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Targeted engagement to support historic election win

Strategic media relations/Global perception management/Influencer and Stakeholder mapping

National sporting organisation Rugby Australia turned to Three Plus to manage campaign communications for World Rugby Chair candidate Dr Brett Robinson, who was bidding to become the first Chair-elect in history from a southern hemisphere nation. World Rugby is the third-largest international sporting federation in the world. As a federation of member unions all over the world, its governance structures are complex and political, requiring a clever and targeted communications approach. Three Plus partnered with the experienced team at [Upfront Sports Partners](#) to curate a suite of communications materials and a timetable of media engagement activities to support Robinson's successful campaign.

Achievements

- ♦ Supported Robinson's election to the role of World Rugby Chair. He is the first Australian to hold the office and break the northern hemisphere stranglehold on power.
- ♦ Crafted a selective media strategy that bolstered Robinson's credentials in key overseas markets and protected and optimised campaign launch.
- ♦ Managed the perception of Robinson's campaign platform among influential international and domestic media stakeholders.
- ♦ Leveraged media relationships across the globe to monitor campaign sentiment.

"Georgina and Peter's advice and support was critical to the election campaign, refining our messaging and delivering a sophisticated media program. They understood the importance of the right sort of coverage, that more was not necessarily better, and leveraged global media contacts to deliver a great outcome."

Dr Brett Robinson
World Rugby Chairman

Process

- ♦ Three Plus partnered with the experienced team at Upfront Sports Partners, translating their campaign intelligence into a suite of sharp and succinct communications materials.
- ♦ Three Plus designed and authored Robinson's capability statement to support the campaign's launch.
- ♦ Three Plus developed a key messages strategy that was used to populate media statements, speaking notes for campaign allies and other materials.
- ♦ Three Plus managed the timing and geography of Robinson's campaign launch to optimise impact and influence.

CLIENT

Rugby Australia



PROJECT TEAM

Georgina Robinson
Peter Kelly

SECTOR

Sport

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