 tournament was less about business and more about rugby.

"Taking this year's tournament to New Zealand was not a business decision, it was a rugby decision," said IRB CEO Mike Miller. "We knew we were giving it to a special rugby country, but we knew we would be 30% down on our usual surplus of profits as a result and there has been a bit of belt-tightening."

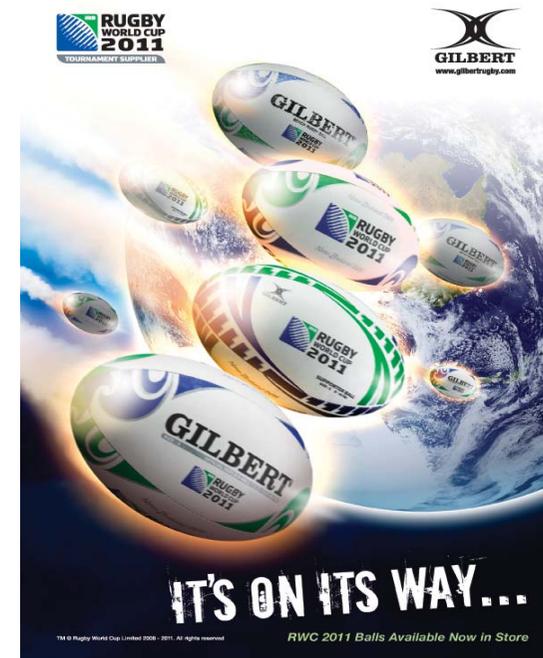
So for several sponsors the focus was more on stories, romantic rugby stories, than simple statistics. Prioritising deeper engagement through richer content rather than just maximising eyeballs. This seems to have been the sensible strategy, as most





Quotes & Statistics Snapshot

A quick overview of the data collected thus far shows that mobile has outperformed traditional online, and that social media engagement soared during this world cup. But it also suggests that most NZ 2011 metrics were down on those of France 2007: including lower traditional TV viewing, smaller attendances, a lower percentage of tickets sold and fewer overseas visitors travelling to the host nation.



TV Viewing RWC

300m

Cumulative viewing audience - 1987 New Zealand

1.75bn

Cumulative viewing audience - 1991 Five Nations

2.67bn

Cumulative viewing audience - 1995 South Africa

3bn

Cumulative viewing audience - 1999 Wales

3.5bn

Cumulative viewing audience - 2003 Australia

4.3bn

Cumulative viewing audience - 2007 France

TV Viewing NZ '11

1,984,600

Final - Nielsen Television Audience Measurement's average NZ audience

1,635,800

Opening Ceremony - Nielsen Television Audience Measurement's average NZ audience

1,587,500

Closing Ceremony - Nielsen Television Audience Measurement's average NZ audience

584,000

Women in NZ watched opening ceremony (50%+ of the total audience)

44%

Of viewers in South Africa watching RWC NZ 2011 on SABC2 were women

33m

Final France 2007 - Worldwide live TV viewers

97%

Of the 33m live TV viewers for 2007 France RWC final came from the 8 main rugby playing nations: Australia, England, France, Ireland, New Zealand, Scotland, South Africa and Wales

Social & Mobile

1.4m

RWC Facebook page fans (NZ 2011)

1m+

Total tweets using official #RWC2011 hashtag

100,000

Official Twitter followers (NZ 2011)

4m

Official RWC's YouTube Channel video views (NZ 2011)

3m

Official mobile app downloads (NZ 2011)

350m

Official mobile app page views (NZ 2011)

17m

Official RWC mobile app video views (NZ 2011)

5m

Official tournament website video views (NZ 2011)

120m

Official tournament website page impressions (NZ 2011)

> Sources

IRB

RNZ 2011

Nielsen

Putting Rugby First

BBC



Get Up & Go To Work

At this tournament a major hurdle for northern hemisphere advertisers, broadcasters and sponsors was the time difference - as most matches kicked off in the early hours of the morning. So several northern hemisphere team sponsors and rugby advertisers turned to innovative technologies, branded utilities and enticing giveaways - from rugby-themed alarm apps to mobile technologies and even free breakfast pies - to solve the unsociable hours challenge and get consumers in front of live games.

Connecting live in-game was a challenge that was further exacerbated by the number of weekday matches taking place during the morning commute or in working hours. Recorded matches and highlights shows don't fully solve the problem; after all, consumers have more ad skipping tools and skills than ever.

European broadcasters aimed to meet the challenge by offering seamless, multi-platform live coverage, replays and highlights across TV, online, social networks and mobile in the hope of providing flexible offering for early risers, on-the-move commuters and those at their office desks.

Guinness' Alarm App Wake Up Call > Q: How do you get British and Irish rugby fans up at the crack of dawn to watch live matches (and your adverts) on the other side of the world?

A: The Guinness Alarm Call Mobile App wakes up fans with a direct alarm call from a famous Rugby player to remind them that a game is about to start.

Guinness, a brand deeply engaged in rugby, but not an official sponsor of the Rugby World Cup, is determined not to miss out on New Zealand's party and is running an integrated campaign revolving around its 1759.guinness.com website.

A content-driven platform which, as well as the alarm app, includes links to the brand's 'Get Your Team Round' Facebook tool which allows users to invite their friends over so they can enjoy the match together, as well as video blogs from the tournament (including one from England captain Lewis Moody).

Without any official RWC rights to leverage (or tickets to give away), Guinness instead linked with The Times to run a competition giving away 10,000 subscriptions to The Times Online to fans of the Guinness Great Britain Facebook Page. The Times, of course, is now behind an online pay wall, so the beer brand is offering rich content (including rugby content) through this giveaway.

The integrated campaign is supported by a TV commercial, The Flag, featuring two battling factions/teams (Black and Red) playing a form of "Capture the Flag". The visual creative reflects

rugby features such as line-outs, scrums and tackles, all running under the 'Made Of More' tagline.

AMV BBDO's creative idea here, of course, emulates the life and energy of the famous Guinness 'surge'.

Of course, the brand does have rights with northern hemisphere rugby's 6 Nations competition, so there is also a text-to-win competition running on limited edition 8, 10 and 18-can rugby packs of Guinness 'Draft In a Can'.

To enter, consumers simply needed to text the code found inside their pack, along with the name of the team they are supporting, for the chance to win tickets for them and three friends to every RBS 6 Nations game of their chosen team during the 2012 competition. There were also two runner up prizes of a pair of 2012 RBS 6 Nations tickets.

And what better way to get round not having any rights in the tournament than leveraging a brand's rights from another tournament in the same sport?

Genius!

O2's 'Get Up For England' Breakfast Giveaway

> Official England Rugby Union sponsor O2 launched an integrated campaign, Get Up For England, to promote its backing for the team in the Rugby World Cup.

With the 2011 tournament held in New Zealand, European fans had to set the alarm for the early morning games. To solve this challenge O2's campaign was built around helping supporters get out of bed for the matches. The brand's ads promote its 90,000 specially created England Rugby Breakfast Packs.

The mobile service provider sent out the breakfasts for customers to enjoy from the comfort of their sofa.

The awareness element of the initiative was a Get Up For England With O2 TV spot. The ad featured England team coach Martin Johnson and eight England players - including Jonny Wilkinson, Lewis Moody, James Haskell and Chris Ashton - help a fan get out of bed early for a match.

The 60-second spot shows the stars encourage the supporter by helping him out of bed,



Guinness > Made Of More



- > Click text below for activation links
- Guinness > 1759 Website
- Guinness > Made Of More TVC
- O2 > Get Up For England TVC
- O2 > Get Up For England Website
- O2 > Get Up For England Priority
- ITV > RWC Website
- IBM > Smarter Data Website
- IBM > Smarter Data ITV Ident 1
- IBM > Smarter Data ITV Ident 2

Purchase > The full interactive pdf 'Rugby World Cup 2011 Activation Analysis' report retails at £250 (excluding VAT).

The report is approximately 45 pages and includes analysis, opinion, trends, tactics, strategies, quotes and statistics - as well as comprehensive links to the creative executions and relevant websites, films and social media platforms.

The report is delivered as a single-use file; discount rates for multiple users are available.

To buy the report either:

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> contact@activative.co.uk

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> **Telephone** _____
> **Report** _____

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About Us > The activation of sponsorship rights is now more creatively and strategically complex than ever - but the potential rewards are far greater too. The challenge for sponsorship marketers is to keep up with the most relevant ways of maximising value and to keep ahead of the competition.

Activative provides intelligence and insights services that help our clients - rights owners, brands, agencies and professional services - stay at the forefront of this evolving landscape. We focus on emerging strategies and tactics, original and innovative ideas, future facing media and new technologies across the sponsorship community - from sports, music, arts and culture, to education, ecology, cause and corporate social responsibility.

Our role is to advise, analyse, explore, filter and stimulate marketers across the entire space - from traditional sponsorships, to brand tie-ins, strategic collaborations and commercial partnerships. Activative provides clients and subscribers with trends insights, activation stimulus, creative idea generation, competitor/sector analysis and strategic planning. Through our interactive trends, reports and showcases, online monitoring source and our research and consultancy we guide sponsorship professionals through this changing space.

The old sponsorship model, based on one directional brand-biased claims, vanilla hospitality, badging brands with logos, eye-ball metrics, cost per thousand, reach and frequency, is being replaced by one based on authenticity, customisation, dialogue, interactivity and permissive engagement. Sponsorship is flourishing in this new communications environment as brands seek symbiotic passionate platforms around which to build consumer conversations.

So Activative looks beyond the sponsorship stalwarts of logo rights, arena billboards, shirt sponsorship, celebrity spokespeople, on-pack ticket promotions and traditional above-the-line advertising, and focuses on original ideas and fresh initiatives that leverage new technologies and trends, including: ambush and guerrilla work, branded content and entertainment, blogs and social media, consumer creation and generation, experiential and interactive, gaming and video, utilities, word of mouth and relationship marketing.

We seek out the unconventional, champion daring ideas and analyse breakthrough thinking. The team is committed to innovative thinking. We are not a mouthpiece for the profession, the rights holders or the sponsors themselves. The real value in our work lies in linking trends and making connections, exploring new ideas and identifying original approaches. We offer independent research and objective analysis and use this to make directional insights and actionable recommendations. <

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