



To: **Secretary / CEO of Unions and Regional Associations in Membership of World Rugby**

From: **Brett Gosper
Chief Executive Officer**

Date: **July 20, 2020**

Re: **Try and Stop Us Campaign Phase Two**

As you are aware, World Rugby has identified women's rugby as the single greatest opportunity to grow the global game in the next decade. Our ambitious and transformational eight year women in rugby strategic plan which aims to Accelerate the Global Development of Women in Rugby has achieved significant success as it continues to deliver against its five pillars of participation, high performance, leadership, investment and profile.

Last year we launched the first phase of a three year global marketing campaign, Try and Stop Us, aiming to lift the profile of women's rugby, attracting new fans, players and investors into the game. At the same time we introduced a new brand identity exclusively for the women's game – Women in Rugby.

The Try and Stop Us campaign identified a diverse group of 15 Unstoppable women in rugby who have challenged and overcome real barriers faced in the game across global markets to inspire others to get involved.

The campaign has been incredibly successful with over 10 million video views, 500,000 engagements, extensive positive media coverage and endorsement from high profile stakeholders both within and from outside of rugby. See it again on www.women.rugby As part of the next phase of our global marketing campaign we want to sustain momentum in promoting of the women's game and support and empower our member unions and regions to coordinate and implement your own bespoke women's rugby engagement campaigns, leveraging on the success of the Unstoppables.

We have been encouraged to see a number of unions and regions already developing their own campaigns to profile women in rugby and thank you for the work that is already underway.

Ahead of a golden year for women's rugby in 2021 with the Olympic Games and Rugby World Cup 2021, we are calling on all member unions and regions to get involved and start to think about how you can build the profile of the women's game in your market.

Attached to this letter is a practical campaign toolkit including an opportunity to register with a new campaign asset creation platform should your union or region wish to get involved.

If you would like further information in relation to the Try and Stop us Campaign, please contact Katie Sadleir, our GM Womens Rugby at Katie.Sadleir@worldrugby.org.

For those of you who opt to develop a campaign, I look forward to receiving reports on the progress and success.

Yours sincerely



Brett Gosper
CEO

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