

Project: ***Wakefield Wildcats Rugby League FC***
Segment: Direct Marketing/Lead Generation

Program objectives

- Create a marketing campaign that would differentiate the Wildcat organization.
- Reduce the pressure in the sales call process.
- Improve the response rate to request for corporate involvement.
- Increase the number of corporate sponsorships.
- Increase the number of corporate box packages sold.

Significant results reported by user

- At least a 50% improvement on response rates to the corporate sponsorship campaign.
- Lower costs in conducting a focused, yet personalized campaign.
- Faster and easier sales process in the acquisition of new corporate accounts.



Vertical	Travel & Entertainment
<p>Participants</p> <p>Client</p> <p>Print Provider/Agency</p> <p>Equipment</p> <p>Hardware</p> <p>Software</p>	<p>Wakefield Wildcats Rugby League Football Club Wakefield, U.K. Elliot Stroud elliott.stroud@trinitywildcats.co.uk www.wildcatsrl.com</p> <p>Wakefield Wildcats Rugby League Football Club play professional rugby league in the UK in the Super League. This is the premier division for the rugby league in England.</p> <p>Siren Creative Limited Leeds, U.K.. Steve Cooper steve@sirencreative.com www.sirencreative.com</p> <p>Siren Creative are a fully integrated marketing and design agency who were the first design/marketing agency in the UK who invested in high-end digital print. Since then they have designed and produced their own CRM software called 3SIXTY° which they now sell to all their customers to enable them to produce better one-to-one marketing campaigns, segmenting customers' databases so they only send direct mail to relevant customers at the right time.</p> <ul style="list-style-type: none"> • Xerox DocuColor 2060 • QuarkXPress • Adobe Photoshop • Adobe Illustrator • Print Shop Mail
<p>Program</p> <p>Target Audience</p> <p>Distribution</p> <p>Date</p> <p>Description</p>	<p>Local businesses and corporations</p> <p>Six months on a monthly basis</p> <p>2002 and 2003 Rugby seasons</p> <p>The Wakefield Wildcats are one of 12 English Super League rugby clubs. (The Super League is the equivalent of the NFL, MLB, or NBA in the United States with two major differences. First, the team that finishes on bottom of the league (or ladder) is sent to the next lower league to be replaced by the team that won the lower division. Second, at the end of each season, the winner of the England Super League plays the winner of the Australian Super League for a World Championship.</p>



<p>Description <i>(continued)</i></p>	<p>Super League rugby is a relatively new phenomenon in England and tends to be on a second tier compared to England's main sport, soccer (football). Depending on the teams matched up, average game attendance varies between 4,000 and 20,000 over a 22-game regular season. Corporate sponsorships and accounts play a critical role in a team's financial viability. Gate receipts and merchandising are foundational income; corporate participation can account for 40% or more of a team's total revenues. This has a significant impact on the quality of players and operations the Wildcats put on the field.</p> <p>Entering the 2002/2003 season, the Wildcats were looking for a new way to target and attract businesses to sponsor the team and to buy corporate packages for games. The Wakefield organization approached Siren with a request for a campaign that was new and different from traditional direct mail and cold calling. Siren Creative designed a campaign around a classic sport-themed table game called Subbuteo. Subbuteo has been described as "the beautiful game in miniature," or "chess on caffeine." Subbuteo, first marketed in the 1940s, is a table-top replication of a football (soccer or rugby) game. The game involves two players flicking player shaped figures mounted on disks at a miniature ball in an effort to score goals or tries. This game based campaign had the benefit of targeting the nostalgic tendencies of males who grew up playing the game in the 1960s, 1970s, and 1980s, additionally the felt fields and game boxes were very amenable to customized printing.</p> <p>Siren Creative is able to create boxes and fields (or pitches) that have sponsor names and logos in the goals or try zones. Add-on features in each box include an introductory letter, player cards, poster, sponsor material with benefits booklets, and a packet of official Wildcats grass seed. From the production side, all the print was run on the Xerox DocuColor 2060. The posters were run on 4CC 130gsm-gloss art. The header card was printed on 280gsm Xerox Colortec uncoated and creased. The game boxes were also printed on 280gsm Colortec and personalized with the recipient's company name in the score zone. These were then sent away to be die-cut and creased. The art was designed on Apple Macs in Adobe Illustrator and QuarkXPress. Siren used Print Shop Mail to personalize the letters and box front from the database supplied by Wakefield Wildcats.</p> <p>The Wildcat organization realized that the idea was a bit of "a gamble." In this case, the payoff has been tremendous. Compared to direct mail style campaigns, the game based promotion has seen a response rate in the 60 - 70% range versus 10 - 20%. Moreover, the promotion has moved the telephone conversations with potential sponsors from a cold-call situation to a very personal dialogue. The result is much less work involved in the marketing process. Anecdotally, Wakefield's Elliot Stroud noted that after the corporate members took the game home to their children, the Wildcat organization gained a whole new marketing component. Finally, from a merchandizing perspective, because of the limited and personal nature of the game sets, they are quickly moving into a "collector's status."</p>
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