

# Try and Stop Us Phase Two

Member Union + Regional Associations



# Grow the Game

World Rugby has identified that women's rugby is the single greatest opportunity to grow the game globally in the next decade

## Raising the global profile of women in rugby

In 2019 World Rugby launched:

- A new brand identity for women's rugby – **Women in Rugby**
- A unique campaign – **Try and Stop Us** - that engaged with women's audiences
- **Unstoppables**, 15 women in rugby who challenged and overcame real barriers faced in the game across global markets to inspire others to get involved.

## Campaign results

- Nearly **10 million video views** and over **500k engagements**
- **Over 5,000 sign ups** to get more information on women in rugby via [www.women.rugby](http://www.women.rugby) website
- **Extensive media coverage** across the globe including endorsement from Sporting individuals outside of rugby and Governments/politicians worldwide



# Campaign Creative Recap



# Next Steps

## Get Involved. Find your Unstoppables.

The next phase of the campaign is aimed at making available a toolkit to provide simple, editable formats for unions and regional associations to build a women's engagement campaign to identify and promote your Unstoppables.

Opportunity to leverage existing World Rugby women's campaign assets to create bespoke marketing and communications campaigns tailored exclusively for your market or region



# Bespoke creative opportunity

Build your own bespoke creative to enhance existing or launch new women in rugby Unstoppable engagement campaigns



# Try and Stop Us Toolkit



## Try and Stop Us Brand Guidelines

Full brand guidelines providing visual guidance when building your campaigns

[Link here to access](#)



## Campaign 'How to' activation guidelines

Simple, 'How to' plan and implement a women's rugby engagement marketing and communications plan in your territory

[Link here to access](#)



## Campaign Imagery

Access to full campaign imagery from the Try and Stop Us launch

[Link here to access](#)



## Content Stadium

World Rugby has enlisted Content Stadium platform to provide a bespoke assets creating platform for unions and regional associations to use to build and create campaign imagery

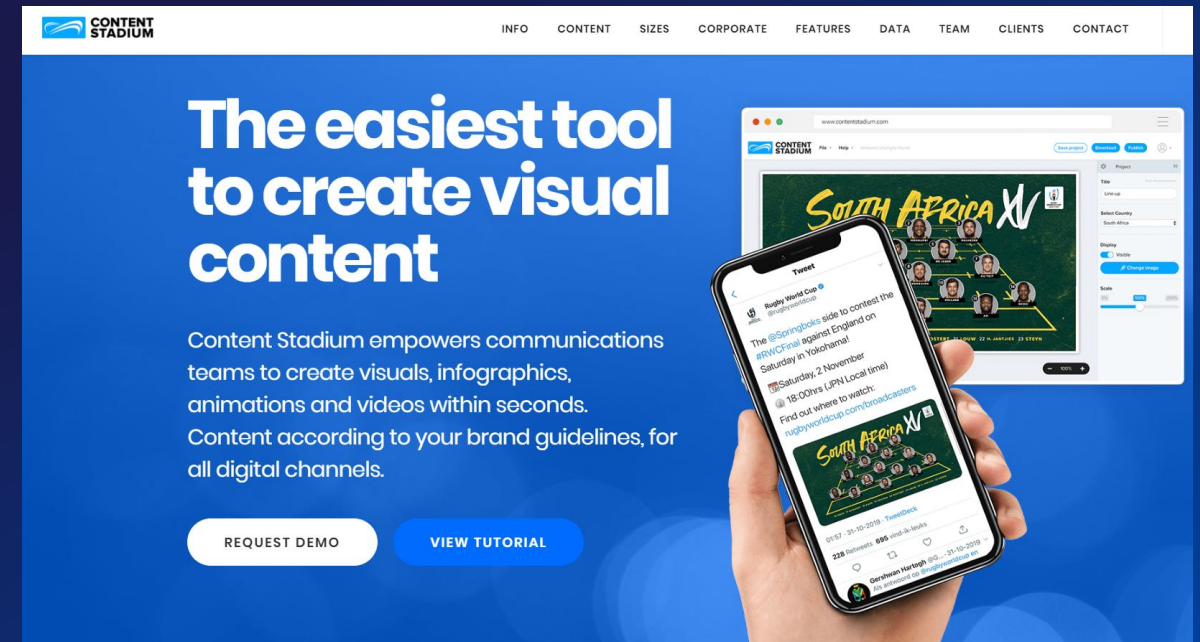
[Explainer VT](#)



# Content Stadium – Create your own

Opportunity to leverage existing World Rugby women's campaign assets to create bespoke marketing and promotional assets via Content Stadium

- Tailor existing Try and Stop Us campaign assets with your own imagery, landmarks and websites
- Simple to use. Post directly to your digital platforms through the platform
- World Rugby will register and 'onboard' unions and regions who wish to create their own bespoke assets



The screenshot displays the Content Stadium website interface. At the top, there is a navigation menu with links for INFO, CONTENT, SIZES, CORPORATE, FEATURES, DATA, TEAM, CLIENTS, and CONTACT. The main heading reads "The easiest tool to create visual content". Below this, a paragraph states: "Content Stadium empowers communications teams to create visuals, infographics, animations and videos within seconds. Content according to your brand guidelines, for all digital channels." Two buttons are visible: "REQUEST DEMO" and "VIEW TUTORIAL". On the right side, there is a hand holding a smartphone displaying a tweet from Rugby World Cup. The tweet text includes: "The @Springboks side to contest the #RWCFinal against England on Saturday in Yokohama! @Saturday, 2 November @18:00hrs (JPN Local time) Find out where to watch: rugbyworldcup.com/televisioncasters". The smartphone screen also shows a visual asset titled "SOUTH AFRICA XV" with player photos. In the background, a desktop browser window shows the Content Stadium interface with a similar visual asset being created, featuring a "Team" section with "Area: Country" set to "South Africa" and a "Display" section with "Visible" checked.



# Timeline

Let us know your women's campaign plans!

**Contact:**

[Anne.Grumelard@worldrugby.org](mailto:Anne.Grumelard@worldrugby.org)

Unions and Regions sign up for Content Stadium registration, email

[Anne.Grumelard@worldrugby.org](mailto:Anne.Grumelard@worldrugby.org)

by July 31st

'Onboarding' sessions with Content Stadium  
w/c August 3, 2020

Inform WR of key campaign timings for amplification on WR channels

Ongoing launches of Unions and Regions campaigns





# Key World Rugby Contacts

## Women's Rugby:



[Anne.Grumelard@worldrugby.org](mailto:Anne.Grumelard@worldrugby.org)

## Social Media:



[James.Bass@worldrugby.org](mailto:James.Bass@worldrugby.org)

[Adrian.Darcy@worldrugby.org](mailto:Adrian.Darcy@worldrugby.org)

## PR/Communications:



[Suzi.murray@worldrugby.org](mailto:Suzi.murray@worldrugby.org)

