

New film, campaign for rugby fans from Heineken

Heineken, with its creative agency Rothco, has launched an exclusive new project aimed at extending the reach of the brand's official rugby sponsorship. It has opened a bespoke online platform for fans, Heinekenrugbyclub.com, to enable and inspire rugby supporters to share the social opportunities of rugby.

The campaign has several stages and forms of engagement for fans and intends to be pushed out globally following the launch. Phase one of the campaign launched 16 March 2016, with a tongue-in-cheek online film. The spot highlights the benefits of opposing fans working together. To get themselves out of a tricky dry bar situation after the taps at the pub run out during a national game, fans must sing together to get them flowing again.



The film carves the way for the first iteration of the website, which will include three key features to help facilitate the best match day experience for fans. The first is a profile of the first XV fans - leading the way for the mixed-supporters rugby club. The second is an in-depth profile of key cities hosting upcoming games and last, but not least, the profile of key rugby supporter's pubs in each location.

Karl Donnelly, sponsorship marketing manager at Heineken Ireland says, "The brand has a enjoyed long-standing, meaningful relationship with rugby and the Heineken Rugby Club is our exciting and ambitious plan to celebrate rugby fans in a way that has never been done before. It will look to bring fans together by shining a light on what makes rugby supporters great by giving them a fresh, new way to enjoy the game they love on and off the pitch."

Account Director at Rothco, James Moore comments, "The aim is that the site will become a supporter-driven community. What better way to launch the club than by celebrating the people who make the sport what it is – the supporters. Sociability is at the core of the Heineken brand and this idea. This is about the fans, not the analysts or rugby experts."

View the film

For more information, go to www.heinekenrugbyclub.com.

For more, visit: <https://www.bizcommunity.com>