

Heineken to open Rugby World Cup 2015

Heineken will open Rugby World Cup 2015 with a multi-platform campaign that brings fans across the world closer to the action.



As a Worldwide partner of Rugby World Cup 2015, Heineken is searching for 48 fans from across the globe to win a once in a lifetime opportunity to open a match by attending the official coin toss prior to kick off. As well as this ultimate prize Heineken will be producing social content offering an alternative perspective on Rugby World Cup 2015 from the Heineken Rugby Legends.

Heading the campaign is a 'who's who' of international rugby legends, led by ex-All Black superstar Jonah Lomu and former England captain Will Carling.

Joining them are former South Africa Rugby World Cup winning captain John Smit; Matt Dawson, star of England's Rugby World Cup winning side and British & Irish Lions scrum-half; former Wales and British & Irish Lions number 8 Scott Quinnell; former Australia captain and one of the country's most decorated players Rocky Elsom and Shane Horgan, former Ireland and British & Irish Lions winger.

Unique perspective

Heineken will offer a unique and truly international perspective on the tournament through the eyes of this elite panel in the lead-up to, and during Rugby World Cup 2015.

"Rugby World Cup is the pinnacle for any player and this tournament will be one of the biggest ever. To partner with Heineken and join such an esteemed group of rugby legends is an honour," said Lomu. "I was lucky enough to play in two Rugby World Cups, so I know how exciting the Tournament is. This year, I want as many people as possible around the world to enjoy Rugby World Cup 2015 and help get them closer to the action with Heineken."

Heineken's sponsorship of Rugby World Cup 2015 is supported by a global media campaign, commencing in August

stretching across OOH, print, digital and television - with Heineken's Jonah Lomu and John Smit appearing in a television commercial themed around the official coin toss.

David Lette, Heineken Brand Director said: "With this exclusive coin toss opportunity before every match, Heineken is proud to open Rugby World Cup 2015. We are proud to be rewarding passionate fans around the world with this unique, once-in-a-lifetime VIP experience to get closer to the action. We can't wait for it all to start!"

Live events for fans

In the run up to the Tournament Heineken will be hosting live events for fans across the United Kingdom. Supporting Rugby World Cup 2015 Trophy Tour, these events will give fans a champion's eye view of the Webb Ellis Cup in their local, as well as the chance to be part of an official coin toss.

During the Tournament, Heineken will offer fans around the world the chance to take part in the ultimate 2nd screen experience - the Heineken Rugby Studio; a digital preview/review show that will take place across social media. Hosted by Will Carling, the content will feature Heineken's Legends lineup, as well as a number of special guests, who will offer opinion and an irreverent look at the major talking points of Rugby World Cup 2015, with fans able to be a part of the action via [#ItsYourCall](#).

Lette added: "Rugby World Cup 2015 is tipped to be the biggest ever. To celebrate, we want to give fans here in the UK and around the world the ultimate 2nd screen experience that brings another level of enjoyment to the Tournament and really opens Rugby World Cup 2015. Through the Heineken Rugby Studio, we will create an engaging digital experience that gets fans closer to Rugby World Cup 2015 action."

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