



Betfair Turbo Tennis

'Sets in the City' - case study

Summary:

When Betfair took on the title sponsorship of the inaugural Turbo Tennis event at the O2 in 2007, they turned to Threepipe Sport to deliver a PR campaign to leverage the sponsorship and engage with a core audience of City-based professionals and sports fans.

Threepipe Sport delivered an integrated campaign including a live brand experience, player appearances, brand partnerships, promotions and media relations, resulting in branded media coverage with a total reach of 30,000,000 and direct interaction with over 3,000 consumers.

The Objectives:

Generate PR coverage across national, broadcast, online, sports and local media, ensuring the Betfair brand and key messages reach the target audience.

Create "buzz" among the core target audience of City workers by creating an event to give them a taster of Betfair Turbo Tennis

Maximise the Betfair PR opportunities presented by access to players taking part in the tournament

Educate consumers about the Turbo Tennis format (a faster, more exciting version of tennis, with game times limited to 30 minutes each)

Maximise awareness of the event in general, encouraging consumers to attend the event or watch live on Channel 4.



 betfair.com

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Execution:

The central piece of activity to promote Betfair Turbo Tennis to a City audience was the creation of **Betfair 'Sets in the City'**, an event designed to bring the Turbo Tennis format to the consumer, creating buzz and providing a platform for media coverage, one week ahead of the main event at the O2.

Threepipe Sport researched numerous venues before deciding on Finsbury Square as the ideal venue in terms of space and location, with close proximity to a large number of financial institutions as well as and Liverpool Street and Moorgate stations, guaranteeing a high flow of traffic past the site.

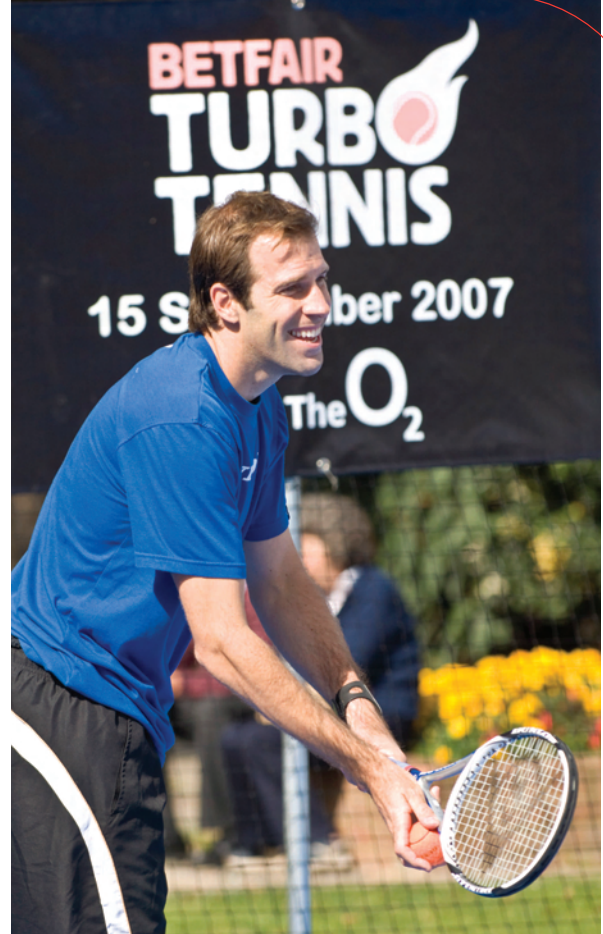
Working with a production company, Threepipe Sport designed and built a full-size tennis court in the middle of Finsbury Square. The court was designed to create maximum impact on passers-by, with Betfair branding, banners explaining the rules of Turbo Tennis and a bright blue playing surface!

To promote the event, Threepipe Sport created promotional flyers which were distributed among nearby businesses and to commuters as they arrived at Liverpool Street station, in the week before the court was opened. A 'Betfair Sets in the City' group was also created on Facebook, helping to spread the word about the event on the social network. A microsite was created at www.betfairturbotennis.com/city, as a destination for all promotional activity, allowing consumers to learn more about the event, book a time slot on the Betfair court and providing a direct link to the main Betfair site.

A major objective of the activity was to use the event as a means of generating media coverage for Betfair Turbo Tennis. To help launch the event, former UK number one, Greg Rusedski put in an appearance. Threepipe Sport set up opportunities with key media to attempt to return the famous Rusedski serve, followed by an interview opportunity. This activity generated excellent branded coverage in The Sun, London Life, the londonpaper, BBC Sport and BBC Online.

Betfair Sets in the City was also a huge success in engaging directly with the target audience, with over 3,000 people visiting the court during the three day event, and 100 people trying their hand at Turbo Tennis.

To further leverage Betfair's sponsorship, Threepipe Sport managed a series of media interviews with players in the Turbo Tennis event, including Andy Murray, James Blake



and Tim Henman. These interviews led to coverage promoting Betfair Turbo Tennis in Metro, London Life, The Sun and Sport Magazine, all appearing in the lead up to the O2 event.

Finally, a number of media promotions were set up, giving away VIP tickets to the O2 event, plus tennis shoes and racquets secured through partnerships with K-Swiss and Dunlop.

Results:

The campaign resulted in media coverage with a total reach of 30,708,884.

3,000 City workers interacted with the Betfair Sets in the City event and were given promotional material to encourage them to attend the O2 event and visit the Betfair website.

Betfair Turbo Tennis at the O2 was attended by over 8,000 fans, with the live Channel 4 coverage achieving peak viewing figures of over 3 million.



Enough about Betfair, can we talk about you?

- Call Eddie May: 020 7632 4800
- Email us: sport@threepipe.co.uk
- Meet us at our place in Covent Garden or wherever suits you.