

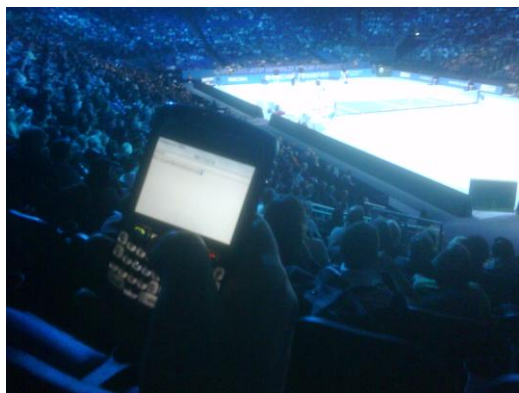
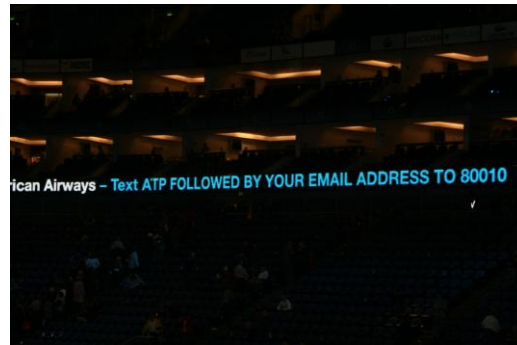
ATP CLIENT CASE-STUDY

Campaign: Text & Win to Meet the Champion.

Event: Barclays ATP World Tour Finals at the O2 in London.

Date: November 2009

Website: www.barclaysatpworldtourfinals.com



Key Objectives

- Acquisition of mobile numbers and email addresses for future marketing campaigns.
- Use the Barclays ATP World Tour Finals at The O2 as a live trial for roll out in 2010.
- Brand exposure for sponsors Barclays and South African Airways.
- Engage with and encourage audience participation through mobile interaction.

Deliverables

- Introduce the mobile as a new data capture channel for the ATP and tennis fans.
- Set up of SMS campaign with both UK and international short codes.
- Management and integration with UK Tier 1 aggregator.
- SMS campaign management and evaluation during the event.
- Data download to excel format and daily client data report.
- Advice and consultancy on event marketing strategy, collateral and activation.

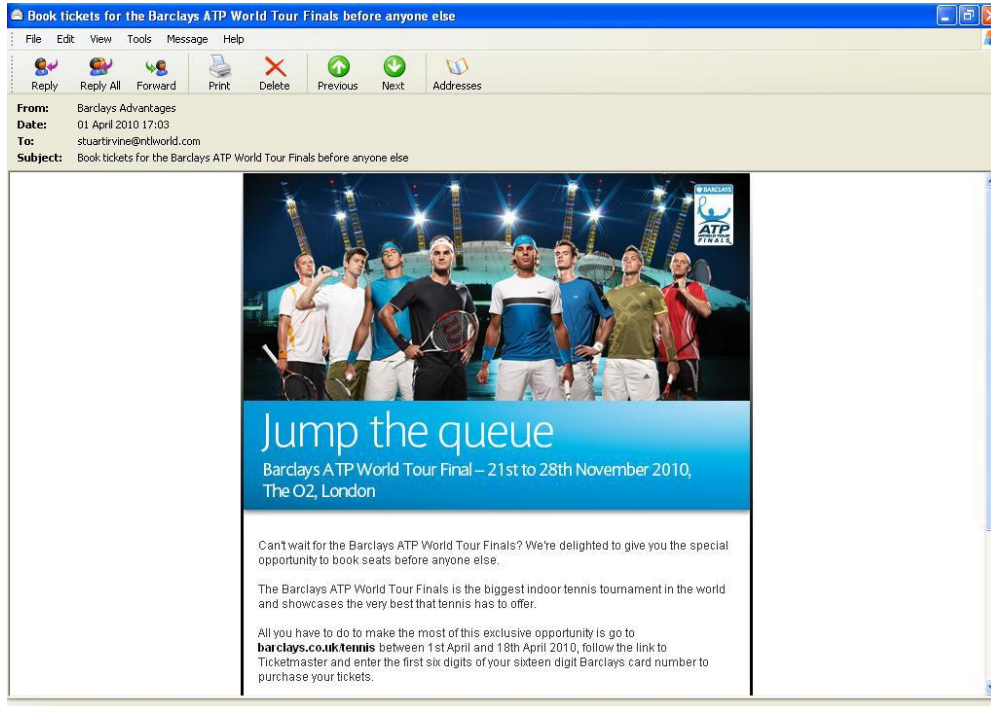
SMS Text 2 Win Competition – user experience

- Prize displayed on video screens along with CTA.(call to action)
- Audience text to a UK short code with keyword and email address.
- Production of fliers to handout to the audience.
- Post event communications with participants: bounce back SMS or email with URL or ATP / sponsor logo.
- Option for further interaction with PIN for voucher download or exclusive content

"We were very happy to achieve a 5% hit rate by taking advantage of a captive and record breaking audience at the Barclays ATP World Tour Finals this past November. With more than 10,000 registrants received via SMS during the week, we now have a highly qualified list of tennis fans and ticket buyers ripe for remarketing through mobile and email. Henman Communications enabled the ATP to focus on marketing and driving registrations by ensuring the technical integration and data delivery for the SMS campaign was seamless."

John Phillips, SVP for ATP Digital Marketing

ATP HTML CAMPAIGN to tennis fans who had entered and registered details at the 2009 World Tour Finals.





**PRESALE
COMING
SOON**



Your Pre-Sale Tickets Available This April!

Tickets for the 2010 Barclays ATP World Tour Finals will be available to purchase in April – look out for your email to take advantage of this opportunity as tickets will be selling out fast this year.

In the meantime, update your profile for a chance to receive a 2010 ATP World Tour Season preview book and also be sure to let us know if you are a Barclays customer to take advantage of a great range of tennis rewards and benefits.

[Update My Profile](#)

INSIDE BARCLAYS ATP WORLD TOUR FINALS



ATP World Tour live on Sky Sports

Follow the stars of the ATP World Tour live on Sky Sports in 2010; including all nine ATP World Tour Masters 1000 tournaments and the Barclays ATP World Tour Finals. Plus, there's live High Definition coverage of the final grand slam of the year, the US Open. [See Schedule.](#)



2009 SMS Competition

Congratulations to Amaury Gosse, from London, who is the lucky winner of the '09 SMS competition. Amaury won two airline tickets from London to Cape Town, courtesy of South African Airways, the official airline of the ATP World Tour. Find more information about South African Airways [here](#) or even better, [book a trip to South African fever in June.](#)



Welcome Corona Extra

The Barclays ATP World Tour Finals welcomes Corona Extra as a platinum sponsor.

[See Press Release](#)



SECURE YOUR TICKETS TODAY



Only seven days remain to get your tickets before they go on sale to the general public. Don't miss out!

If you have not yet bought your tickets act quickly to take advantage of your exclusive pre-sale window before the public sale begins on **18 May**.

Enter the passcode **223923** when purchasing your pre-sale tickets.

[Buy My Tickets Now](#)

WHO WILL QUALIFY THIS YEAR?



Who do you predict will be the Top 8 singles players and doubles teams to qualify for the 2010 Barclays ATP World Tour Finals?

Place your vote and you will have a chance to win great prizes from Head & Pacific.

[Vote Now](#)



MURRAY WILL HAVE TO EARN HIS SPOT, GET YOURS TODAY



This message is a friendly reminder that pre-sale tickets are now available for you to buy, as a valued fan of the event, before they go on sale to the general public next month.

Last November over 256,000 fans were captivated by the Barclays ATP World Tour Finals that electrified The O2. 2010 is shaping up to be even bigger and better!

If you have not purchased your tickets yet, we encourage you to [buy TODAY](#) to secure your seat to see the likes of Andy Murray battling it out in London. When selecting your presale tickets use the unique passcode **223923**.

See you in November!

[Buy My Tickets Now](#)

GREAT PRIZES UP FOR GRABS



This weekend the Barclays ATP World Tour Finals will be exhibiting at the [London Tennis Show](#) at the ExCel Centre. Find us at the Head booth, the official racquet and ball of the Barclays ATP World Tour Finals, and enter a competition there to win a pair of tickets to the opening session of the season finale as well as racquets and bags supplied by Head.



Pre-sale tickets available

Following the spectacular success of the 2009 Barclays ATP World Tour Finals, the climax of the men's professional tennis season returns to The O2 this November. Global superstars including Roger Federer, Rafael Nadal and Andy Murray will battle it out throughout the year in order to qualify for the season-ending showdown, where only the world's top eight singles players and doubles teams will compete.

Pre-sale tickets are now available for this exciting event before they go on sale to the general public. But hurry, tickets are expected to sell fast so purchase now to take advantage of this fantastic opportunity!

Book tickets today to secure your space at THE FINAL SHOWDOWN.

Your Exclusive Passcode

223923

[Get My Tickets](#)

NEW! Share this passcode with your friends:



Use this passcode when selecting your pre-sale tickets. Please note this passcode will only work when selecting PRE-SALE TICKET ADULT or PRE-SALE TICKET CHILD.



Ready for Tuesday?

The wait is almost over...as a fan of the Barclays ATP World Tour Finals you are able to purchase tickets before they go on sale to the general public. You will be able to secure your seats from **Tuesday 20th April** when we will send you your exclusive password so make sure to look out for the email.



BARCLAYS ATP WORLD TOUR FINALS™
21-28 NOVEMBER
The O2 LONDON
PUBLIC SALE STARTS TODAY
click here
GET YOUR TICKETS NOW

EVEN MORE FOR FANS THIS YEAR

Interactive Fanzone!

A new 6,725 square metre "Fan Zone" will be introduced at The O2, including an interactive kids' area, shops, bars and two practice courts.

Improved Match Schedule

In addition, the scheduling of matches will be brought forward with the afternoon singles starting at 2pm, while the evening singles match will begin at 8pm.