

Prism Award Entry | Carling Currie Cup

Category: Sponsorship (Sector Award)
Agency: Msports Marketing
Client: ABInBev Carling Black Label
Campaign: Carling Currie Cup, 2020/21



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OPENING STATEMENT

The year 2020, a “black swan” year, was a torrid one for most people around the world, let alone businesses, due to the Covid-19 outbreak. Like many companies in the food and beverage industry, ABInBev faced a colossal impact on the business because of the pandemic, the intermittent lockdowns and several alcohol bans.



Despite the negative impacts, innovative ideas were still at their peak. Carling Black Label, a brand that has cemented its position in sport, announced its three-year sponsorship of the world’s oldest rugby tournament – the Currie Cup.

OPPORTUNITY/ PROBLEM

The sponsorship was set to provide the brand with an opportunity to engage with rugby fans, particularly **25 to 34-year-olds**, deemed as “high intensity seekers” - aligned to the brand’s masculinity attributes. Also it was to use to help bring out the *Champion within* South African men and “*Reach-for-Gold*”, reinforcing positive masculinity, and establishing Carling Black Label as the point of relevance for all at-home occasions.

Due to the postponement of the Carling Cup in 2020, we were tasked with assisting the brand in using the new sponsorship to grow brand meaning, create salience and resonance with its target audience.

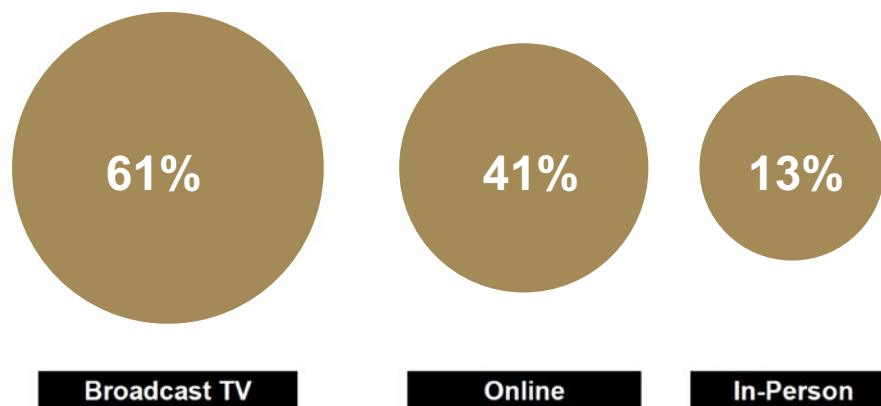


RESEARCH CONDUCTED

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According to a study done by *GWI*, it was discovered that **50%** of the global rugby supporters are South African, particularly from the Western and Eastern Cape. As part of the brand purpose of recognising and rewarding the *Champion Within* South Africans, Carling Black Label used the Currie Cup property to tap into the unique rugby audience, simultaneously reinforcing positive masculinity.

% who watch rugby via the following:



Source: GWI, Profiling the Global Rugby Fan

South African's represent the largest portion of rugby fans globally

According to a large study by *GWI* covering 45 countries, South Africa made up 50% of those who described themselves as being fans of rugby.

While TV dominated the viewing habits of rugby fans, nearly half say they also watch rugby games and content online.

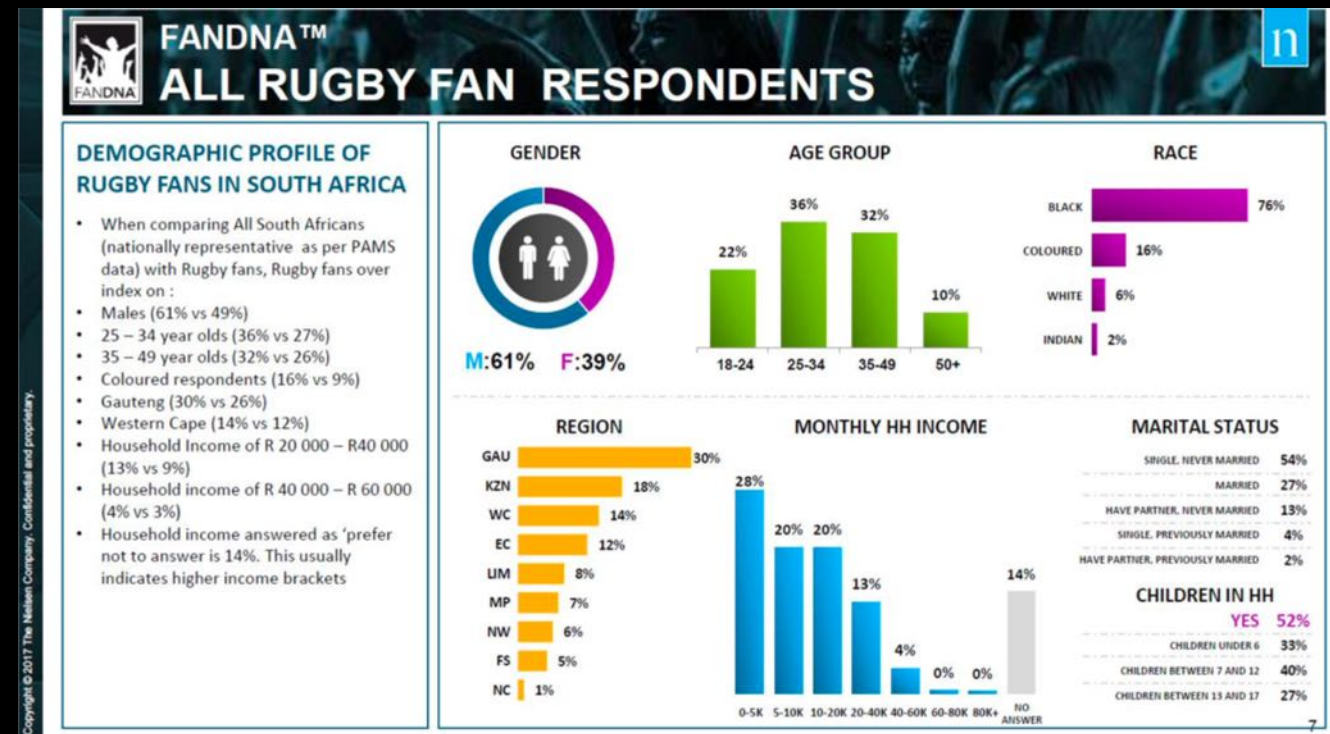
CONSUMER RESEARCH

Research - conducted by *Fan DNA* - showed that **61%** of South African rugby supporters are men within the age group of **25-34**. Out of that **61%**, the majority of the rugby supporters were found to be black or coloured. This research validates Carling Black Label's focus on the rugby fans in the Western Cape and Eastern Cape.

Consequently, Carling Currie Cup entered the rugby world with a huge task—to give South African rugby fans a champion experience of feeling closer to their teams despite not being able to watch them play live, as well as to find the champion within.

It was further discovered in research conducted by *Crimson* that rugby fans miss watching their favourite teams battling it out on the field live. They also miss the culture associated with the sport, which includes social activities such as drinking and braaiing with friends and family while watching the game. This indicated the yearning that rugby supporters had to feel closer to their teams and their favourite players, which served as an opportunity for Carling Black Label to infiltrate.

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PLANNING

New to the rugby world, Carling had to find ways to relate to the rugby audience, known to consume sports-content via TV, radio and social media.

OBJECTIVES



Announce Carling Black Label as title sponsor of the Currie Cup;



Leverage sponsorship to drive brand affinity & meaning to consumers, particularly the rugby fans in Western and Eastern Cape.



REACH FOR GOLD

PLANNING



Phase 1: Announce Carling as official sponsor of the tournament.



Phase 2: Encourage & Engage rugby fans to find the “*Champion Within*”, driving the brand’s key messaging of positive masculinity and establishing brand affinity.



Phase 3: Reward fans with limited-edition supporter’s/signed jersey of their favourite team, while the teams gave back and donated to selected NGOs.

COMMUNICATION CHANNELS



Targeted audience prefer both traditional and non-traditional communication mediums - combined both to communicate campaign messaging, focusing on TV, radio, with a digital execution.

Traditional media: Used SuperSport rugby magazine shows and partnered with Umhlobo Wenene & KFM (radio), targeting the rugby audience in the Eastern and Western Cape.

Digital: Combined TV in-seat branding with Twitter to run a competition for consumers to stand a chance to win limited-edition jersey, prompting them to engage with the brand.

TACTIC



Media Launch: Media-launch with live-stream element for consumers, to be part of the launch. We had players representatives from all Currie-Cup teams, including Springbok World-Cup winner, Siya Kolisi.



Media Drive: Carling and some of the rugby players, did media interviews post-launch. Furthermore, the rugby players shared how they find the *Champion Within*, encouraging fans to do the same.

Media Giveaways: National competition conducted on brand's Twitter page, selected TV, radio, print and online publications for consumers to stand a chance to win supporter's jersey, by sharing how they find the *Champion Within* in their lives.

Cheque Handover: Brand, and Vodacom Bulls, who found the *Champion Within* by winning the tournament, donated **R10 000** to the team's selected NGO fighting GBV, to promote positive masculinity.

CAMPAIGN MANAGEMENT

Had a campaign lead, responsible for the execution of PR-framework, client & stakeholder-liaison, budget-management and day-to-day deliverables.

Media-liaison: Secure media interviews & follow-ups, and media release syndications.

Event-lead: Ensure execution of a world-class media-launch, mini-activations and drop-offs.





EXECUTION

MEDIA LAUNCH

Carling Black Label launched and announced its Currie Cup sponsorship at The Venue, Melrose Arch with a live-stream, to involve the consumers and uninvited media due to Covid-19 restrictions. Our role players included players from all seven of the rugby teams, brand representative and SA Rugby President. A surprise element was the zoom connection with the Springboks' Rugby World Cup-winning coach, Rassie Erasmus, himself a former player who shared what makes the Currie Cup so special.



CHAMPION WITHIN DRIVE

We had an eight-week minimal execution with the main objective being to reiterate the key messaging – finding the *Champion Within* and “Reach-for-Gold”. This ran across traditional and digital communication channels.

The brand used in-seat branding at all matches to engage with the consumers and drive awareness. In addition, there were live reads on Umhlobo Wenene and KFM to appeal to the target audience. The consumer experience was amplified by the digital competition, which ran throughout the tournament.



MEDIA GIVEAWAYS

- As a build-up to the Carling Currie Cup semi-finals and finals, selected media publications ran a media giveaway for the consumers to stand a chance to win a bespoke package, including the limited-edition supporter's jersey - supported by some of the rugby players. A hundred winners were selected nationwide.



CHEQUE HANDOVER

As part of Carling's duty as being a good corporate citizen, the brand integrated one of its other properties, #NoExcuse - movement against GBV. The brand, and the participating teams, pledged to demonstrate that they are champion men and stand against GBV. Each man-of-the-match recipient donated half of their winnings to the team's selected NGO, cumulating to a lump sum which was donated to the selected NGOs. To wrap up the tournament, Carling and the champions, The Vodacom Bulls, had an official handover of the **R10 000** donation to the team's selected NGO in Diepsloot, where key media attended, along with few Bulls players.



DIFFICULTIES/ CHALLENGES

As it was Carling's inaugural year and new to the rugby landscape, the ask from the brand was minimal as the focus was on creating awareness among the rugby fans and generating brand affinity in an impactful way.



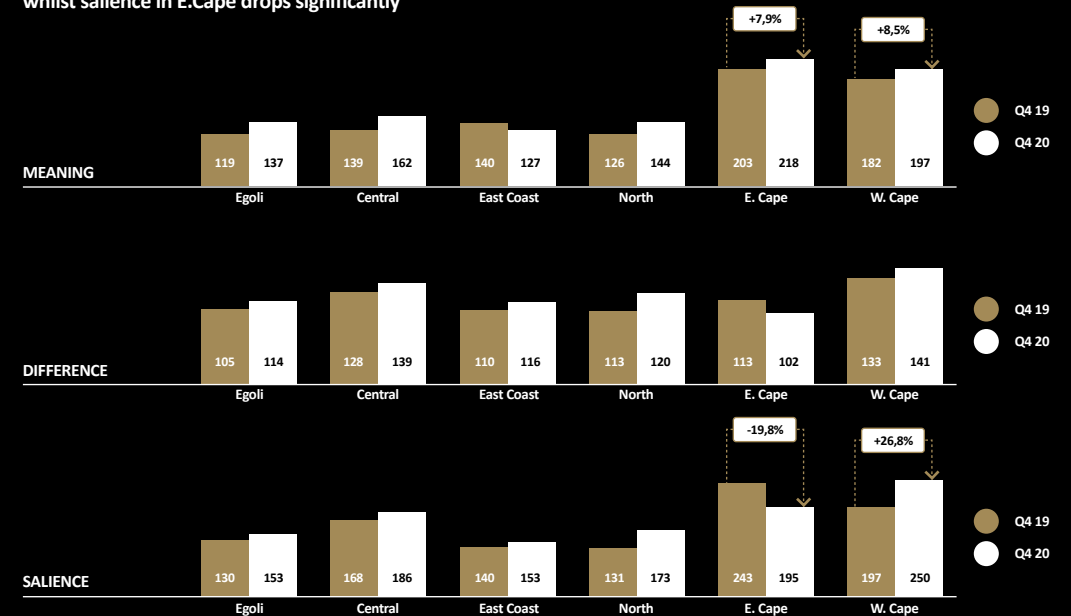
EVALUATION/ MEASUREMENT

EVALUATION/ MEASUREMENT

- The launch event and sponsorship announcement were flighted on major national television news and sports bulletins, including Afrikaans bulletins;
- We managed to reach our KPI within the first **24 hours** after the launch, receiving over **R1 million** worth of AVE and over **R3,5 Million** in PR value, demonstrating that the Carling Currie Cup sponsorship was well received nationally by the stakeholders as well as the public;
- We managed to generate a total of **R5 249 745,37** worth of AVE and **201** placements *[Newsclip]*;
- Total audience reach was approximately **169,9 Million** *[Newsclip]*;

- Online was the predominant driver, with **85** placements, largely due to the media release and the media interviews post the launch;
- The campaign appealed to the targeted audience of **25–34-year-olds**, especially from Eastern and Western Cape - brand meaning among the target audience grew by **7,9%** and **8,5%** respectively.
- Brand salience grew by **26,8%** in the Western Cape.

The power in W.Cape driven by a steep increase in salience in Q4 20, whilst salience in E.Cape drops significantly



ANNEXURES

ANNEXURE A: COMPLETE PR REPORT

2020 CARLING CURRIE CUP MEDIA LAUNCH PR RESULTS

3 NOVEMBER 2020 – 23 NOVEMBER 2020



INTERVIEW BREAKDOWN

(EXCLUDES THE MEDIA INTERVIEWS CONDUCTED AT THE MEDIA LAUNCH):

- ARNE RUST: 3
- RUGBY PLAYERS: 9

TOTAL INTERVIEWS: 11

ROLE PLAYERS

- ARNE RUST: CARLING BLACK LABEL BRAND DIRECTOR
- MARK ALEXANDER: SA RUGBY PRESIDENT
- SIMPHIWE MATANZIMA: BLUE BULLS PROP
- APHELELE FASSI: SHARKS WINGER
- ELTON JANTJIES: LIONS FLY-HALF
- JUNIOR POKOMELA: CHEETAHS LOOSE FORWARD
- SIYA KOLISI: WESTERN PROVINCE FLANKER
- ZANDRE JORDAAN: GRIQUAS LOOSE FORWARD
- PIETER JANSE VAN VUREN: PUMAS LOCK



TELEVISION
22 PLACEMENTS



RADIO
31 PLACEMENTS



PRINT
33 PLACEMENTS

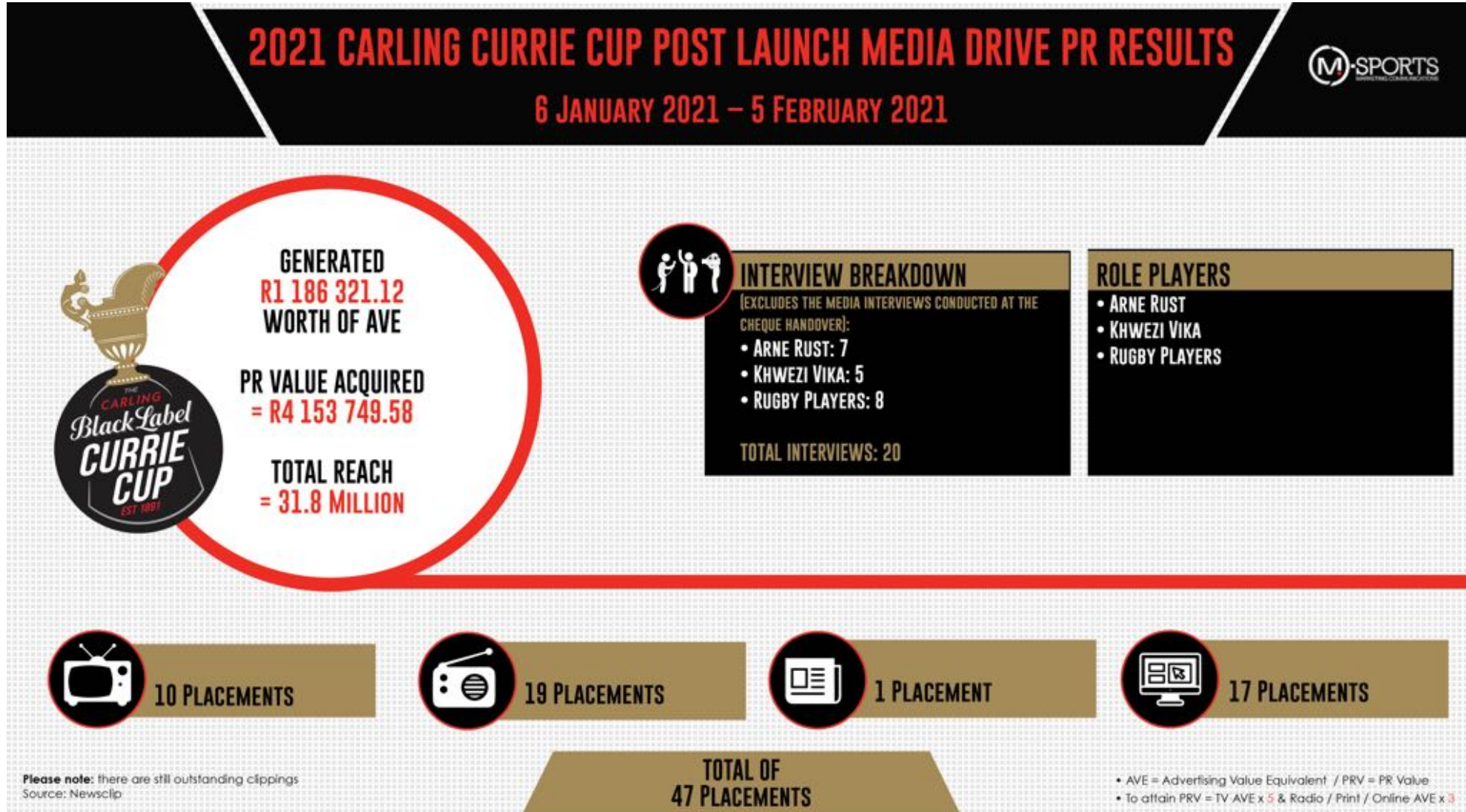


ONLINE
68 PLACEMENTS

TOTAL OF
154 PLACEMENTS

• AVE = Advertising Value Equivalent / PRV = PR Value
• To attain PRV = TV AVE x 5 & Radio / Print / Online AVE x 3

ANNEXURE A: COMPLETE PR REPORT



APPENDIX D: MEDIA COVERAGE: TELEVISION



Bay TV



eNCA



Newzroom Afrika



SABC Nuus



Morning Live



Soweto TV

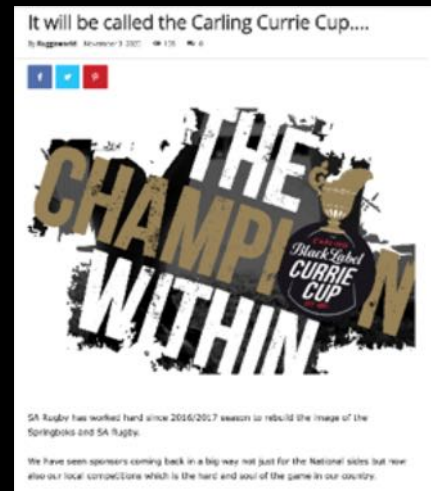
APPENDIX D: MEDIA COVERAGE: ONLINE



EWN



Business Day



Rugga World



Rugby 15

REFERENCE LETTER

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Tel: +27 11 881 8111

24 February 2021

To MSports Marketing

This email serves as confirmation that MSports Marketing has been granted permission by SAB AB InBev Africa to enter the Carling Black Label Currie Cup 2021 into the Prism awards, in the following categories:

- Sponsorship

Thank you so much for the continued support, and good luck!

Regards
Khwezi Vika,
Carling Black Label Brand Manager, Africa

ab-inbev.com

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Directors: RM Frangalzo Pires Moreira, RT Rivett-Carnac
Company Secretary: D Pask



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