

Rugby Fans

It has been a journey of twists and turns and highs and lows complete with controversy, celebrations and comiserations in equal quantity. As we are near the close of what has been an extraordinary Rugby World Cup tournament, we've taken a side-by-side look at rugby union and the Rugby World Cup 2015 across 4 nations.

Rugby Union



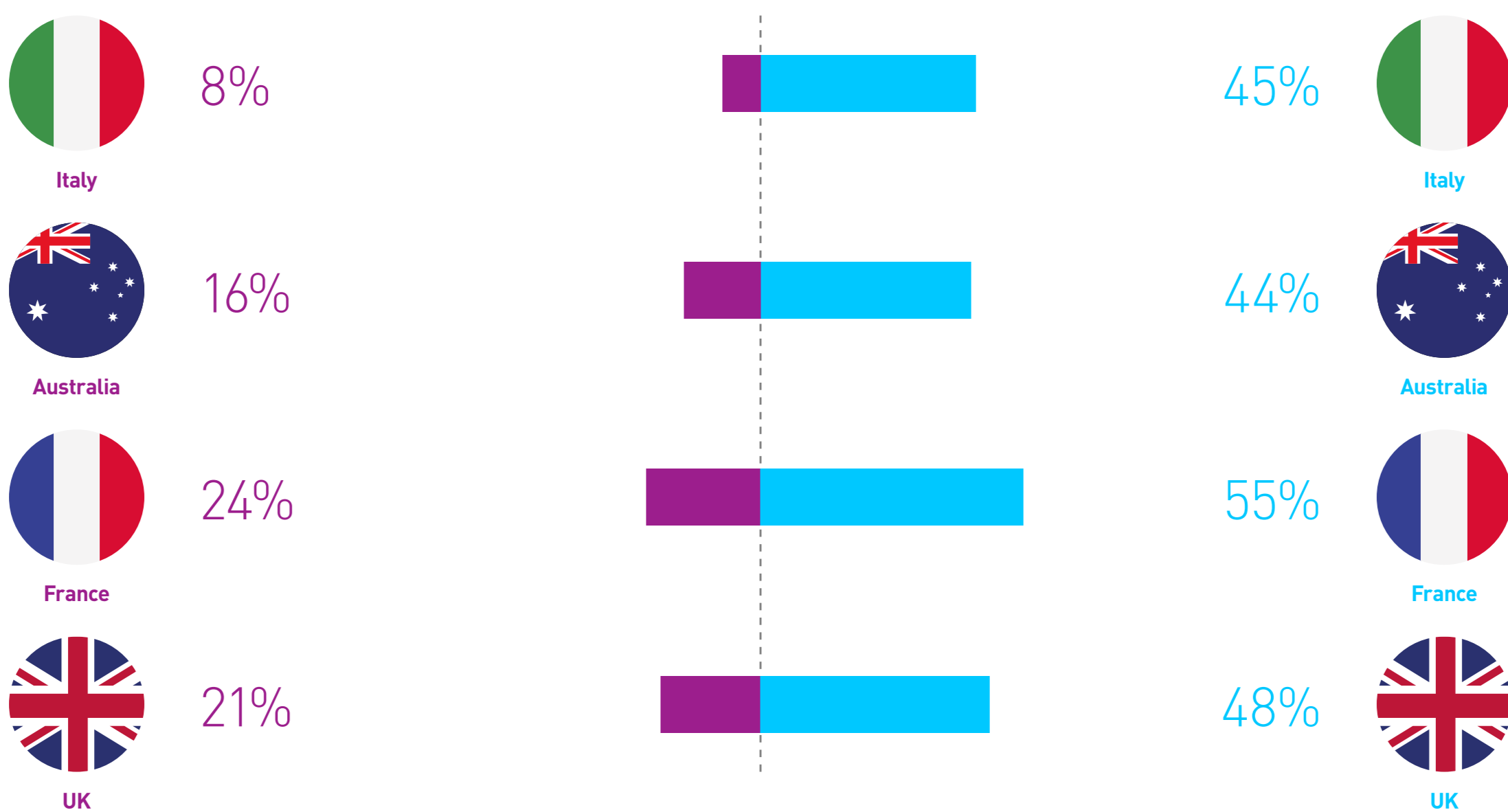
VS

Rugby World Cup



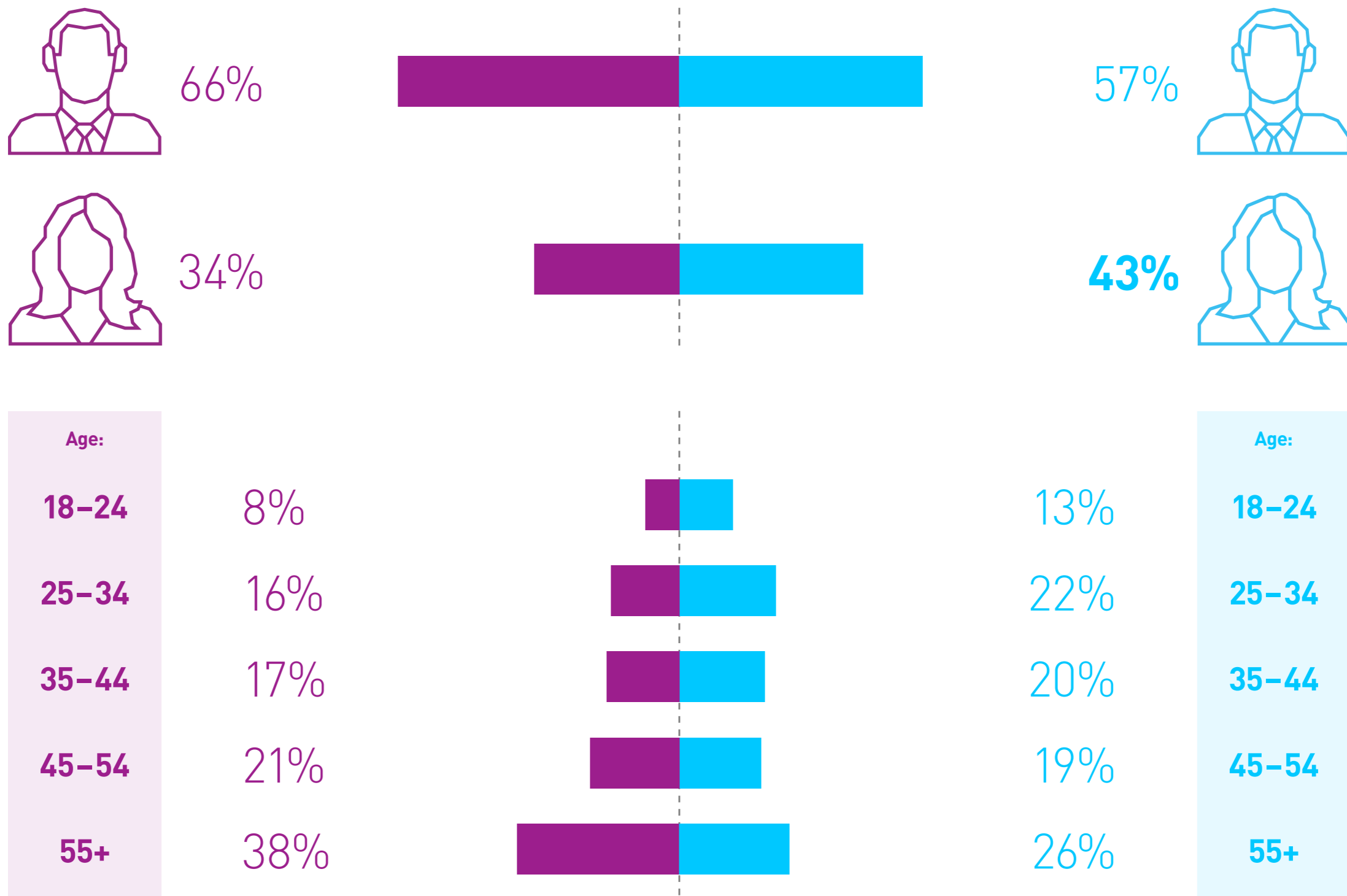
Interest

The Rugby World Cup generates an interest extending beyond rugby union followers indicating an opportunity for both the sport and sponsors to engage with a wider target group.



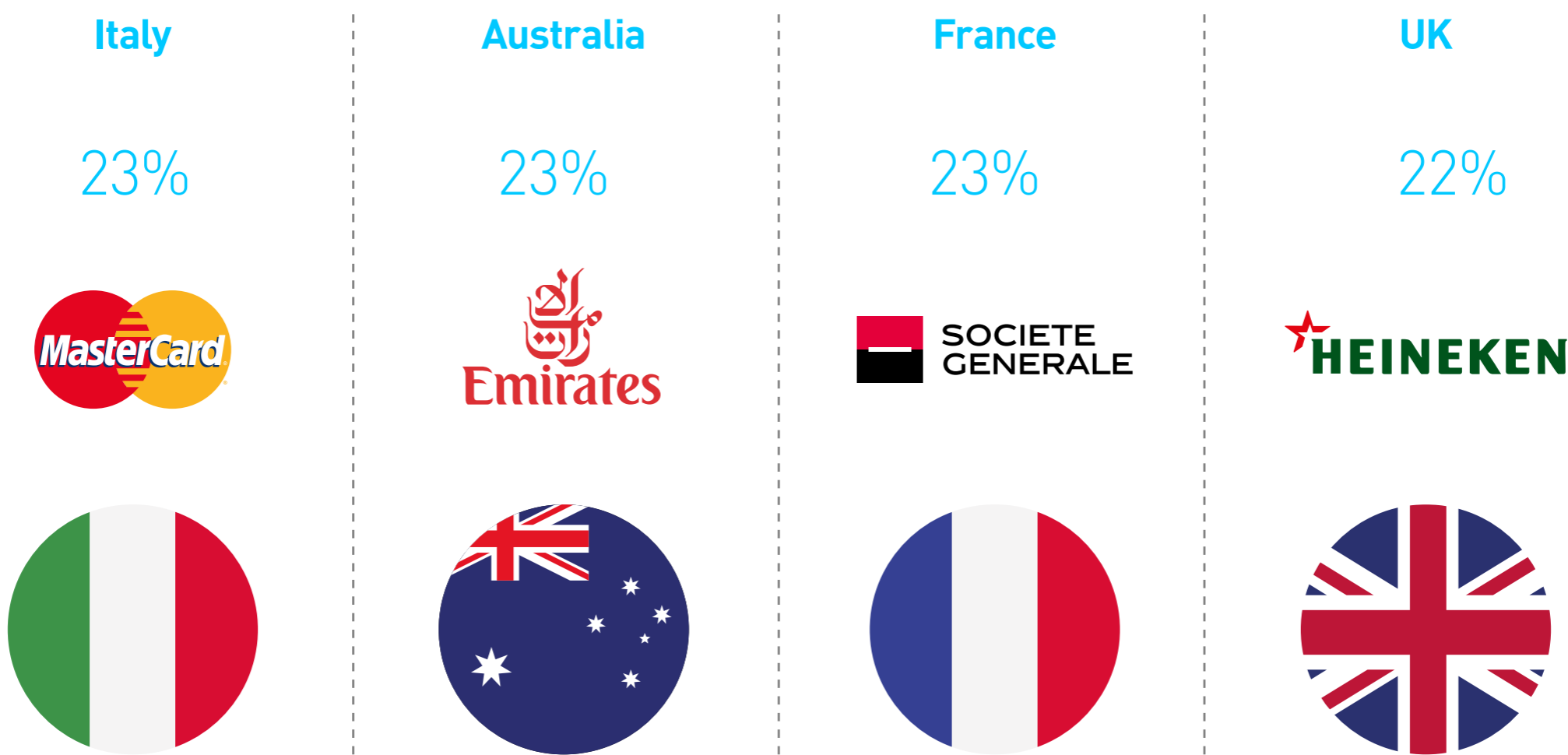
Host Nation Fans

In the UK, rugby union followers are predominately male, over the age of 35 and sit in higher income brackets. In comparison, the Rugby World Cup is engaging a greater proportion of females and younger adults.



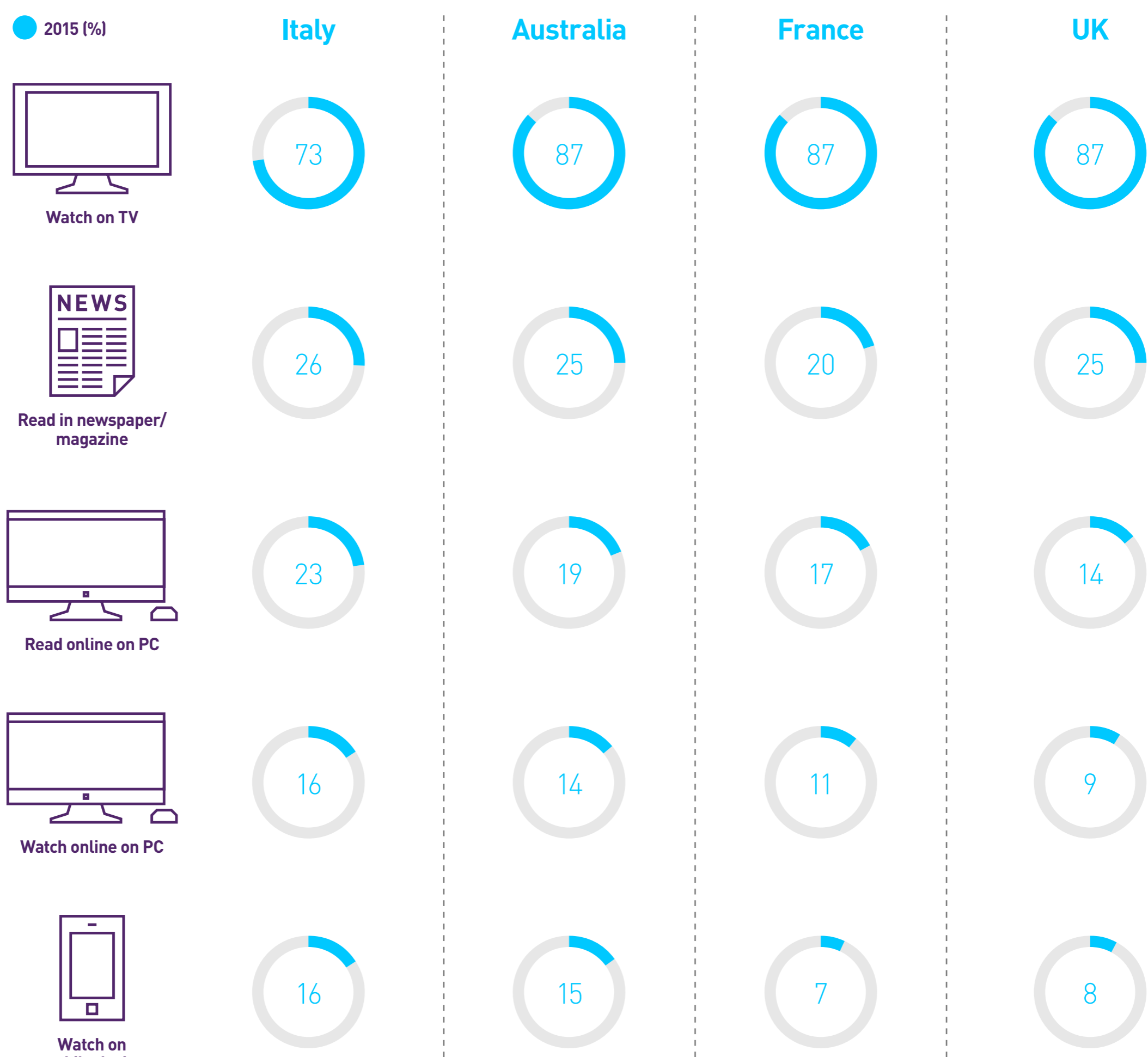
Sponsorship awareness

The brands below are the most recognised official partners of the Rugby World Cup amongst rugby union followers. Heineken and MasterCard are the only official partners who rank in the top 5 in all four markets.



Interaction with the Rugby World Cup

Amongst rugby union followers in each market, intentions to watch the Rugby World Cup 2015 indicates that TV will be the most popular medium followed by the printed press.



Sources: Kantar Media, SportScope 2015

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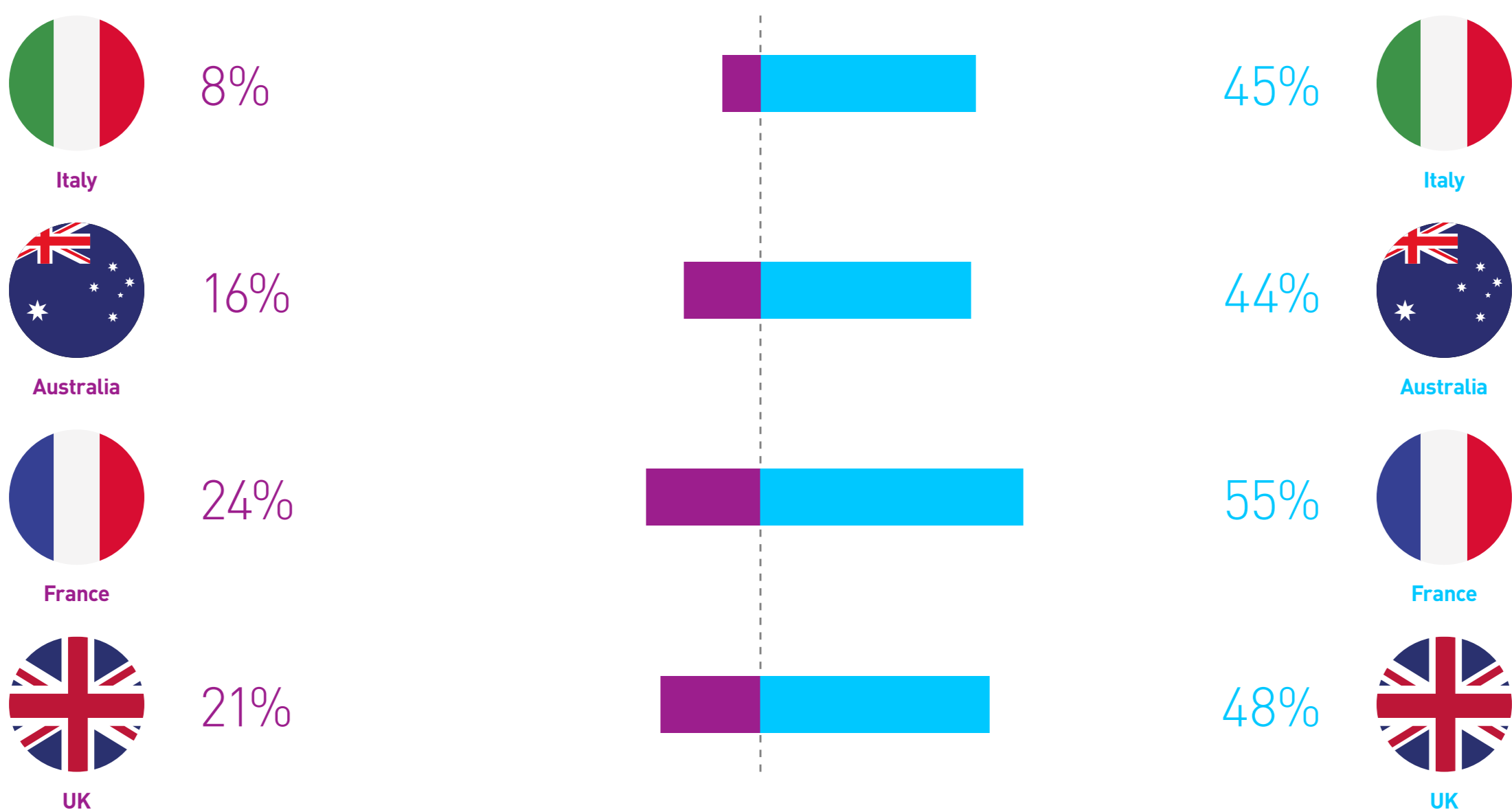
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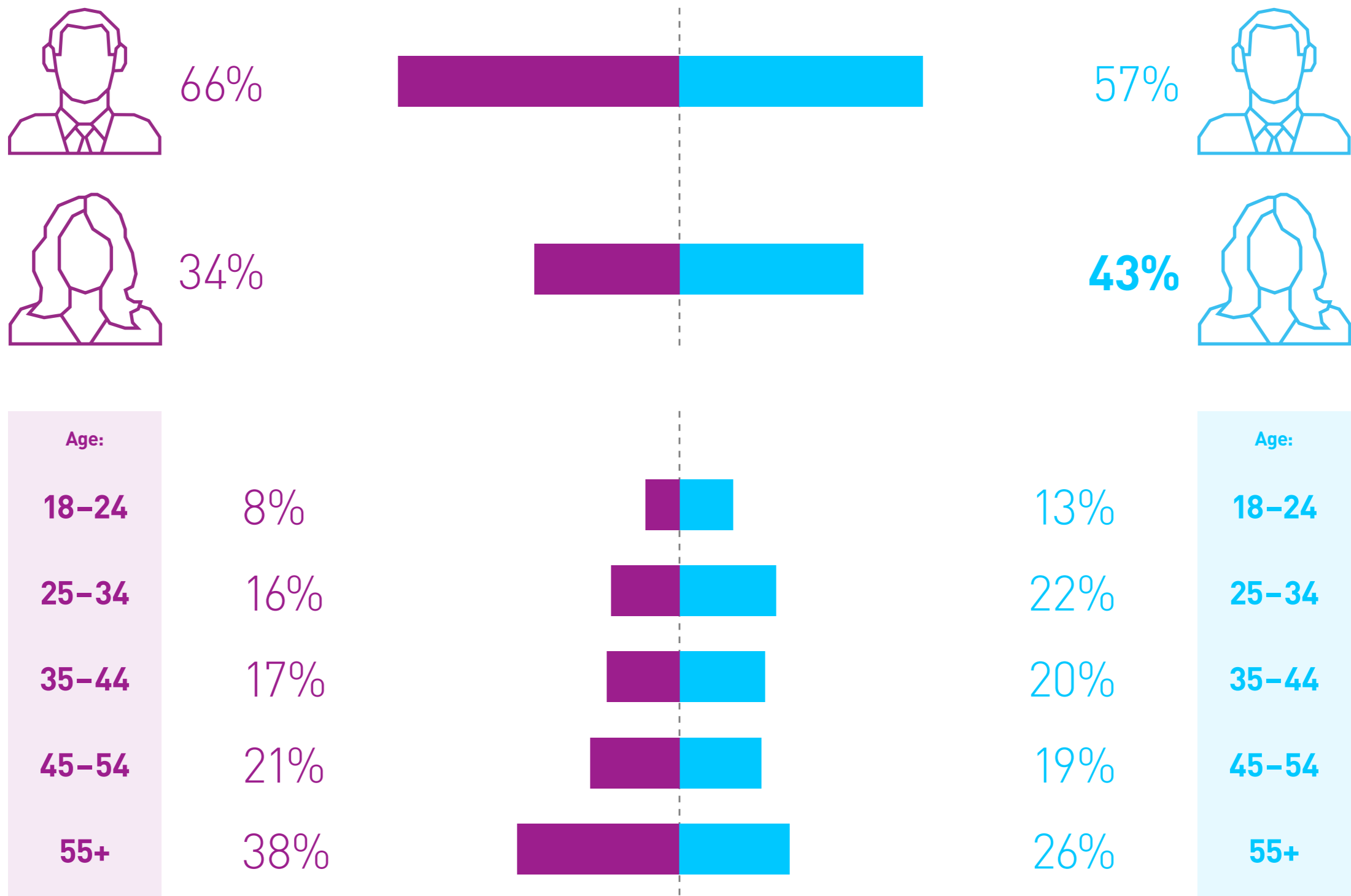
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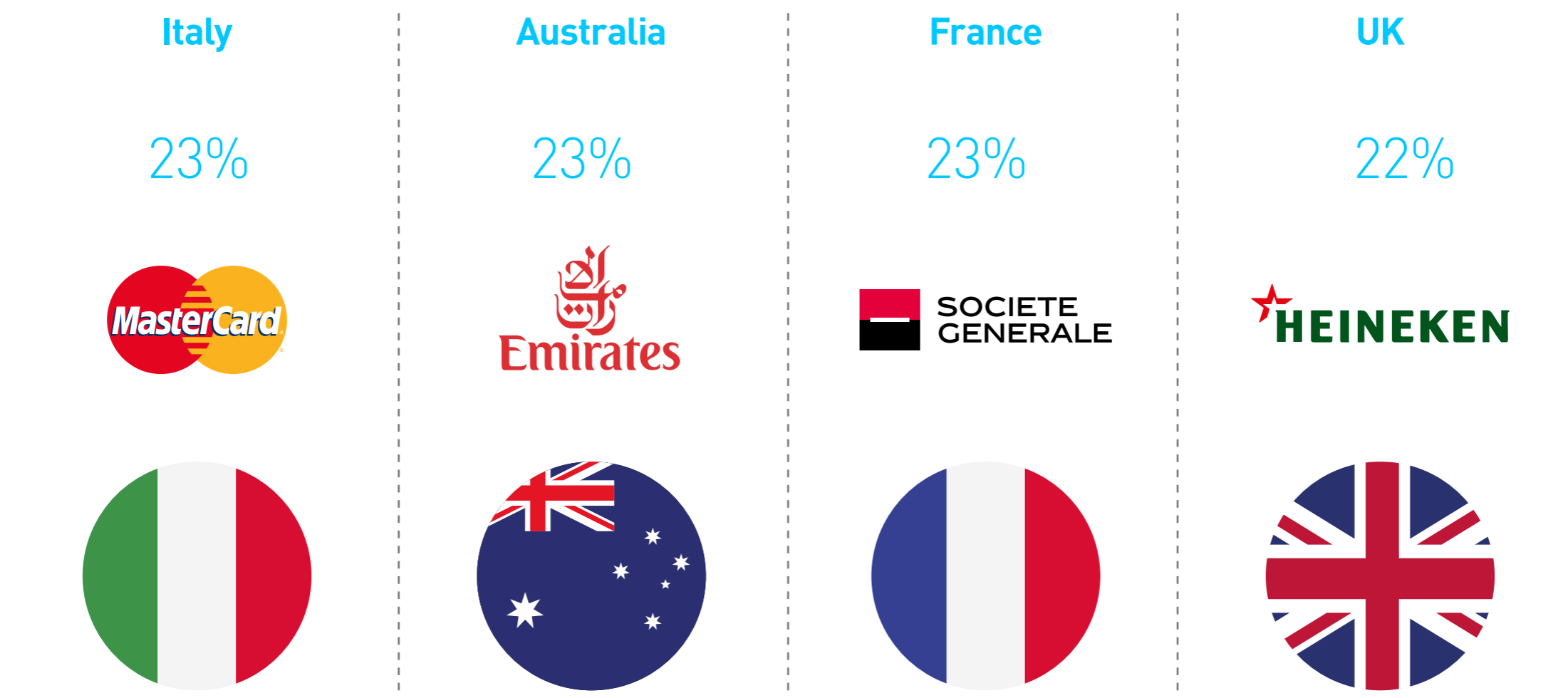
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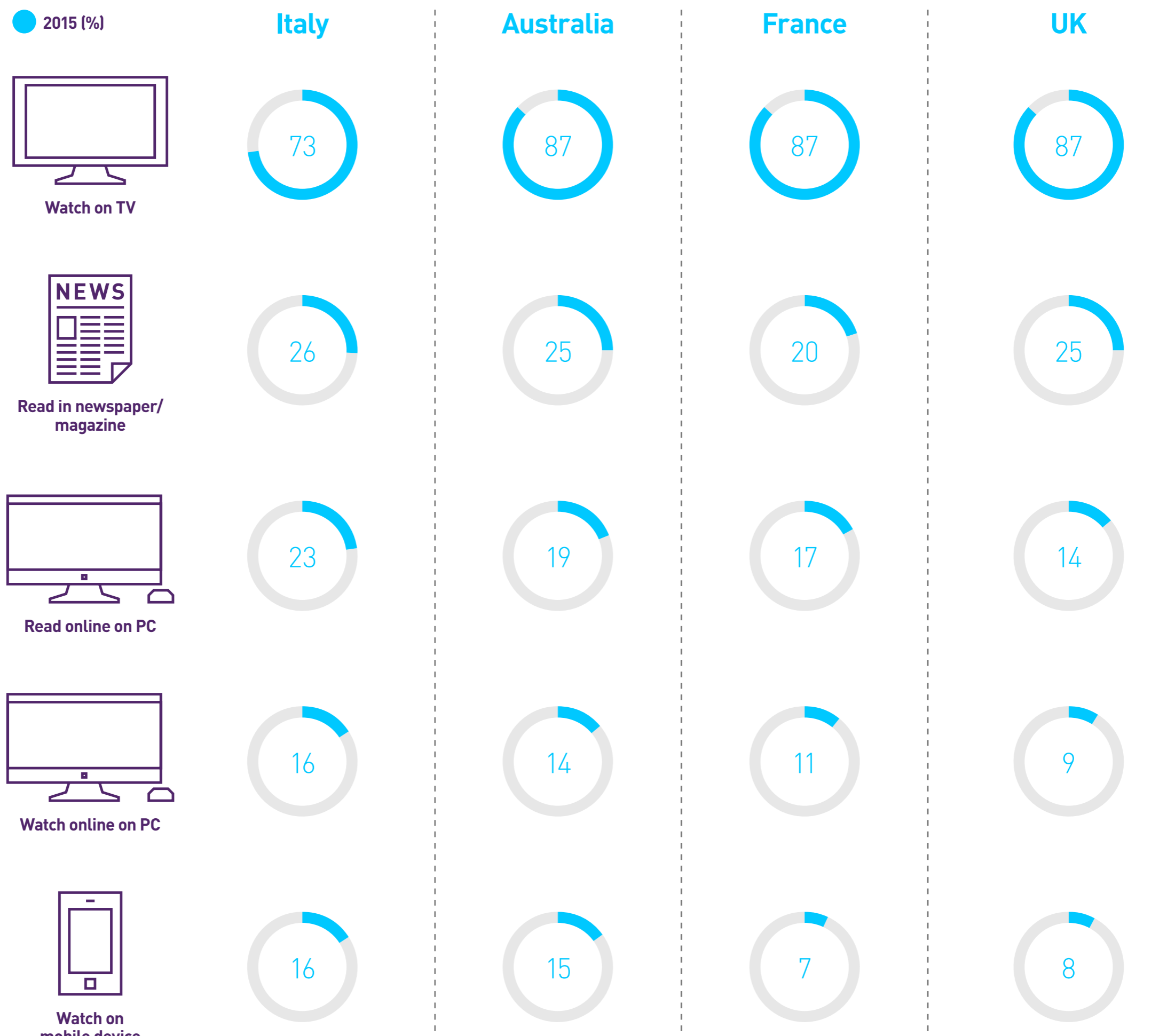
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