

RUGBY'S WORLD CUP JAPAN 2019 CAMPAIGNS

INTRODUCTION

The Rugby World Cup was won by the Springboks after they battled past hosts Japan, Six Nations Champions Wales and All Blacks-killers England. They performed admirably as Siya Kolisi, South Africa's first ever black captain, became the first ever to lift the World Cup.

The World Cup win makes for an incredibly inspirational story as the Springboks went level with New Zealand for all time WC wins, claiming their win 12 years and two World Cups after their last.

Such was the popularity of the World Cup, one which was hosted in a country typically not renowned for its Rugby affiliation, there were several campaigns run to embrace the tournament. Digital Sport has pulled together some of the best so we can all learn from great marketing campaigns that show innovation and creativity to make them stand out from the rest. Let's start with the media partners...

01 EMIRATES

Famous long-haul flight airline Emirates was one of the partners for the tournament, and to celebrate they teamed up with International Rugby referee Nigel Owens to create a guide to the Rugby World Cup, which can be found on the link below.

Emirates created a webpage specifically tailored to their sponsorship of the World Cup, as they used Nigel in his full kit to move around the plane as he guides fans through the tournament. 15-second video clips were used to illustrate the guide, bringing a humorous nature to the campaign.

<https://www.emirates.com/uk/english/experience/campaign/rugby-world-cup/>.

This wasn't their only promotion of the event though. They even went a step further and advertised the competition on their aircrafts, using their everyday function to push the engagement in the tournament.



02 HEINEKEN

Heineken used the “H for highlights” campaign, and posted Rugby World Cup clips on their Twitter page in a very engaging and digestible manner. They then built on these by creating regular Twitter polls asking fans questions based around the tournament.

<https://twitter.com/Heineken>.

Their most innovative contribution came in the form of an app. Heineken built a bar finder app for iPhone and Android so that fans could find the nearest bar to them that was showing the Rugby games.



03 LAND ROVER

Land Rover was the official vehicle of the Rugby World Cup, they provided a fleet of vehicles to help facilitate the tournament- <https://www.landrover.co.uk/sponsorship/rugby.html>.

On Twitter, they kept using the slogan: "It's what makes Rugby, Rugby"- <https://twitter.com/LandRover>.



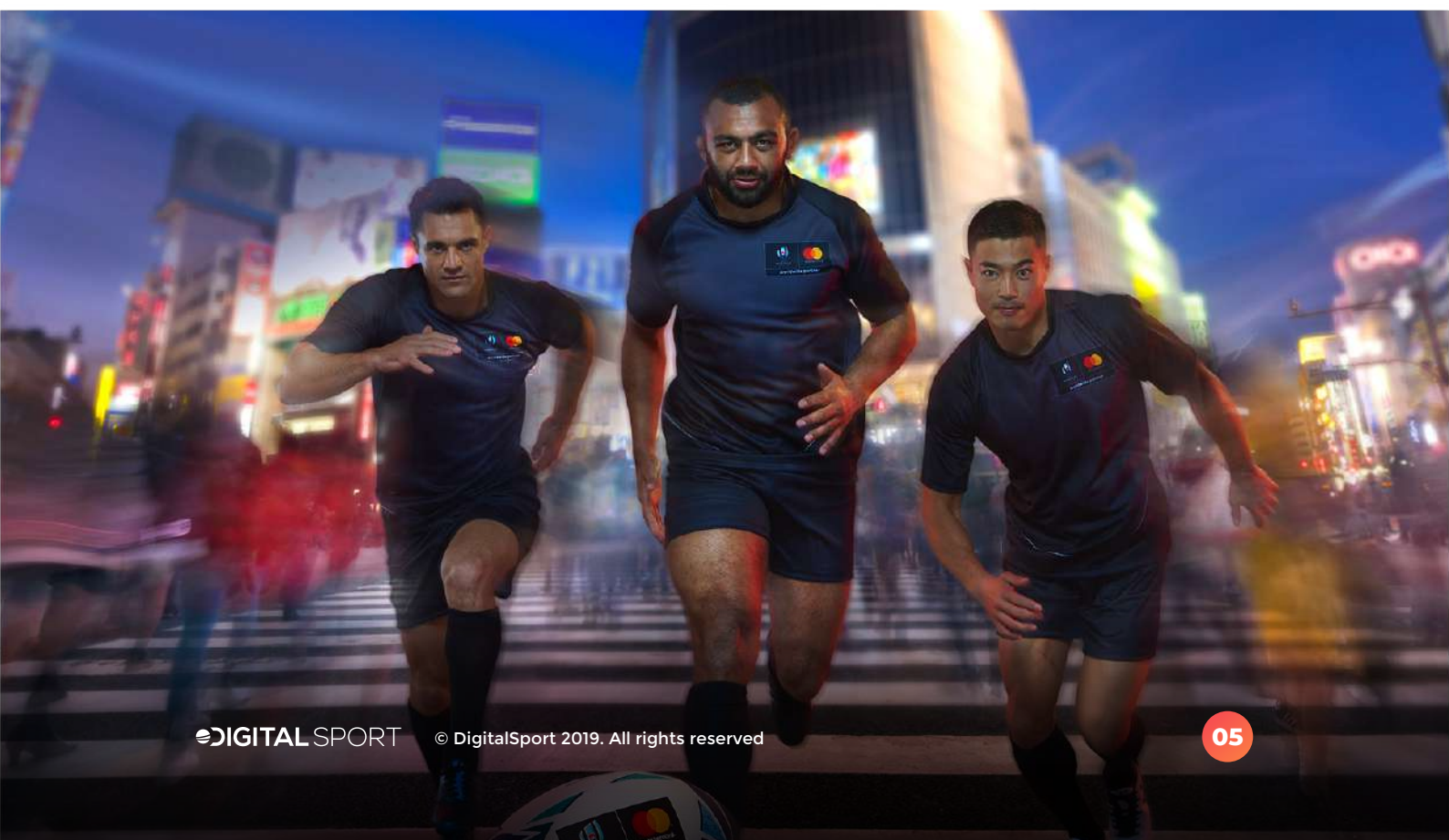
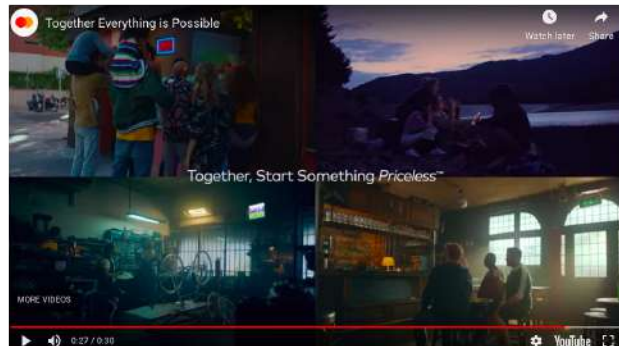
04 MASTERCARD

ALTHOUGH A KEY PARTNER, ITS SOCIAL MEDIA CONTENT WAS LESS FOCUSED AROUND THE RWC

Mastercard have been a sponsor of the Rugby World Cup for a few years now, and they continued their relationship with the tournament and its fans by offering a chance to win “priceless experiences” exclusively with Mastercard. Their official website states “With the help of rugby heroes Michael Leitch, Akihito Yamada and Dan Carter, we’ll bring you closer to the action and excitement with a chance to win priceless experiences exclusively with Mastercard.”

Along with this, they also created a match schedule for all to enjoy. The schedule had Mastercard branding, and was easy and simply to read and understand. This type of material serves as something basic but incredibly useful to most fans and customers, who can enjoy a free product of Mastercard’s at no cost to the company.

<https://www.mastercard.co.uk/en-gb/consumers/offers-promotions/rugby-world-cup.html>



05 DHL

DHL married their partnership in Rugby with their expertise in their industry to deliver the first batch of Rugby World Cup tickets around the world. Mr. Akira Shimazu, CEO of Rugby World Cup 2019 Organizing Committee said, "We are proud to work with DHL to get match tickets into the hands of RWC fans. With just two months to go, the excitement is reaching a fever pitch as we put in the final touches to ensure a highly successful event for players and supporters alike."

For the WC itself, DHL was responsible for the transportation of tournament and team equipment from around the world to Japan, & DHL also planned to deliver the equipment to more than 50 team camp locations, whose weight is estimated far above 50 tons.

<https://www.logistics.dhl/jp-en/home/press/press-archive/2019/dhl-express-delivers-first-batch-of-rugby-world-cup-2019-match-tickets.html>.

They also made sure to use their Rugby dedicated Twitter page and post regularly to Rugby fans throughout the tournament by posting highlights and clips from the 'Epic delivery' campaign which documented the journey's of fans to the World Cup: <https://twitter.com/DHLRugby>.



06 SOCIETE GENERALE

Societe Generale has been the Rugby World Cup's official bank since 1987, and in continuation of their sponsorship, the bank created a Japan WC infographic along with a results predictor so fans could place their guesses before a game. The graphic is informative, interesting, and appeals to genuine fans who have an understanding of the history of Rugby, or also to those who want to learn more.

It's easy to read, colourful and engaging, but perhaps the most engaging content is the score predictor. Everyone loves to predict scores, whether you're an expert or not. It's easy to sign up to and great for the site to run as it's incredibly engaging for fans.

<https://www.societegenerale.com/en/Rugby-World-Cup>.

If you move away from the sponsors and media partners for now, you'll also find plenty of campaigns that were used to promote the sport throughout the tournament.

MAY THE BEST TEAM WIN!

RWC 2019 PREDICTOR		VIEW PREDICTOR RULES
FRIDAY 20 SEPTEMBER		
POOL A MATCH 1 14:00 GMT	JAPAN	PREDICT NOW
SATURDAY 21 SEPTEMBER		
POOL D MATCH 2 14:00 GMT	AUSTRALIA	PREDICT NOW
POOL C MATCH 3 14:00 GMT	FRANCE	PREDICT NOW
POOL B MATCH 4 14:00 GMT	NEW ZEALAND	PREDICT NOW

Make your Rugby World Cup match predictions

The Rugby World Cup 2019 in Japan, of which Societe Generale is a Major Partner and Official Bank, ran from 20 September to 2 November. To mark the event, Societe Generale invited everyone to join in the fun with their own match predictions, with many prizes to be won!

MAKE YOUR PREDICTIONS ON THE SITE

Watch the video with Jonny Wilkinson



07 ITV

ITV were the official broadcaster of the Rugby World Cup in the UK, and with the opportunity to show every match and follow England's journey to the final, they inevitably had to put together a really engaging, exciting piece of branding and content to marry with their broadcast.

This saw the creation of the RWC intro video ahead of every programme:

<https://www.youtube.com/watch?v=GwBzJPYRFNo>

The video is inspired by Japanese culture, with the lyrics 'a new age has begun' telling you just how monumental this tournament is for Rugby in Asian markets.

They followed this introduction with an advert based around waking up for the tournament, adding Japanese pop-culture style cartoons to bring something different and unique to the promotion of the tournament: <https://www.youtube.com/watch?v=TlniOtoVQD8>



08 WORLD RUGBY

Let's not forget World Rugby themselves! The organisation had a huge responsibility to keep everyone in the loop on the latest on-goings in the tournament, posting player interviews as soon as possible and ensuring they were the go-to place for fans to consume RWC content on social media.

The World Rugby twitter account tweeted an astonishing 67 times on November 3rd, the day after the RWC final between South Africa and England, and that's not including retweets. They used their access to players, coaches, content and video to keep fans up to date almost minute-by-minute in the aftermath of the tournament.



09 BRITISH AND IRISH LIONS

British and Irish Lions Rugby made sure to also tweet about the World Cup, while mentioning their 2021 tour as often as possible as well. This was done very cleverly, as they managed to put the tour into viewer's minds and begin the build-up for one of the next big Rugby events.

With the tour not coming for over a year, it's important it's not completely ignored. Other big sporting events or major tournaments often ignore what's happening elsewhere in the sport. For example, the Masters Twitter page don't often tweet during the Ryder Cup whatsoever. But @lionsofficial made sure not to fall in that trap, bringing plenty of content of their own to the tournament's online discussion.



10 SIX NATIONS

The Six Nations, similarly to British and Irish Lions, made sure not to stay quiet throughout the tournament.

They were often posting RWC updates, making sure to ask questions to their following, writing their own thoughts on the 6N teams competing at the RWC, and even put together a halloween-themed Rugby XV. They certainly kept their social media following updated, while making it fun and different for all who followed: <https://twitter.com/SixNationsRugby/status/1189970352954327040>

