



PRISA PRISM Awards Southern Africa 2014

Client – Coca-Cola

Agency – Playmakers Sponsorship & Marketing

Category – Sponsorship

Entry title – Coca-Cola Craven Week: Where Heroes are Made

OPENING STATEMENT

Coca-Cola is the sponsor of four rugby Youth Week events including the flagship Coca-Cola U18 Craven Week.

The brand challenge was to increase the reach of the Youth Week events beyond the 1,886 participating teens and amplify Coke's involvement in youth sport development.

Based on the insight that teens crave recognition, the "Where Heroes are Made" campaign was created and amplified through a number of public relations elements, notably the 'Hero of the Day' award. The campaign reached over 40,000 teens, generating an AVE of R14,134,085 resulting in a ROI of 139:1.



STATEMENT OF OPPORTUNITY

As a responsible FMCG brand, Coca-Cola places significant emphasis and importance on encouraging its consumers to lead an active, healthy lifestyle.

Connecting with teenagers is also key to Coca-Cola's global brand strategy. Locally, the brand strives to achieve this is through their ongoing sponsorship and support of youth development sports initiatives.

One such platform is the annual Coca-Cola Rugby Youth Weeks consisting of the Coca-Cola U13 Craven Week, the Coca-Cola U16 Grant Khomo Week, the Coca-Cola U18 Academy Week and the Coca-Cola U18 Craven Week.

These rugby Youth Weeks are well established and are synonymous with rugby development in South Africa. The Coca-Cola U18 Craven Week is the country's premier schoolboy rugby tournament and Coca-Cola has been a proud partner of the event for twenty years.

Like many youth sport development initiatives, the Craven Week events don't enjoy extensive media coverage or attendance.

The challenge therefore facing the brand in 2014 was to use its sponsorship of Craven Week to position Coca-Cola as a brand that promotes youth sport development and leading an active, healthy lifestyle, and to amplify this message to a broader base of teens than the 1,886 teens participating in the Coca-Cola Rugby Youth Weeks.

RESEARCH

Insights-based research conducted amongst teens revealed that teens *crave recognition*.

From this key insight – coupled with the understanding that the Coca-Cola Youth Weeks are well established as a platform for identifying future South African rugby heroes - Coca-Cola created a campaign called 'Where Heroes are Made'.

PLANNING

The campaign had very modest budget of R101,500 to deliver against the following objectives:

- Build Coke's image as a brand that encourages a healthy, active lifestyle
- Amplify Coca-Cola's sponsorship of Craven Week in order to reach more teens than just those participating in the event

- Communicate the 'Coca-Cola Where Heroes are Made' campaign message in a tangible and authentic manner

The campaign target audience consisted of:

- Coca-Cola Craven Week participants and teens at their schools
- LSM 6-10
- School, community and rugby media

Key communication channels included:

- Print, broadcast and online media, with print considered a priority
- Primary category: Sport
- Secondary categories: News and school/youth media
- Regional and community based media
- Coverage type targeted: Features

Five key Public Relations and brand activations spearheaded the campaign:

- The Coca-Cola 'Hero of the Day' award
- A strategic media partnership with IOL
- Traditional editorial content generation
- On the ground media engagement
- School recognition ceremonies

Client engagement and campaign management included:

- Internal brainstorming
- Strategy and implementation plan development
- Weekly client status meetings
- Post campaign debrief workshop with client

EXECUTION

THE COCA-COLA HERO OF THE DAY AWARD



Central to amplifying the Coca-Cola U18 Craven Week was the Coca-Cola ‘Hero of the Day’ award. The concept was simple: every day over the course of the Coca-Cola Craven Week, a Coca-Cola ‘Hero of the Day’ would be identified, awarded and recognised by a panel of judges comprised of key media influencers. The ‘Hero of the Day’ was not necessarily the best player on the field, but was the person who really embodied the principles of what being a hero is all about.

This included:

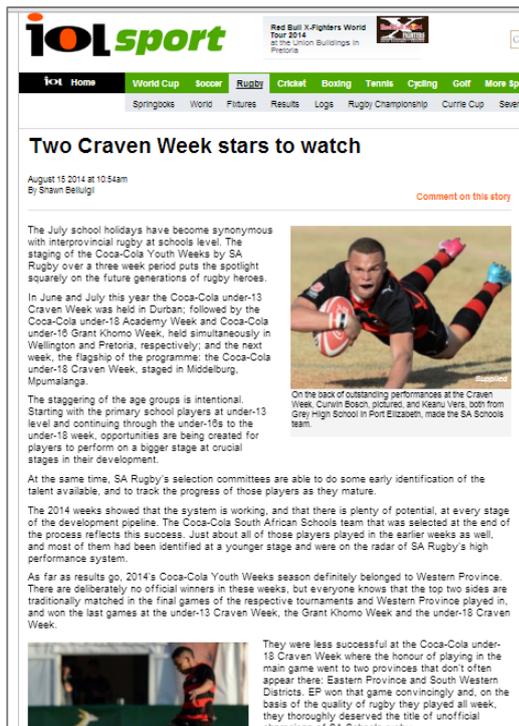
- Team work
- Spirit
- Courage
- Hard work
- Sacrifice
- Sportsmanship

In the lead up to the Coca-Cola Craven Week, key sporting and school editorial media were engaged on a one-on-one basis about the Coca-Cola ‘Hero of the Day’ award.

Key journalists from leading media outlets Jacaranda FM and SA Rugby Magazine, experienced with covering youth rugby, were selected for the panel of judges to select the daily ‘Heroes’.

During the tournament a daily release was disseminated to all sports, youth, regional and community news media, profiling that day’s ‘Hero of the Day’. This was supported by vigorous media follow-ups and motivations.

STRATEGIC MEDIA PARTNERSHIP WITH IOL



Two of the Coca-Cola 'Heroes of the Day' were selected from the Coca-Cola Craven Week to play in the Coca-Cola SA Schools team.

As part of a strategic media partnership, IOL profiled these two 'Heroes' in the run up to the SA Schools tournament.

IOL gave readers the opportunity to win tickets to an upcoming Springbok match by answering a question related to the "Coca-Cola Heroes of the Day".

TRADITIONAL EDITORIAL CONTENT GENERATION

Coca-Cola needed to generate content beyond the reporting of tournament, match and fixture results in order to be considered editorially worthy.

Thus, all editorial content generated needed to communicate the 'Where heroes are made' messaging, reinforcing Coca-Cola's role as a brand that supports youth rugby development and indirectly, as a brand promoting active, healthy lifestyles.

Editorial content included:

- Coca-Cola Youth Weeks launch announcement, seeding the 'Coca-Cola Hero of the Day' award
- Daily Coca-Cola Hero of the Day announcements, profiling each day's hero
- A Super Rugby coaches' predictions feature, including current Super Rugby coaches' insights into what makes a rugby hero

- Top 5 images capturing the spirit of the day's play were shared
- School capping ceremonies

MEDIA ENGAGEMENT

During each of the Coca-Cola Youth Week tournaments, media were engaged with and hosted at a series of exclusive tournament events to ensure that their experience of the Coca-Cola Youth Weeks was professional and informative:

- Media attended the exclusive opening and closing ceremonies where they had the opportunity to meet and engage with the Coca-Cola spokesperson, as well as all of the team captains, coaches and players participating
- Media attended the exclusive 'Captains' Braai' experience at the U18 Coca-Cola Craven Week, where team captains participated in an intimate braai and Q&A session with current and former Springboks

SCHOOL CAPPING CEREMONIES



Each player selected to participate in the U18 Coca-Cola Craven Week was honoured in front of his peers in a recognition or capping ceremony held at his school.

Players were called on to stage by the school principal and awarded a traditional rugby cap, a customised Coca-Cola "Share a Coke" can and a congratulatory letter from Coca-Cola South Africa in front of their entire school.

Pictures and captions from the school recognition ceremonies were shared with all relevant local, community and regional news media.

EVALUATION

1. 40,000 teens were reached through the capping ceremonies over and above the 1,886 teens participating at the event
2. PR efforts around Coca-Cola Craven Week generated an AVE of R14,124,085 (1:1) resulting in a ROI of 139:1.
 - This carried a weighted PR Value of R42,402,255 (1:3) and ROI of 418:1 (Source: Newsclip)
3. 81% of editorial coverage was generated in chosen media - sport media (Source: Newsclip)
4. Key brand metric “building a healthier lifestyle”, grew 6.4% post-event (Millward Brown)

The innovative PR campaign delivered a standout PR performance in chosen media resulting in a significant return on investment.