

Case study: Making Bundaberg Rum the unmistakably Australian spirit

To relaunch Bundaberg Rum, Diageo took the opportunity to partner with new sports channel Fox League, leveraging its obvious alignment with the NRL to forge a stronger bond with sports fans.

CRACKING THE CODE

Diageo wanted to relaunch its Bundaberg Rum brand. Leveraging its long-standing sponsorship of the NRL and 'Unmistakably Ours' campaign, Bundaberg Rum became a cornerstone partner of the new Fox League channel.

STORIES WITH SPIRIT

Working in partnership with media owners and agencies, Diageo created a content series called 'The Game that is Unmistakably Ours', bringing heart-warming tales of the NRL to life by combining emotive storytelling and humour that is quintessentially Australian.

The four-part series, which revolved around untold stories from both grassroots NRL and inspirational players, enabled Bundaberg Rum to blend seamlessly into the channel and integrate into key content for its target audience.

The campaign's long-form content premiered on Super Saturday pre-game hostings, with cutdowns for run of station activity including four mini-documentary style content pieces running throughout the 2017 NRL season.

It was amplified online, with cutdowns for social and both the Fox Sports and Bundaberg Rum homepages. The videos' popularity saw them also aired on YouTube by Bundaberg Rum.

THE RESULTS: KICKING GOALS

The campaign reached:

- 1.16 million Aussie sport fans through broadcast
- 16 million impacts were delivered online
- \$2.5 million of integrated added value was delivered

Measurement from Spark showed:

- More than 70% of spirit drinkers believe Bundaberg is a good fit for NRL – an increase from 60% 12 months ago
- More than 30% of spirit drinkers are aware of the NRL partnership – an increase from 20% 12 months ago

"The Game That's Unmistakably Ours' series shows how Fox Sports can work with brands to deliver unique, innovative and engaging content to their audience. Nothing is more powerful than live sport for advertisers."

Adam Ballesty
Marketing and Innovation Director,
Diageo

"The series has unearthed powerful and motivating stories that bring to life the very best of this great code and highlight the values that we share here at Bundaberg Rum. It's been a huge success and we're proud of the output and results."

Karl Roche
Senior Brand Manager,
Bundaberg Rum

