

Standard Life Investments & Sky Sports SLI scored a hat-trick with Lions and Sky Sports

Standard Life Investments (SLI) and Sky Sports partnered to win the hearts of rugby fans worldwide. With broadcast sponsorship at the heart of the campaign, the partnership developed across linear, digital, social, editorial and on-the-ground activation to deepen SLI's sport association like never before.



Challenge

SLI is a leading asset manager that often suffered with engaging their key audience in a compelling way. They sought a new platform, beyond traditional media to engage further with ABC1 males.



Insight

Combining both upmarket audiences and world class credentials, along with the greatest Rugby Union players from England, Wales, Scotland and Ireland coming together as one team, SLI embarked on a new partnership with The Lions. As Sky holds the exclusive UK broadcast rights for The Lions Tour of New Zealand, SLI had the perfect platform and audience to amplify their existing Lions association and deliver full integration and engagement with fans and viewers alike.

48%

increase in
purchase consideration

300%

increase in brand
awareness

47%

recall of SLI
sponsorship



Idea

In a bid to push boundaries and place SLI front of mind with rugby fans worldwide, Sky Media, Ptarmigan Media and SLI developed a partnership without rival. With broadcast sponsorship of The Lions Tour at the heart of the campaign, the partnership would span linear, digital, social, editorial and on-the-ground activation to deepen SLI's association like never before.



Activation

The partnership launched with a competition on skysports.com during the Six Nations, offering fans the chance to win a 'money can't buy prize' all expenses paid trip to New Zealand to watch The Lions tour with a friend, including exclusive access to training sessions. Promoted via digital media across skysports.com, VoD and the Sky Sports App, intertwined in editorial features and through social media, the entries exceeded expectations. Leading Sky Sports Rugby presenter, Alex Payne, further promoted the competition editorially in live rugby programming.

Shortly following the competition launch, a co-created, fully branded and interactive team selector tool launched on skysports.com, allowing fans to pick their ultimate Lions team. This was shareable via social media and promoted via digital placements online and in the app. Sky Sports Rugby Pundits and Lions



Rugby Union >

British and Irish Lions News



News Teams Pundits Sky Bet Get Sky Sports

Pick your British and Irish Lions Test XV ahead of the opening clash with the All Blacks at Eden Park



Legends Will Greenwood and Scott Quinnell aided in driving visits as they shared their predicted line-up suggestions and debated live, on-air during rugby programming.

To further build excitement and anticipation for the upcoming Tour, Sky Sports created three, 30 minute, SLI branded 'Live Lions Special Preview Shows'. Filmed at the stadium of the live Rugby match, Sky Sports Rugby experts debated The Lions forthcoming squad selection and editorially promoted the SLI competition and team-selector tool.

SLI dominated the broadcast coverage of the tour with branded idents in live, repeated and highlights footage, and also in the magazine show. This was supported further with digital sponsorship across skysports.com and via social media, driving users to SLI's website where users could enjoy further Lions content.

What more? The "Fan Van" was born. A Winnebago campervan, fully wrapped in a branded SLI Lions jersey, landed on the ground in NZ. The eye-catching "Quinnbago", named and driven by Scott Quinnell himself, followed the Lions team throughout the tour. Creating daily 3-minute vlogs of the journey with challenges such as bungee jumps and exclusive access with talent. The content flooded skysports.com and Sky's social media handles, sharing the experience with fans worldwide. All Fan Van content climaxed in a 45-minute special featuring the 'best of', available to watch on Sky Sports linear, VoD & Sky Go, all branded with SLI.

Finally, an impactful TV campaign via Sky AdSmart, targeting high-net-worth individuals further supported the partnership was developed, ensuring SLI's brand and messaging landed with their hard-to-reach and desirable audience.



Results

Engagement

- Over 10.1 million Snapchat views of the 33 fan van videos
- Over 1.2million visits to team selector tool
- Over 35,000 competition entrants
- AdSmart successfully engaged over 409k c-suite high-net-worth individuals.

Awareness

- SLI became the most recalled partner brand amongst Lions watching rugby fans – rising from pre tour 4%, to a massive post 14% tour
- 1 in 5 rugby fans recall exposure to SLI digital assets
- Twitter Amplify – brand awareness increased +5pp amongst exposed viewers.

Sales

- Overall, positivity towards SLI as a result of the Sky Sports sponsorship increased significantly amongst Lions watching AB 35+ Men from 10% to 14%
- SLI registered a 300% increase in spontaneous brand association with the British & Irish Lions (HSBC saw 26% decline).