

WORLD CUP CAMPAIGN

Strategy presentation

16/05/2023



OBJECTIVES



RECRUIT NEW MEMBERS

BY USING



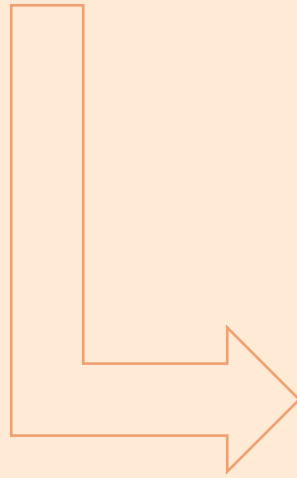
AS A MOMENTUM

CAMPAIGN END GAME:
NATIONAL TRIAL MONTH

BUSINESS OBJECTIVE

Increase # rugby players
in season 2023-2024.

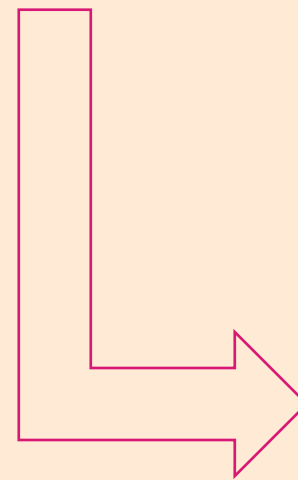
*No trial,
no glory.*



MARKETING OBJECTIVE

Generate qualitative trials.

*Opportunity:
U10 & U12*



COMMUNICATION OBJECTIVE

**GET TWEENS TO JOIN
NATIONAL TRIAL MONTH**

by showing them why rugby might
be what they're looking for.



OUR AUDIENCE

U10 & U12 ALSO KNOWN AS... THE TWEENS

INBETWEENERS

*between children
& teenagers*

“INDEPENDENCE”

start wanting to be independent of their parents but *peers* are becoming strong influence

IDENTITY

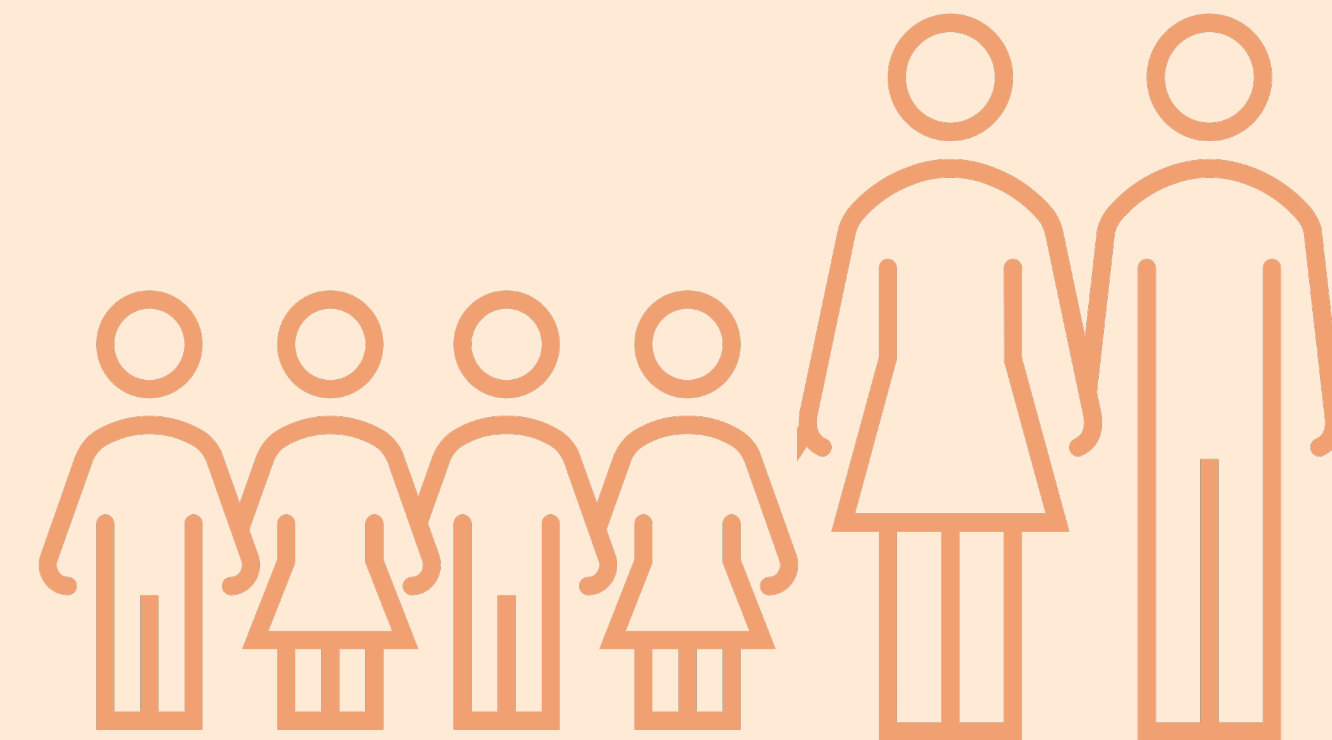
in search of their *own* identity

WHO WE NEED TO GET TO TRIALS



The tweens

WHO WE NEED TO CONVINCe



The tweens & their parents

THE STORY WE WANT TO TELL



**THE EXTRA TALENT YOU
NEED IS TO HAVE GUTS**

**THE EXTRA
TALENT
YOU NEED**

Kids are talented

**They believe they can do
anything**

**There is only one extra talent
you really need to play rugby**



**It's a bold choice
to join the brotherhood**

**Rugby is known
to be a tough sport**

**Not the typical sports
tweens go for in Belgium**

**IS
TO HAVE
GUTS**

WHY IT WORKS FOR OUR AUDIENCE



Want to **experience risky situations**, for bravado or challenge.



Have a taste for **adventure**, loves **discoveries** & **thrilling** experiences.

GET

Tweens from 8 to 11 years old.

WHO

Are looking for a challenge, discovery and thrilling experiences in a sport.

TO

Make the bold choice to join the brotherhood and go to the trials.

BY

Showing them that the extra talent they need to play rugby is to have guts, the rest you have.

CREATIVE CONCEPT



An aerial view of the Fortnite map, showing various locations like Tilted Towers, Pleasant Park, and the volcano. The text "Rugby is FORTNITE IRL." is overlaid in the center in a large, bold, white font with a black outline. The background features green hills, a winding river, and a large lava flow on the left side. In the bottom left corner, there are logos for "Boyle Sports Research" and "B".

**Rugby is
FORTNITE IRL.**

Rugby training

X

FORTNITE

X

influencers

**Rugby
is FORTNITE
IRL.**

concept

Fornite, the most popular game among kids, contains a lot of moves that are similar to rugby: slide tackles, chicken throwing, ...

**That's why we'll show kids that by playing rugby,
they can play their favourite game IRL.**

Rugby is FORTNITE IRL.

execution

From in-game items
to training tools.



Parachute



Treasure box



Chicken



Llama piñata



Dynamite

Rugby is FORTNITE IRL.

execution

From in-game items
to training tools.



Parachute



Treasure box



Chicken



Llama piñata



Dynamite

**Rugby
is FORTNITE
IRL.**

execution

We will work with **two influencers** that have an interest in gaming (1 NL & 1 FR). And who are popular among tweens.

Together with a rugby coach they organize a Fortnite themed rugby training.

Rugby is FORTNITE IRL.

Influencer selection

3 proposals Flanders



MrKrul

81 K subscribers on [YouTube](#)

49,8 % Belgian followers

16,3 % 13-17 y/o followers

801.4K followers on [TikTok](#)

42,3 % Belgian followers

15,4 % 13-17 y/o followers



Meester Juan

201 K subscribers on [TikTok](#)

81,14 % Belgian followers

17,4 % 13-17 y/o followers

4.74 K followers on [YouTube](#)

90 % Belgian followers

17,4 % 13-17 y/o followers



Simon Descheemaeker

177 K followers on [TikTok](#)

60,67 % Belgian followers

19,3 % 13-17 y/o followers

Rugby is FORTNITE IRL.

Influencer selection

3 proposals Wallonia



Dylan Saussez

562K followers on [TikTok](#)

25,17 % Belgian followers

18,4 % 13-17 y/o followers

35 K followers on [Instagram](#)

30,22 % Belgian followers

20 % 13-17 y/o followers



Steve Brada

974K followers on [TikTok](#)

15,04 % Belgian followers

12,8 % 13-17 y/o followers

64 K followers on [Instagram](#)

18,88 % Belgian followers

11,8 % 13-17 y/o followers

260 K subscribers [YouTube](#)

6,32 % Belgian followers

11,4 % 13-17 y/o followers



Noward

124 K followers on [Twitch](#)

2,88K subscribers on [YouTube](#)

27,86 % Belgian followers

13,2 % 13-17 y/o followers

30 K followers on [Instagram](#)

27,86 % Belgian followers

13,2 % 13-17 y/o followers

campaign flow

campaign flow

A. long YouTube video

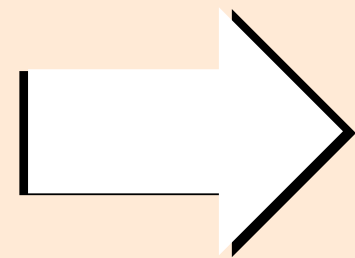
Together with our influencers and a rugby coach we introduce a couple of kids to the world of Fortnite rugby.

B. influencer content

Influencers will also create content and share it on their own SoMe.

C. social recuts

The footage of our existing long form content is used to make snappy recuts that are social proof for both kids and parents.



D. trial days in September

A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

Mood:



<https://youtu.be/xLwciaOOrUk>

A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

- 1. Warm-up with parachute:
just like the start of every Fortnite game**



A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

1. Warm-up with parachute:
just like the start of every Fortnite game
2. **Basics of tactical runs: with a dynamite shaped ball**



A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

1. Warm-up with parachute:
just like the start of every Fortnite game
2. Basics of tactical runs: with a dynamite shaped ball
3. **Basics of throwing: with a chicken shaped ball**



A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

1. Warm-up with parachute:
just like the start of every Fortnite game
2. Basics of tactical runs: with a dynamite shaped ball
3. Basics of throwing: with a chicken shaped ball
4. **Basics of tackling: with a lama piñata (smash)**



A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

1. Warm-up with parachute:
just like the start of every Fortnite game
2. Basics of tactical runs: with a dynamite shaped ball
3. Basics of throwing: with a chicken shaped ball
4. Basics of tackling: with a lama piñata (smash)
5. **Divide in teams for a game: a treasure box with training vests**



A. long YouTube video

The influencers, together with the coach, surprise the kids with a Fortnite themed rugby training. **Here they'll learn the basics.**

1. Warm-up with parachute: just like the start of every Fortnite game
2. Basics of tactical runs: with a dynamite shaped ball
3. Basics of throwing: with a chicken shaped ball
4. Basics of tackling: with a lama piñata (smash)
5. Divide in teams for a game: a treasure box with training vests
6. **Winning team: does a typical Fortnite dance**



A. long YouTube video

To make the video visually more appealing we also add in-game elements.

Health bar



Visual animations



C. social recuts

IRL training examples.



We see kids hicken throwing. in training.



We see kids running with parachutes in training.



We see kids smashing lama's in training.

Kom dan in september naar een rugbyinitiatie

CTA

En speel FORTNITE IN HET ECHT

CTA

Swipe up & ontdek alle initiatiedagen



CTA

C. social recuts

IRL training examples (without the Fortnite branding).



We see kids chicken throwing in training.



We see kids running with parachutes in training.



We see kids smashing lama's in training.

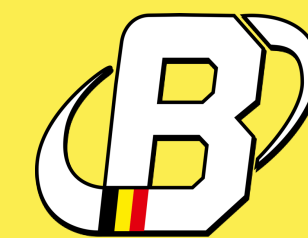
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CTA

C. social recuts

In-game footage vs. IRL



We see footage from the Fortnite game, a typical move.



We see footage from our first initiation.

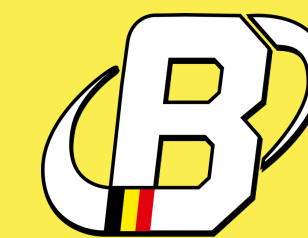
Kom dan in september naar een rugbyinitiatie

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CTA

C. social recuts

Parents



D. trial days in September

Club toolkit

- One/some training elements
- Social media templates/graphics
- Leaflet for coaches with gaming language and move comparison.



TIMELINE



EARNED

Influencers



PAID

SoMe + YT

Awareness (short formats)

Traffic to website (statics)



OWNED

RB media

Awareness (short formats)

Traffic to website (statics)



19/08
LAUNCH

26/08

02/09

●

09/09

WC
France - NZ

●

WC
France - Uruguay

16/09
START TRIALS



**BRING
IT ON!**