

## CASE-STUDY

**Client:** Justin Rose  
**Sectors:** Sport, golf and technology  
**Website:** [www.justinrose.com](http://www.justinrose.com)

## Deliverables



## Brief

Justin Rose has a large established global fanbase; the need is to facilitate a closer relationship with the fans, and generate new streams of revenue from those relationships. This in turn makes Justin Rose an even more compelling proposition for prospective sponsors, because through him they have access to an active and engaged fanbase.

- Development of the interactive channel with unique content from Justin Rose – British No.1 golfer and Ryder Cup team member.
- Promotion of the interactive channel to the fanbase.
- Creation of a COIN, with formal or informal membership, as the basis for access to the unique content and as a means of additional revenue generation.
- A template to express the values and attributes of the Justin Rose brand: number one in Europe, top 15 in the world, team player, hard working, personable, successful, modern, clean cut etc
- Stats & info on Justin as a player. (schedule, news, stats, gallery, clubs etc)
- Unique content consistent with Justin's character (coaching tips with Justin and his coach, behind the scenes from events, charity work with sponsors, possibly operated as a subscription option).
- Monthly or quarterly live online sessions with Justin.
- A sponsors' section with promotions and competition opportunities.

## Objectives

- To design and build a new website for Justin Rose, incorporating interactive technologies, which will enhance Justin's image.
- To use interactive technologies to build direct personal relationships with Justin Rose fans, and to attract new fans.
- To generate new revenue from sales of merchandise, sponsorships and subscriptions through the new website and the interactive channel.
- To build a permission-marketed and highly qualified database of Justin Rose fans, at which future targeted marketing activity can be directed.
- This database will offer additional intrinsic value for Justin and his sponsors, for long-term commercial benefit.

*"Richard and his team at Henman Communications has been a pleasure to work with. He has delivered an exciting web based solution for one of our most high profile clients. I would recommend Henman Communications for innovative brand solutions within the world of digital / media."*

**Jamie Evans**  
Sponsorship & Marketing Manager | 4sports & Entertainment