

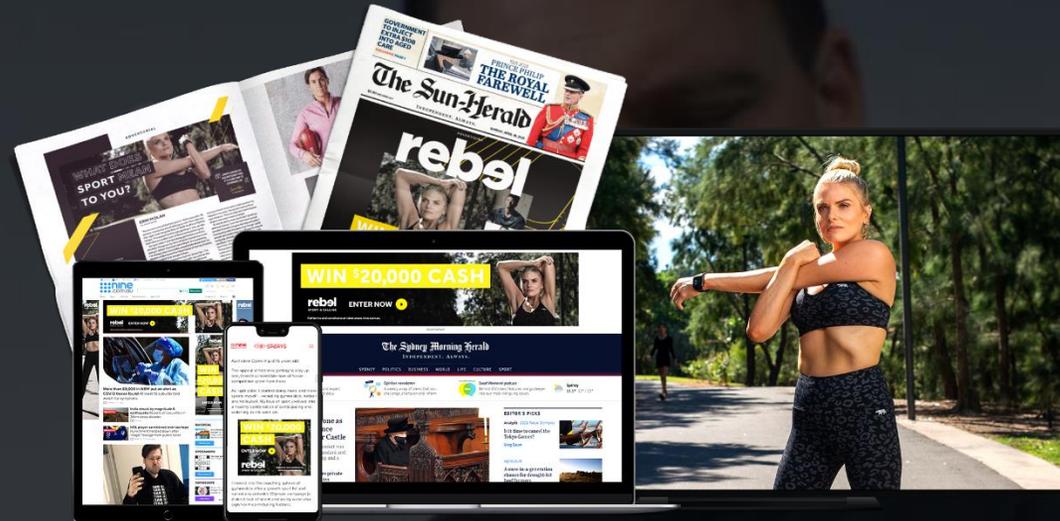


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REALISING BIG IDEAS

Nine x rebel

IS SPORT CALLING YOU? rebel



Challenge

Although rebel is a well-known and established sports retailer, it aspires to stand for more. Rebel developed their "Sport is Calling" proposition which launched in 2020. Through the power of their campaign Rebel were seeking a partner to help them drive understanding of the "Sport Is Calling" tagline, and the transformative power of sport.

Insight

To engage Australians with "Sport Is Calling", we used key, relatable and recognisable Nine talent to create a call to arms, building on the rebel brand manifesto. We put the challenge out to the people of Australia to unpack what sport means to them – how it lifts them up; how it shapes their day; and how it allows them to unwind.

Solution

Nine launched a network-wide competition, using Erin Molan and James Bracey, challenging Australians to tell us what sport means to them for the chance to win \$20,000 cash. The campaign was launched via a cross-platform approach featuring a 30-second TVC, full wraps of the *Sun-Herald* and *Sunday Age*, an integrated segment in Sports Sunday, and home-page buyouts of our digital mastheads. To conclude, the competition winner's story will be told via native content on 9Honey, inspiring more Australians to consider the transformative impact of sport.



SPORT IS CALLING

[Find out more](#)

about how we helped rebel realise their marketing dreams

Results

- **Over 12M** Australians reached with Sport is Calling
- **10% over** delivery on all paid media
- Integrated segments in Weekend Today and Sport Sunday
- **45,000** people headed to the Sport is Calling landing page
- **16,700** Australians entered the competition and shared how sport calls them
- **\$20,000** was won by a teacher in Victoria to build a more active playground to encourage their students to use sport to boost their confidence, improve their mental health and explore their strengths outside of the classroom



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