MARKETING MARKETING



In 2004 the main focus for the ARU's Marketing department was capitalising on the platform created by Rugby World Cup 2003 and reconnecting with and retaining the new RWC-generated audience, both on the mass entertainment and participation sides of the game.

Clearly, Australian Rugby enjoyed its highest profile ever during that magnificent tournament that captured the hearts and minds of all Australians. It presented the ARU with a once-in-a-generation opportunity for an influx of new supporters to Rugby, in arguably one of the world's most competitive sporting markets.

Marketing's key performance indicators are the growth of Australian Rugby's brands, attendance at matches, TV audience, interest levels in our game and participation levels.

All goals set for 2004 were met or exceeded and overall interest and consumption of Rugby are at record levels.

2004 Highlights

- Second highest ever cumulative crowds for Wallaby Test matches.
- · Record Tri Nations TV audiences.
- Record Pay TV audience for a Rugby match – Tooheys New Super 12 Final.
- Record cumulative and average Tooheys New Super 12 crowds.
- Record participation numbers.
- Record interest levels in our game.

All goals set for 2004 were met or exceeded and overall interest and consumption of Rugby are at record levels.

PROFESSIONAL RUGBY MARKETING

Tooheys New Super 12

The 2004 Tooheys New Super 12 "Razzle Dazzle" brand campaign was undertaken with the following objectives in mind:

- Capitalise on the platform created by RWC 2003 and the new interest in Rugby.
- Create a unique personality for the Super 12 brand.
- Position Tooheys New Super 12 as an entertainment option to appeal to the new audience.
- Communicate why Tooheys New Super 12 is compelling – best players in the world, fast, skilful and exciting.

The measurable objectives for the campaign were:

- Achieve budgeted crowd attendances.
- Increase TV viewership figures.
- Drive awareness/interest around Super 12 Rugby.

The primary target audience was entertainment seekers – men aged 18-39 looking for sporting events as an entertainment option.

The "Razzle Dazzle" campaign assisted in fulfilling the above objectives for the following reasons:

- The theme of the campaign set the tone for what you should expect from attending a Tooheys New Super 12 match – an entertaining and exciting night out. It created the feeling of an 'event' being in town, which is further reinforced with the 'limited season' aspect of the tournament.
- It appealed primarily to casual attenders/entertainment seekers and forced them to reconsider Tooheys New Super 12 as an entertainment option (we had other communications to speak to our loyalists).

 It was distinctive and bolder than previous campaigns, which created talkability.

- The phrase "Razzle Dazzle" became common vernacular within the media/broadcast arena, which strengthened the positioning.
- It created an umbrella positioning that the State unions could leverage for localised retail campaigns.
- It reconnected with the high profile Wallaby players from RWC.

Results

- Highest cumulative and average crowds for Tooheys New Super 12 matches in Australia at 472,058 and 25,981 respectively.
- Highest cumulative and average crowds for both the ACT Brumbies and Queensland Reds.
- NSW Waratahs attained average crowds of 34,500, equal with its crowd numbers from 2002.
- Highest ever crowd figure for a Tooheys New Super 12 match in Australia with 42,237 attending the inaugural Tooheys New Super 12 match at Suncorp Stadium between the Reds and the Waratahs.
- Highest ever Pay TV audience for a Rugby match – the Final.
- Highest level of awareness of Tooheys New Super 12 tournament, at 50% across Australia, up from 43% in 2003.

We have maintained the "Razzle Dazzle" campaign in 2005, as we believe it creates a distinctive personality for Tooheys New Super 12 and delivers on the entertainment experience that we are trying to position the product as. The campaign did not receive over-exposure in 2004 and we feel there are still plenty of opportunities to work this positioning harder.

"It took all my prejudices about the testosterone-soaked game of Rugby and turned them on their head. For the first time ever, I thought I might actually enjoy the odd game. You see, it didn't bang on about blocked and biffo, it told me the game was really meant to be, well, entertaining." (Jane Caro, article from AdNews 27/02/04).

2004 Bundaberg Rum Rugby Series

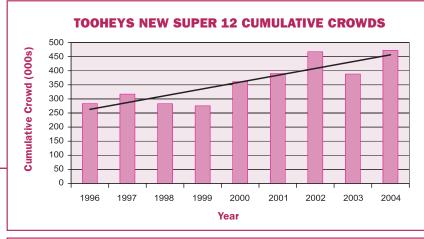
The main marketing objectives for the 2004 Bundaberg Rum Rugby Series were:

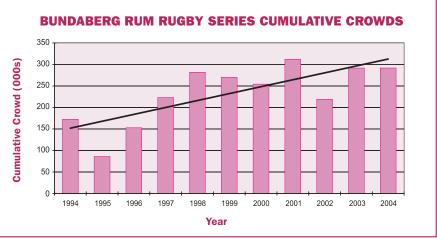
- Achieve budgeted crowd attendances.
- Increase free-to-air viewership of each match nationally.
- Drive growth through the new interest generated from RWC.
- Reconnect with and retain new RWC-generated audience.
- Leverage sponsorship relationships to co-operatively drive interest and awareness.

In 2003 the ARU used Direct Marketing as a ticket sales channel for the first time, selling more than 27,000 tickets. With valuable learnings from this campaign, we again utilised Direct Marketing as a retail device in 2004.

The "True Pride/True Passion" advertising campaign for 2004 reignited the unprecedented national pride for the Wallabies by capturing RWC highlights to reconnect with the new audience gained in 2003.

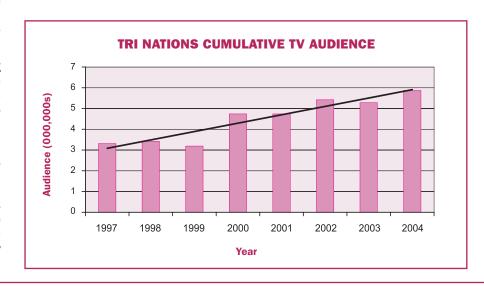
A market-by-market promotional plan was developed, with national deals negotiated with News Limited and Austereo. Promotional activities, city festivities, player appearances and fan days enabled Australian Rugby to continue to drive the profile of Rugby, the Wallabies and the Bundaberg Rum Rugby Series in each market.





Results

- 57,000 tickets sold through Direct Marketing, equating to \$3 million in sales at a fraction of the cost of traditional above-the-line marketing campaigns.
- 14,000 packages sold for Scotland/New Zealand through Direct Marketing.
- Overall ticket sales exceeded budget.
- Second highest domestic cumulative attendances on record (behind only the Lions in 2001).
- Sell-outs for Tests in Perth, Brisbane and Sydney Bledisloe.
- Perth Test sold out prior to match day for the first time.
- Record broadcast audience for Tri Nations.



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MARKETING MARKETING

CUSTOMER RELATIONSHIP MANAGEMENT

In 2004 the ARU allocated Rugby World With this in mind, we requested tenders Cup surplus to its CRM program.

At the beginning of 2004 the Australian Rugby's CRM Blueprint was devised. The objective of the Blueprint was to provide a roadmap for the development of valuable customer relationships, now and in the future. It identifies the customer groups, the targeted business outcomes, the desirable customer behaviours and the development pathways for customers. The Blueprint then explains the key initiatives identified for CRM to fill the gaps or extend the existing programs in order to develop business opportunities.

The CRM Blueprint allowed us to deliver upon a number of short-term initiatives and focus on business outcomes first, rather than technology. However, we have now reached a point in time whereby to fully leverage CRM philosophy, we need to invest in a technological platform that will enable Australian Rugby and its Member Unions to access a single view of each of our customers, rather than the current disparate sources of data.

from a number of CRM solution providers, a decision upon which will be made in early 2005, with rollout to commence in mid 2005.

Many successful programs were initiated in 2004 including season pass offers from our three Super 12 teams to Rugby World Cup ticket purchasers in their states, and an estimated \$500,000 in incremental ticket sales through the 2004 Test match ticket priority offer.

> Test match promotional activities were tailored to suit each market.



COMMUNITY RUGBY MARKETING

2004 saw the most significant investment through a Junior Recruitment Campaign at the start of the year. The campaign, utilising Wallabies captain George Gregan was executed between January and March and featured TV and press advertising plus letterbox drops in areas identified as having potential for substantial growth in participation.

These locations were selected based on research that identified factors that make some areas more likely to grow participation quickly, creating new clubs and teams.

Result

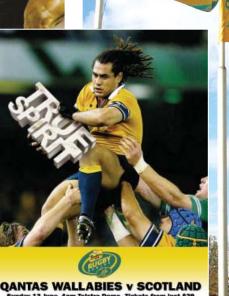
 Increase in participation numbers by 13% over 2003.













Wallaby captain George Gregan

and junior players from the Harbord Harlequins and the

Manly Roos film the 2004 Junior Recruitment Campaign.

Getty Images

WALLABIE **FAN DAY** Tuesday 25 May **North Sydney Oval** From 3pm Qantas Wallables open training session, Kids' entertainment, face painting, BBQ, competitions, giveaways and lots more! QANTAS WELL

Public appearances by the Wallabies continued to drive Rugby's profile and were popular with the fans.

QANTAS WALLA PUNJAS PACIFIC IS

The "True Pride/True Passion"

Australians' national pride for the Wallabies.

advertising campaign re-ignited

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