

# Land Rover launches #WeDeallnReal rugby campaign

Building on its official sponsor status for Rugby World Cup 2011, Land Rover has used its 20 year heritage within rugby at all levels around the world to create a fully integrated brand campaign which puts grassroots rugby at its heart.



Soweto RFC

Land Rover is a Worldwide Partner of Rugby World Cup 2015 which is set to kick off on 18 September in the UK.

The #WeDeallnReal campaign features a number of different content and experiential activations including a central advertising campaign, mascot leverage, social integration, experiential support, global media partnerships and ambassador engagement.

Eleven amateur rugby clubs from different countries will feature in the brand's #WeDeallnReal global advertising campaign, shown across seven different broadcast partnerships, with hundreds more amateur clubs given the opportunity to get involved and tell their stories via Land Rover's global digital and social channels.

## Spotlight on small clubs

"We have deliberately chosen to shine the spotlight on some of the smallest, most remote, most deserving rugby clubs around the world," Laura Schwab, marketing director Jaguar Land Rover UK, said.

"We have a long history of supporting rugby from the grassroots up and we share many of the values that also sit at the heart of the game. Our unique #WeDeallnReal campaign aims to put grassroots clubs, and the remarkable characters who represent the true spirit of the game, on the global stage, by telling their stories to an international audience."

The eleven hero clubs chosen for the integrated campaign each have their own unique story to tell which will be brought to life through broadcast idents, a series of digital films hosted on Land Rover's global website, and will be championed through the company's global network of social channels.

From Mull Rugby Club in Scotland, where the regular journey to training involves boat trips to and from the island to Davetalavu Rugby Club in Fiji, where residents of the local community take turns to maintain the grass and paint the lines, these clubs form the basis of the #WeDeallnReal global advertising campaign.

## **High-profile ambassadors**

To celebrate the campaign, Land Rover has released a one minute video that delves into the values that set rugby apart and celebrates the clubs and people who are at the heart of the game.

Land Rover launched its #WeDeallnReal campaign in March by using some of its most high-profile rugby ambassadors to lend a hand at a local club match in Hampshire, England. Legends of the game past and present, including Rugby World Cup winners Jonny Wilkinson, Will Greenwood, Sir Clive Woodward, Brad Thorn and Bryan Habana rewarded amateur side Racal Decca RFC by fulfilling the club's routine match day preparations as a surprise.

In the build up to Rugby World Cup 2015, Land Rover has been enlisting 96 young mascots who will run out with the teams, including one sourced from every competing nation, with the majority recruited through Land Rover's existing grassroots programmes such as the Land Rover Premiership Cup in England and the Hitz CSR programme in Argentina.

Starting in 2014, Land Rover used both the International Rugby World Cup Trophy Tour 2015 and the current domestic Rugby World Cup Trophy Tour 2015, to further engage with grassroots clubs. As part of the international tour to 15 different countries, Land Rover's 'Least Driven Path' activity saw the Webb Ellis Cup taken to remote communities and places it had never been to before.

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