

 **Nine** x **rebel**

BIG MARKETING MOMENTS BY  **Powered**

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.

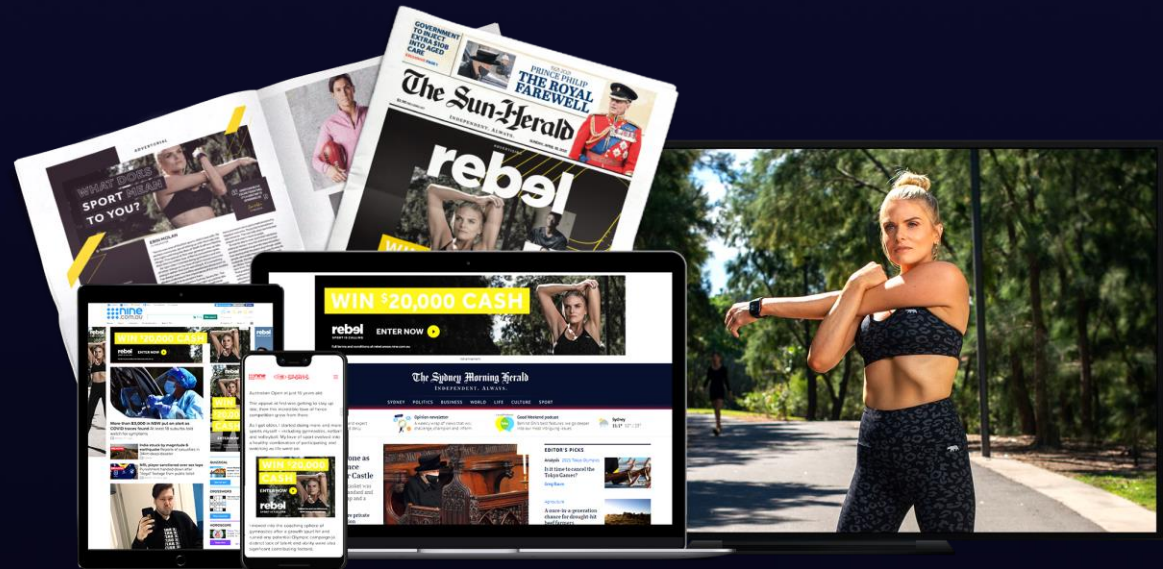
SOLUTION



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. Importantly, this wasn't about professional athletes. We put the challenge out to the people of Australia to unpack what sport means to them – to tell us how sport calls out to them; how it lifts them up; how it shapes their day; and how it allows them to unwind.

EXECUTION

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 cross-platform campaign was launched 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.



RESULTS

12M

Over 12million Australians were reached with the Sport is Calling campaign on Nine

17000

Over 170000 Competition Entries

45000

45000 people engaged with the video content on the Sport is Calling landing page

>10%

Exceeded media targets by over 10%