

CASE STUDY – St Kilda AFLW

Campaign Brief

St Kilda FC wanted to create broad awareness in the community of the team and its matches, not solely limited to the standard club supporter emails / facebook /instagram methods.

The aim was to :

- Promote the inaugural season of St Kilda Women's team in the AFLW
- Promote the four home games being played at Moorabbin (RSEA Park)

The question was how to achieve these aims on a limited budget.

Solution / Marketing

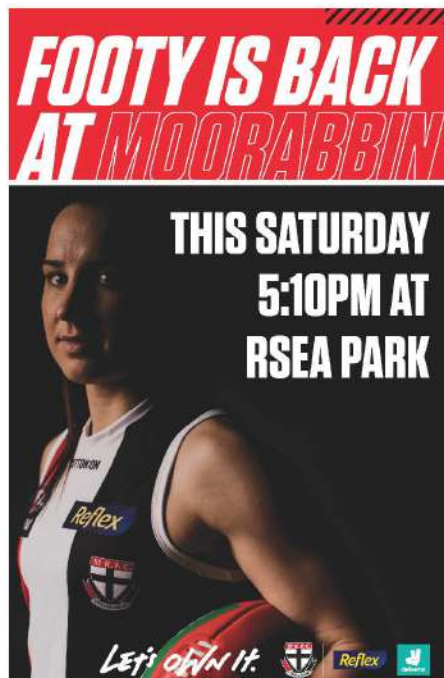
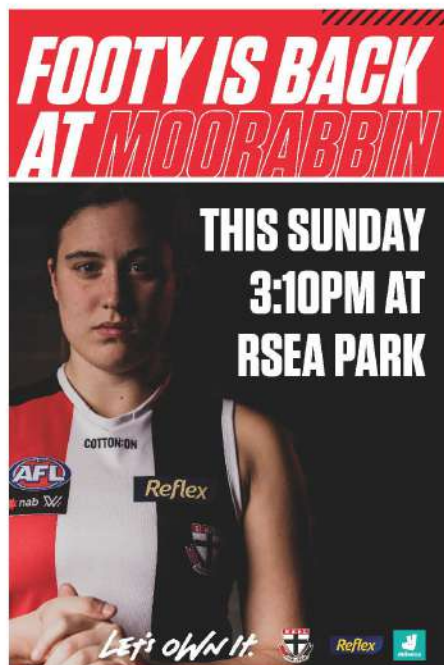
Each match needed to be promoted individually, but it was not financially viable to produce separate sets of posters for each match.

The solution was to print two posters that would be used for all four matches. One to list all the home games, the other to list what was happening on match days.



Then there would be four posters printed, one specific to each match, with a different player featured. This set of four would be rotated depending on which match was next.

By arranging to print the six posters at the same time we were able to reduce the print costs to \$600+gst., instead of a possible \$1,800 +gst.



On The Road Campaign

ST Kilda's brief was for the campaign to be run during the day and the target area to be the bayside areas between Port Melbourne and Portsea.

The ST Kilda AFLW billboard was driven in and around these areas. Our route was varied so that we were not always in the same place at the same time. The billboard was also stationary on occasion to allow for a volume of passing traffic and pedestrians to see the Bitumen Billboard.

At various times we were in suburbs and towns such as Sorrento, Port Melbourne, Brighton, Rosebud, Frankston, Elwood, Mentone and Bentleigh, driving not just on major roads but also in shopping strips and car parks. We even went to RSEA park on one occasion.





