

Cross-Platform Integration Winner

Kick For Your Country

Agency: ZenithOptimedia with Holler Sydney

Client: Heineken

Strategy

Heineken, sponsors of the Rugby World Cup (RWC) since 1995, wanted to take advantage of the opportunity of the every-four-year tournament by exciting and engaging its competitive male 18-34 audience, ensuring that their brand would stand out.

Tactics

FoxSports stood out for its unique in-house stats team and live, in-match broadcast capability, providing the cornerstone for the Heineken Live Kick app. This unique integration of live TV and real time mobile game play created a never seen before experience. Users could take the exact same kick as the one their team was taking on the field, in real time, on their mobile. The app also included exact field position of the ball, wind speed and ground conditions so users really were kicking as if they were on the field. The Facebook integration allowed Heineken to socialize the app with consumers sharing their kicking results and check-in's to Heineken venues; all creating additional word of mouth.

Results

Australia's first multi-screen app was downloaded nearly 51,000 times during the 4 week tournament and users were actively engaged: over 2.2m live kicks and 7m training kicks were taken. The app rated 4.5/5 in iTunes and became the second ranked free sports app during the RWC. Sales grew 35% growth during the tournament which was maintained over the next few months, over Christmas 2011 and into the beginning of 2012.

<http://itunes.apple.com/au/app/heineken-rugby-clubhouse/id450375998?mt=8>

