



CASE STUDY 2: Haymarket – The Football League Awards 2008



Brief and Objectives

- To maximise coverage of the Awards ceremony through a compliment of media to reach fans and industry – official club media, national and regional print titles, broadcast media, fan websites and trade media.
- To convey the message of The Football League – ‘Real Football For Real Fans’
- To maximise the FourFourTwo association with the event

Strategy and Solution

- Conduct a planned campaign of releases to generate fans’ votes on FourFourTwo.com. Activate a strategic output of releases to stimulate interest in and awareness surrounding the Awards ceremony. i.e. ‘Vote for Goal of the Year’, Shortlist announcements
- Run an award category with a broadcast partner - the ‘Best Away Ground’ award with Five Live
- Release the winner information on the night of the event ‘as it happens’
- Release the ‘Player of the Year’ on early release to national newspapers under embargo to make their Monday deadline for national coverage
- Organise branded sponsor photography with each of the winners
- Release sponsors/trades releases to generate sponsorship support/interest for the event

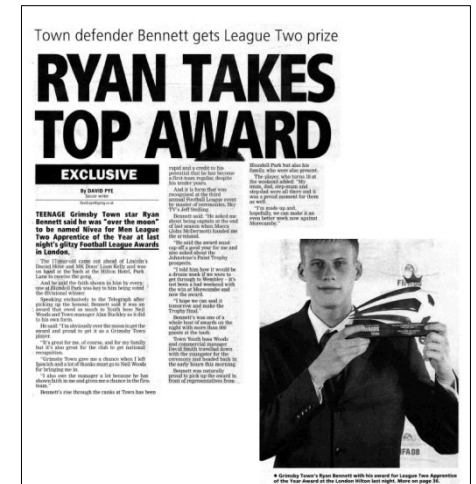
Results

- Coverage pre-awards and post-awards night was collected and the total media equivalent advertising value was calculated.
- Most of the coverage on specific Award categories listed their respective sponsors, and the majority of the accompanying photographs featured branded imagery taken on the awards night.
- Pre-Awards Night Coverage - Total media equivalent advertising value: £111,372.11
- Post-Awards Night Coverage - Total media equivalent advertising value: £2,200,850

Coverage



West Bromwich Albion Official Website
3rd March 2007



Express and Star – Walsall 6th March 2008