

Case Study

Highland Spring | Sponsorship of the London Double Header



Objective

- Create maximum awareness of Highland Spring's association with rugby in the South East region of England using limited human and financial resources

Strategy

- Focus the resources on one high profile event that can deliver the desired media targets within budget and where Highland Spring could demonstrate the importance of grassroots sport and community involvement
- Provide a vehicle to get Highland Spring product into consumers' hands

Implementation

- After careful evaluation of a number of sponsorship opportunities with individual clubs, governing bodies and umbrella organisations the Title sponsorship of The London Double Header was selected
- Rights fees and contract negotiations were carefully handled by Logan Sports Marketing to deliver the required objectives within budget
- LSM engaged with the clubs involved, Premier Rugby and the league sponsor Guinness to ensure that the opportunities for Highland Spring were maximised both strategically and tactically
- By working closely with the clubs, Premier Rugby and Guinness - Logan Sports Marketing were able to ensure that in addition to the negotiated contractual rights, Highland Spring were able to:
 - maximise the branding opportunities
 - extend media reach
 - achieve increased visibility at the London Double Header Community Festival
 - distribute 30,000 bottles of water in association with Guinness

Evaluation & results

- Adverts featuring prominent Highland Spring branding appeared in the following titles during a three month campaign reaching a readership of just under 10 million:
 - Daily Telegraph | Independent | Guardian | Sport Magazine | The Times | Metro
- Six sheet and four sheet poster campaign in 14 of the busiest railway stations across North and South West London
- Four-day promotional vehicle tour
- 52,087 spectators exposed to the Highland Spring brand on the match-day. Branding included pitch graphics, big screen advertising, extensive brand representation in the programme, tannoy announcements, over 1000 branded t-shirts for community participants
- 164,000 ABC1 viewers of the Guinness Premiership show
- 30,000 bottles of Highland Spring water distributed to supporters for their journey home

www.logangroup.co.uk/ourwork_casestudy_highlandspring1.html