

Case Study

EMC | London Wasps RFC



Objectives

- Raise awareness of EMC to a wide audience of which a high percentage fall within EMC's target audience
- Build relationships in the South East area and grow business through targeted customer entertaining

Strategy

- Increase EMC's sponsorship involvement in the UK & Ireland to a level which provides good national exposure of the EMC logo and excellent opportunities to entertain and develop relationships at a successful and well known London-based club

Implementation

- Worked with EMC to identify the key sponsorship rights that would deliver the objectives and ensured that these rights were maximised in the final contract
- Managed the sponsorship account and ensured the effective and timely implementation of all basic sponsorship rights
- Created, managed and delivered an activation plan to bring the sponsorship to life for EMC's target audience
- Drove PR and Marketing plan for Wasps' inaugural marquee St. George's Day game at Twickenham and ensured widespread coverage for EMC during the match

Evaluation & results

- Widespread national exposure of the EMC logo in the sports pages of all national press
- Good logo exposure to the global rugby watching audience through TV coverage
- St. George's Day game provided a vehicle to get national media interest outside of the sports pages and famous individuals to endorse the EMC brand by association
- The hospitality at Wasps and International games especially has proved a very useful tool with sales staff
- Customer engagement event at the St. George's Day game was a huge success

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