



CASE STUDY 1: IBML – Slazenger New Product Launch Day



Brief and Objectives

- To maximise press coverage for the Slazenger Cricket Brand through national newspapers, national broadcast coverage, cricket consumer titles and key trade titles.
- To showcase the new 2008 cricket range to specialist cricket journalists/retail trade journalists
- To strengthen Slazenger cricket relations with national and industry media.
- To activate the sponsorship of Slazenger’s sponsored England cricket players – The Three Lions – ODI Captain Paul Collingwood, Ian Bell and Matthew Prior.

Strategy and Solution

- Invite the Cricket journalists from all target media sectors
- Organised an event day at Lords Cricket ground – scheduled this before the cricket tour of New Zealand so media interest in interviewing the players was high.
- Organise press schedule for time slots for the journalists to speak to the players, and have a look through the new range of equipment on the specialist display stand
- Offer the journalists hospitality - presentation of the new range, panel session with the players, individual interview slots, a buffet lunch and a session in the nets with the players to play test the new Slazenger equipment range.

Results

- Coverage was collected through a wide range of mediums such as broadcast coverage, national print coverage, regional print coverage, and general websites
- 15 pieces of national print coverage
- 1 Sky Sports News piece - broadcast coverage
- 2 pieces of regional print coverage
- 15 pieces website coverage

Coverage



Free Sport – Paul Collingwood Interview 23/11/07

Daily Mail – Online 13/11/07

