

/ London Wasps St George's Day Match



Problem:

- Client wanted to create a new date in the national and sporting calendar

Objective:

- Stage a Premiership match at Twickenham Stadium to celebrate St George's Day
- Raise money for charity
- Raise brand profile and the club's appeal with casual supporter base

Solution:

- Complete concept development and project management
- Negotiation of Twickenham Stadium hire
- Feasibility analysis
- Targeted sales & marketing strategy
- Event management
- Key stakeholder relationship & management

Result:

- 60,208 people attended
- 500% increase on normal match day attendance