



*Case Study 20*

“TEXT & WIN TO MEET  
THE CHAMPION”  
BARCLAYS ATP WORLD  
TOUR FINALS

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PRESENTED BY HENMAN COMMUNICATIONS

### *Introduction*

Mobile is the medium of the moment in every sense; people are rarely without their phones and have grown used to using them as a primary means of spoken and written communication. If you want an instant response, or you want to capitalise on an impulse purchase, to enter a competition or brand promotion, mobile is today's channel of choice.

This is the first year that ATP World Tour Finals has been played in London at the O2 Arena and is the year-end climax to the men's ATP professional tennis season, featuring the world's eight leading singles players and doubles teams. This spectacular season-ending tournament determines the official year-end South African Airways ATP Rankings and also crowns the official ATP World Tour Champion of the Year.

Sponsored by Barclays and played using a round-robin format, the top eight Barclays ATP World Tour stars each play three matches as they battle for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000, the event has taken place in cities such as Lisbon, Sydney, and Shanghai. This year has seen the tournament reborn as the Barclays ATP World Tour Finals and the event will stay in the heart of London at The O2 until 2013.

The ATP chose to use mobile SMS at the 2009 Barclays ATP World Tour Finals at the O2 as a cost effective means of collecting a quantifiable database of email addresses and mobile numbers of registered London-based tennis fans. This was the first time that the ATP utilised the mobile channel and SMS as a data-capture and direct communications tool at a live tournament anywhere in the world.

### **SPONSORSHIP OBJECTIVES**

The ATP wanted a cost effective solution to gather email addresses at the eight-day Barclays ATP World Tour Finals. As with many sporting events, ticketing services are provided by a third party and not the rights holder. The ATP therefore wanted not only to find out who was attending the event, but also to have a mechanism in place that provided sufficient data-capture for future marketing activities with a great ROI.

The mobile SMS promotion was designed to build a highly qualified database of UK and London based tennis fans, capturing mobile numbers and email addresses for future marketing campaigns. As an incentive, the ATP had the opportunity of offering priority tickets for 2010 as well as an experiential marketing platform and additional brand exposure opportunity for tournament sponsors Barclays and South African Airways.

The objectives can be narrowed to four key points:

- ✓ 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.

## HOW THE SPONSORSHIP PLAYED OUT

Messages were communicated during each match and between changeovers and supported by ‘seat drop’ flyers throughout the eight day tournament. The platform captured data in real time and provided the ATP with a data report in excel format at the end of each day’s play. All channels of communication onsite at the O2 were used to promote the mobile competition including the digital LED crawler signs and video screens which carried regular ‘calls to action’. The public announcements also alerted spectators about the promotion to “Meet the Champion: Text & Win”.

For the fan in the crowd, the text competition delivered several points of user experience and interaction:

- Prize displayed on video screens along with a call to action
- Audience specific text message
- Receiving of flyers
- Post event communications with participants: bounce back SMS or email with URL or ATP sponsor logo
- Option for further interaction with PIN for voucher or download or exclusive content.

## THE RESULTS OF THE SPONSORSHIP

This campaign led directly to several key deliverables for the ATP:

- The introduction of mobile as a new data capture channel for the ATP and tennis fans
- Set up the SMS campaign with both the UK and international codes
- In-event evaluation
- Data download to excel format and daily client report.

John Phillips, SVP for ATP Digital Marketing comments: *“We were very happy to achieve a 5 per cent 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 registrations 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.”*

The sponsorship instantly created a highly valuable community for future marketing activities but it could also be used simply to establish a channel to generate ticket and hospitality sales. Brands can include post event interaction with their audiences through a confirmation SMS or email, with links to websites, mobile internet sites or even barcodes and vouchers – all of which can drive traffic for redeemable promotions and offers.

The use of mobile devices and applications represent a massive opportunity for the sports sector to engage with, and put content into the hands of today’s generation. It is the fastest growing communications channel. Rights holders, associations, governing bodies, tournaments, clubs and sponsors can initiate interaction in the moment: a game is won, a press conference given, a goal is scored, a tournament is won! Mobile can attract new fans and build sustainable and profit generating relationships long-term.

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