

MULTICHANNEL

Land Rover champions grassroots rugby in multifaceted campaign

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Land Rover #WeDeallnReal campaign image

By SARAH JONES

British automaker Land Rover is giving amateur athletes a global stage with an integrated campaign celebrating its partnership with the Rugby World Cup 2015.

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Land Rover's #WeDeallnReal effort will spotlight 11 different teams from different countries through films on its Web site and social content. Championing grassroots teams mirrors Land Rover's own 20-year heritage in rugby at all levels.

"By shining the spotlight on amateur rugby, Land Rover is able to capture the authentic spirit of grassroots players and to celebrate their stories," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco.

"The #WeDeallnReal campaign features amateur rugby teams to showcase the resolve and integrity that sits at the heart of the sport at all levels of play," she said.

Ms. Carnoy is not affiliated with Land Rover, but agreed to comment as an industry expert.

Land Rover did not respond by press deadline.

Grassroots campaign

For this year's Rugby World Cup, Land Rover has its largest sponsorship yet. Building on its official sponsorship in 2011, the brand is a Worldwide Partner of Rugby World Cup 2015 and the Official Vehicle Partner.

Land Rover's campaign showcases 11 different local clubs through broadcast, and will promote hundreds more through digital content. The 11 main clubs featured are France's Bidart Union Club, Wales' Clwb Rygbi Y Fflint, Italy's CUS Siena, Fiji's Davetalevu Rugby Club, Dingo Cubs in Alice Springs, Australia, Halifax RUFC from England, Hokkaido Barbarians Rugby Club from Japan, Scotland's Isle of Mull Rugby Club, Rugbaí Chorca Dhuibhne from Ireland, South Africa's Soweto Rugby Club and New Zealand's Upper Clutha RFC.



Clwb Rygbi Y Fflint

The automaker introduced its #WeDealInReal campaign with a social video, published Aug. 15.

The one-minute film begins by showing a player kicking a ball between the goal posts. As the ball falls, it taps the body of a Land Rover, causing the alarm to go off and the players to cheer.

As a voiceover says, "We deal in strength," clips are shown of players in practice pushing tackling dummies.

While players run, the voiceover continues, "We deal in determination."



Video still

Documenting the voyage to get to the stadium, whether that means pushing a bus or cheering along the way, the voice says, “We deal in spirit.”

As the players prepare for a match to a rousing speech from their coach or line up facing the opposing team on the field, the message, “We deal in integrity” is shared.

The next clips show the brutal nature of the game, with the voiceover stating, “We deal in blood, sweat and dirt.”

Showing the varied conditions the players face, footage shows teams playing on icy terrain, a desert, in rain and sun.

The final message is “Land Rover: from the grassroots to the greatest stage, we deal in real.”

Embedded Video: <https://www.youtube.com/embed/HVyKgflOWvc>

Rugby World Cup 2015 Worldwide Partner Land Rover: We Deal in Real

Beyond the digital media, Land Rover is using its media space at the Rugby World Cup to showcase amateur clubs.

Sports fan

Earlier this year, Land Rover embarked on a 100-day tour of Britain and Ireland to drum up excitement for the Rugby World Cup 2015 and locate a mascot.

Young rugby players aged seven to 13 are eligible for the mascot position, a move meant to keep enthusiasm in the sport high within youth leagues. Land Rover’s leadership on this mission attests to the brand’s ongoing support of rugby and will garner widespread goodwill for the brand as it goes from place to place ([see story](#)).

Last year, Land Rover bolstered its position in the world of rugby by becoming the presenting partner of the Rugby World Cup Trophy Tour 2014.

The tour traveled to 15 countries over 13 months, giving the automaker the chance to ingratiate itself in emerging and mature markets. The auto brand’s commitment to rugby

is just another example of Land Rover's adept positioning efforts, embracing lifestyles that mesh with its brand image ([see story](#)).

This aspect of Land Rover's rugby efforts directly engages consumers.

"As a partner of the Rugby World Cup 2015, Land Rover's #WeDealInReal social media campaign inspires players and fans alike to engage at a more personal level and to share photos of how the sport has shaped their lives," Ms. Carnoy said.

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/w5w2o0ygaJQ>

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