

Rugby World Cup: Get Your Brand in the Front Row



Wales has the largest rugby fan base of all European nations

Wales	100
England	59
Northern Ireland	47
Scotland	44

• SNARE THE WELSH DRAGON •

Much of the event's UK media coverage is focused on the England team and its performance

But smart brands will look west to Wales:



of the Welsh population are rugby supporters



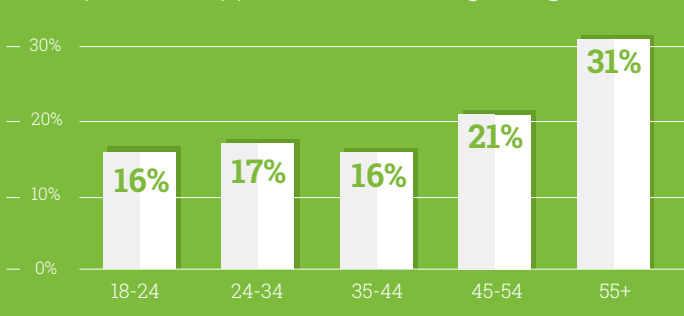
of the adult population call themselves **rugby lovers**

• TARGET THE FULL FAN BASE •

47%

of Rugby Union category visitors are females

The sport also appeals to a broad age range:



Taking a closer look at the 55+ audience in the UK in 2015:

12.3 million internet users
6.9 million smartphone users and
6.3 million digital video viewers.

83%

of them made an online purchase in the last three months



• HARNESS THE POWER OF CELEBRITY •



The official Rugby World Cup ad featured famous names to generate engagement: From Game of Thrones actor Charles Dance to rugby legends like Martin Johnson

UK rugby fans consume 6 times more sports content than the average viewer:



Over half visit **YouTube** each month

UK rugby fans consume **6x** more sports content than the average viewer

53% of the UK's rugby fans visit **YouTube** each month

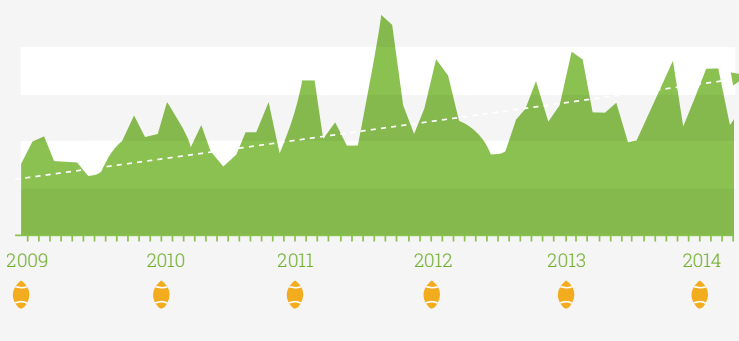
They are happy to watch longer pieces of content if it taps into their passions:

- Longer ads give advertisers time to tell engaging stories
- Many ads will be hosted on **YouTube**: this is a smart strategy for Rugby World Cup-focused marketers

• PLAY THE LONG GAME: BE WISE BEFORE AND AFTER THE EVENT •

Advertisers can also capitalise on continued interest after the World Cup is over:

Search queries tend to increase over time after major sporting events



UK searches for rugby during and after the 2011 Rugby World Cup



Brands need to be where their fans are – online: Whether before, during or after the Rugby World Cup

2

Make sure you show up against rising **mobile queries** by customising your campaigns for mobile users and leveraging mobile ad formats.

1

Create Rugby World Cup-specific **search campaigns**, align with other ad activities and show up against searches for popular topics, including favourite players, news articles and scores.

3

Create great content and amplify it online via **YouTube**.

• THREE TOP TIPS •