

## HeavyWeight Sport



On Monday, February 9th, our group had the pleasure of hearing from Adam Roland, founder and Director of HeavyWeight Sport. HeavyWeight Sport is an award-winning sports marketing and PR agency based in London and Manchester. The agency specializes in creating multi-platform campaigns that integrate traditional media, digital content, and social media engagement. They have worked with major brands including Sky Bet, 188Bet, Unibet, Bet Victor, Coral, Paddy Power, Betfair, The Jockey Club, and Skins.

Adam also talked to us about some of the very interesting advertising techniques HeavyWeight Sport has used to put their sports agency on the map. They have not used traditional commercials as their advertising method. They gave Nicklas Bendtner a pair of Paddy Power underpants that he revealed to the world after scoring for Denmark against Portugal. After Bendtner was fined 100,000 pounds for revealing the underpants, HeavyWeight Sport had a news story on their hands that provided even more publicity.

He also talked about dyeing the Tongan rugby players hair green and giving out rainbow laces to premier league teams to spread awareness of homophobia in sports. These actions helped bring publicity and awareness of the HeavyWeight Sport agency, increasing their popularity worldwide.

From this, we all took away a bit of what makes marketing successful: getting eyes and attention on what you are doing in a way that gets people talking. His agency's ultra creative and sometimes boundary

pushing campaigns/stunts worked because they were so unique, people couldn't help but talk about them. Sometimes, you have to make some FIFA execs mad to do a good job.

Before wrapping up and moving into the Q&A, Adam Roland ended his talk with a short quiz for the class. There were four questions in total, each with a prize, which definitely kept everyone paying attention. The first question he asked was which team Nicklas Bendtner was playing for when he wore the famous Paddy Power pants. The first person to get it right won a brand new pair of Paddy Power Lucky Pants. The second question switched to tennis and he asked what nationality Goran Ivanišević is. The first correct answer won a signed Goran Ivanišević polo shirt. The third question followed on from that, asking which competition Ivanišević won in 2001. Once again, the first person to answer correctly won another signed polo shirt. The final question was about how many teams were given Rainbow Laces. The person who answered correctly won a rainbow lanyard, connected to the Rainbow Laces initiative.

Our talk with Adam was super interesting. We learned about how popular and huge sports betting has become across the globe. In addition, we learned about more effective ways to advertise besides simple TV commercials. Adam and his team put deep thought and creativity into their advertisements that had resounding success. It is these fine details that have given HeavyWeight Sports great success.

The collage features several newspaper headlines and a photograph of Nicklas Bendtner. On the left, a headline from the Daily Star reads: "Nicklas Bendtner could face Uefa action for ambush marketing after he lifted his shirt and dropped his shorts slightly to reveal a gambling firm's name on his underpants when celebrating his second goal in Denmark's 3-2 defeat by Portugal, left. Minutes later the bookmaker - Paddy Power - sent a Twitter message with a photograph claiming that Bendtner was wearing his lucky underwear. Uefa regulations for Euro 2012 require that "all kit worn during the final must be free of any advertising". AP". In the center, a headline from The Daily Telegraph reads: "PANTS DOWN!". Below it, a byline for Michael Martin says: "By MICHAEL MARTIN AS goal celebrations go, this one was just pants. And Nicklas Bendtner's cheeky stunt (above) has really got UEFA's knickers in a twist. After grabbing the second of two goals, the Arsenal striker pulled down his shorts to reveal boxer shorts branded with bookmaker Paddy Power's logo. That is likely to land him in hot water with the governing body, who do not allow any branding on players' kits during the tournament. Bendtner's stunt appeared to be part of a pre-planned marketing campaign, with the bookmaker last night issuing a statement congratulating the Arsenal forward. Ken Robertson from Paddy Power said: "I'm truly". To the right, a headline from The Guardian reads: "Bendtner faces a bum A for his cheeky n. his second goal -2 defeat to Por- /, the Arsenal down his shorts pants with the go on (right)". Below this is a photograph of Bendtner in a red Arsenal kit, celebrating a goal. At the bottom, a headline from The Daily Telegraph reads: "by Ron's Silve lining from TIM GRAY in Lviv". To the right of this is a headline from The Guardian: "celebratory pants stunt Denmark striker Nicklas Bendtner could face Uefa action over ambush".