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Henman Communications
Aug – Dec 2013

Sportlobster case study



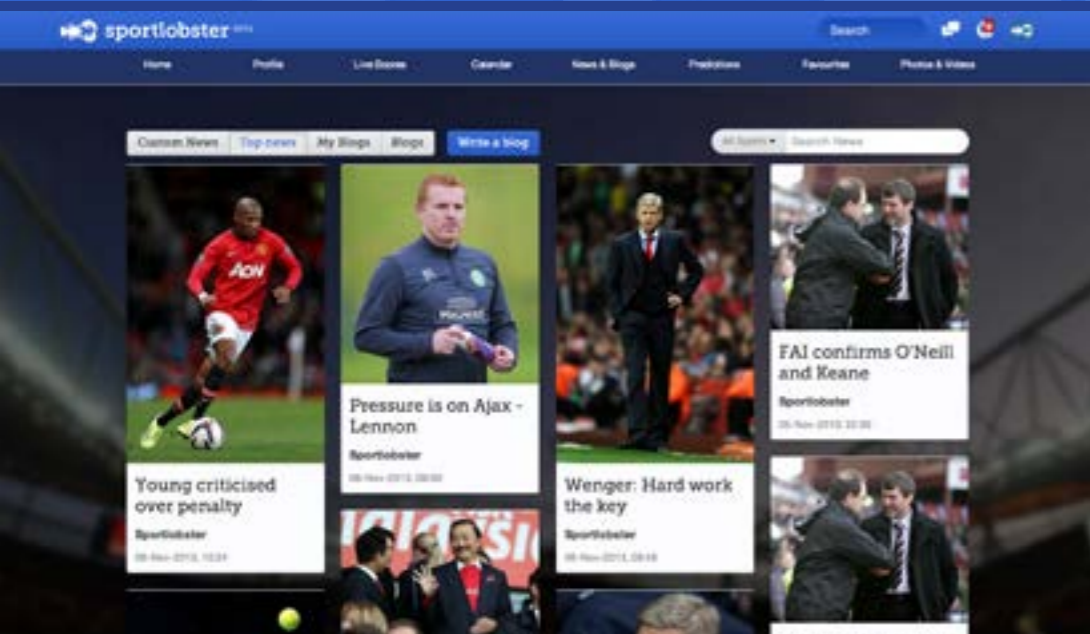
Overview

Henman Communications were engaged by Sportlobster on three PR and media relations campaigns across 2013.

This case study document provides more information on each campaign and outlines editorial results and PR values that were generated.

What is Sportlobster?

- Designed, operated and populated by sports fans, this one-stop-shop delivers the entire sporting world in one location, tailored to each fan's passions
- The power of social networks together with the dominance of smartphones ensures Sportlobster's simple, colourful and functional app will revolutionise how sports fans so fans will never again be forced to visit several sites or download multiple apps to stay connected to their sporting world
- Staying connected on news, rumours, predictions and events with other fans on specific topics across multiple sports no longer needs to be difficult
- Sports fans are the most loyal consumers and deserve a dedicated environment to share their experiences with like-minded fans apps to stay connected with their sporting world
- With tens of thousands of users signing up within only a few months of launch, the Sportlobster community is rapidly expanding
- Sporting stars and celebrities are using and endorsing the site thanks to unique features, such as the predictions and sports calendar, plus the ability to write longer articles and engage in more extensive debate than other, more limited, general networks



PR Brief

Target audience: sports fans, celebrities, sports clubs
Target demographic: 16-24 year olds

Purpose/target outcome

- Create awareness of the Sportlobster website, get fans to sign up.
- Create awareness of the Sportlobster mobile app, get fans to download the app
- Generate sports industry acceptance / credibility
- Endorsement by leading sport's National Governing Bodies and key influential 'heavy-weights' in the sports sector - i.e Lord Coe, David Beckham etc
- Raise awareness of the Sportlobster, what it does and to get noticed.

Target media sectors

- Business media
- Sports & lifestyle media
- Technology media

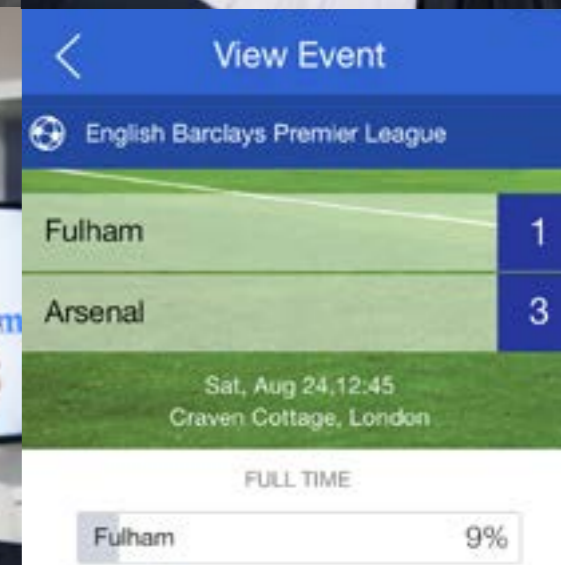
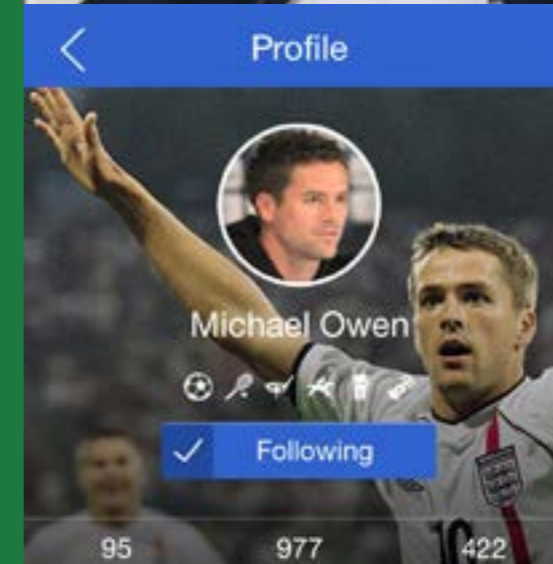
Target Media channels

- Print
- Broadcast TV & radio
- Online
- Sports bloggers
- Social media

KPI's

- Click through rate from online media
- AVE values (Advertising value equivalents)
- Number of app. downloads

All campaigns must have measurements in place to evaluate results



Campaign 1

Title: Michael Owen Tips Chelsea for Premier League Title

Date: Tuesday 13th August 2013

Deliverables

- Campaign strategy & planning
- Press release drafting and distribution
- Profiles, key messaging, quotes
- Liaison with Michael Owen's agent
- Distribution list research
- 'Selling-in' story to target media
- Media monitoring
- AVE report

Results

- Total articles: 54
- Publicity value: £166, 088.69
- Circulation: 2,209,686

National and online coverage in key sports, consumer and lifestyle media outlets included

Irish Mail on Sunday, Football and Fashion, Sportsvibe, Mail on Sunday, express.co.uk, Daily Express, Daily Star, EuroSport, Mail Online, Eurosport Asia, YAHOO! SPORT (UK), CMS, Sports Techy, Yahoo! Finance, Bloomberg BusinessWeek, Reuters, givemesport.com, thesportsreview.co.uk, football.fr, sportsmole.co.uk, dialyecho.com, elfvoetbal.nl

"It's always fun guessing who will do well at the start of the season and Sportlobster offers football fans an opportunity to get competitive – and there's not much that gets sports fans talking as much as the premier league."

Former Liverpool FC and England International - Michael Owen



● Owen's weekend predictions appear on **Sportlobster.com** every week.



MICHAEL OWEN: Why Chelsea will win the title, Liverpool to finish in top four and the rest of my predictions for the new season



VIDEO: Fellaini, Benteke, Lukaku and Belgium squad watch TV together ahead of friendly



Campaign 1 (continued)

Title: Michael Owen Tips Chelsea for Premier League Title
Date: Tuesday 13th August 2013

Social media

Re tweets from:

- Michael Owen – 2,489,305
- Daily Express – 65,469 followers
- Daily Mail Football – 6,954 followers
- Daily Star – 54,948 followers
- Southern Daily Echo – 15,520
- Bola - 194,956
- Manchester United FC - 21,368

Facebook

The Red White Lite – 3,836 likes

The Video

See Michael Owen showing off some of his skills here -



<http://snapwidget.com/v/578909570397394169#.UsFm2vRdWSo>



Campaign 2

Title: Sportlobster Secures \$1,000,000 Investment ahead of 'Game-Changing' App Launch
Date: Tuesday 10th September 2013

Deliverables

- Campaign strategy & planning
- Press release drafting and distribution
- Profiles, key messaging, quotes
- Distribution list research
- 'Selling-in' story to target media
- Media monitoring
- AVE report

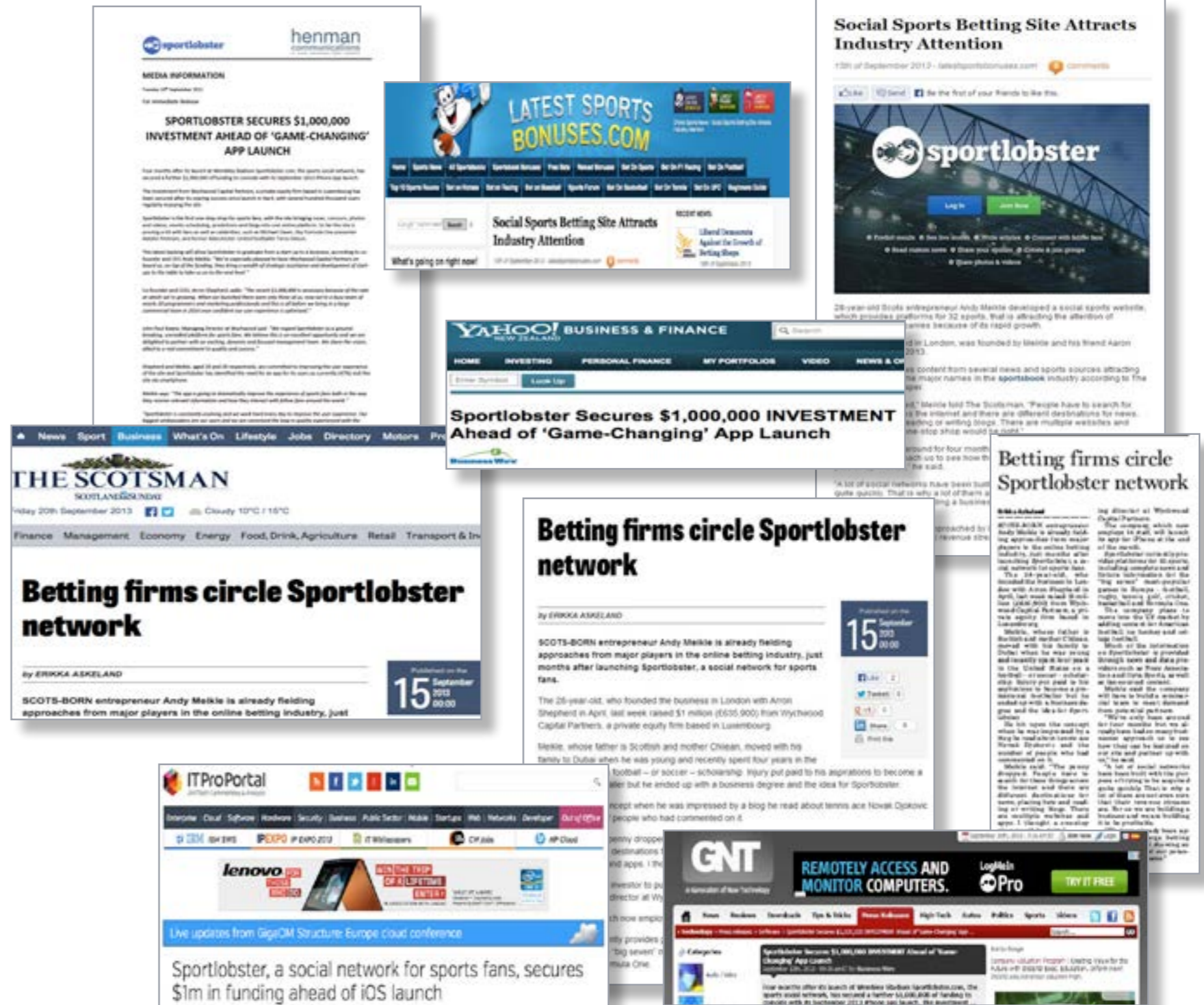
Editorial

National and online coverage in key financial, corporate and business media outlets included

Yahoo! Finance, StreetInsider.com, BusinessWire.com, SYS-CON Australia, Bloomberg Businessweek, AjaxWorld Magazine, Yahoo! New Zealand, Irish Mail on Sunday, Football and Fashion, Sportsvibe, Mail on Sunday, express.co.uk, Daily Express, EuroSport, Mail Online, Eurosport Asia, YAHOO! SPORT (UK), CMS, Sports Techy, Bloomberg BusinessWeek, Reuters, Morningstar.com

"The recent \$1,000,000 is necessary because of the rate at which we're growing. When we launched there were only three of us, now we're a busy team of nearly 20 programmers and marketing professionals and this is all before we bring in a large commercial team in 2014 once confident our user experience is optimised."

Co-founder and COO, Arron Shepherd



Campaign 3

Title: Sports Social Media App Launches with Celebrity Backing to Rival Major Players

Date: Monday 4th November 2013

Deliverables

- Campaign strategy & planning
- Press release drafting and distribution
- Profiles, key messaging, quotes, briefing documents
- Co-ordination of a live Q & A interview session with Michael Owen at SL offices

One-to-one media interviews arranged with:

Daily Express, Metro, Eurosport, Mail on Sunday, Sportvibe, Daily Mail

Photography

- High res images taken at the event
- Media monitoring & AVE report

National and online coverage included

Daily Express, Metro, Eurosport, Mail on Sunday, Sportvibe, Daily Mail and other key online media outlets.

“The app offers a way for sports fans to interact with their favourite athletes and sports teams and have their own voice heard by likeminded fans. Sportlobster is a one-stop-shop for sport and the launch of this app will allow fans to get the best out of Sportlobster while on the go.”

While other platforms may allow you to have a voice, Sportlobster offers a dedicated space to discuss real topics in sport. As a regular user I understand the value it can offer and the team is committed to delivering something truly unique to the sporting world. My investment shows belief in that commitment.”

Former Liverpool FC and England International - Michael Owen



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