



HSBC

PRINCIPAL PARTNER



The British & Irish Lions Tour to Australia 2013

Sponsorship Evaluation Overview





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WHY LIONS?

The British & Irish Lions represent the pinnacle of northern hemisphere rugby and is a unique sponsorship in international sport. It represents a once in a lifetime experience for players and fans. Following a successful sponsorship of The Tour in 2009, HSBC became the first ever sponsor to renew its association with The Lions for the 2013 Tour to Hong Kong and Australia.

We know that rugby in general appeals to our target audience and the 2013 Tour enabled us to engage with our customers and employees in our key markets of the UK, Ireland, Hong Kong (where the team were playing for the first time ever) and Australia. HSBC Middle East were also actively involved in the sponsorship as an extension of their existing rugby programme. As Principal Partner, HSBC was able to reward and benefit customers and staff, as well as general fans, during an 18 month programme of activity in what became the most integrated sponsorship programme the bank has ever undertaken.

Specific objectives were set by HSBC for the sponsorship:

- Build stronger relationships with our core target customers.
- Enhance Brand/Corporate reputation.
- Engage employees in order to generate pride.
- Develop engaging, 'talked-about' fan experiences.
- Deliver greater commercialisation to drive RBWM business.



The sponsorship campaign was underpinned with the positioning **'Legendary Journeys'** which captures the unique nature and experience of The Lions for players and fans alike. Through our activation programme, customers, employees and rugby fans were given the opportunity to be a part of the journey whether physically or remotely.



RELATIONSHIP DEVELOPMENT

Hospitality and Events

Over 5,000 customers from five markets experienced HSBC/Lions themed hospitality events during the 18 month campaign period, with 40% being engaged pre-Tour. The events ranged from match day hospitality at Autumn Internationals, Six Nations and Test matches, Audience With ambassador events, Eve of Test dinners and once in a lifetime opportunities such as sailing with members of the Lions squad.

During the Tour HSBC Australia also hosted a series of business events including golf days and lunches, whilst in the Middle East

customers attended Test match screenings linked to the bank's community programme in the region.

Throughout the sponsorship, all events had a consistent look and feel but with local touch points, and involved customers of all levels. The business split of guests on Tour echoed the bank's current business focus with 38% CMB, 35% GBM, 24% RBWM and 3% Private Bank. As a result of the programme 93% of HSBC hosts felt the experience had 'definitely' strengthened their customer relationships.



86%
of Tour hospitality guests
classified as 'gold'
customers and were
internationally active.



84%
of guests were
'very satisfied'
with the HSBC Lions
hospitality experience.



5,290
customers were engaged
through the programme.

88%
of guests thought our
hospitality was better
than other events
attended.





RELATIONSHIP DEVELOPMENT

Mass Reward of Customers

A total of 17,000 customers were rewarded through the sponsorship. HSBC broadened the number of customers who were able to benefit from The Lions sponsorship through a number of HSBC specific and fellow sponsor partnerships. An exclusive 30% discount on the official replica jersey was offered to customers, alongside limited edition Lions cufflinks with Thomas Pink and free access to Eve of Test dinners for travelling Premier customers.

In Australia, all customers (both home and away) were invited to have complimentary brunch with the ambassadors the morning after each Test.

Fan research showed that 50% of fans said HSBC special offers 'added' to their Lions experience. Awareness of the offers amongst Lions fans (both customers and non-customers) grew to 36% (from 20%) during the Tour.





4,000
discounted shirts
sold to customers.



860
customers enjoyed a
free brunch in each
Test city.



21%
of total official travel
packages were sold to
HSBC customers.



EMPLOYEE ENGAGEMENT

It was important to engage employees in the key markets to excite them about the sponsorship as well as offering rewards through the programme. Lions themed events were staged in offices in all four markets involving ambassadors, HSBC's giant Lions jersey and give-aways. In Ireland, staff children entered a special Lions colouring competition to win prizes, whilst in the Middle East HSBC staff were informed about the uniqueness of The Lions through a Lunch and Learn session.

A global competition to win a trip to the first Test was promoted through HSBC Now, attracting an HSBC record of 16,000 entries.

The Head offices in London and Hong Kong were dressed with Lions branding, and 6,000 Lion chocolate bars were distributed to Canary Wharf staff, whilst a male Welsh voice choir sang rugby anthems in the foyer.

One lucky staff member in Hong Kong was given a once in a lifetime opportunity to sit on the players' bench for The Lions' match against the Barbarians, and staff in Australia accessed a Lions themed intranet page offering ticket competitions and video content.

26,651

employees were actively involved in the sponsorship.

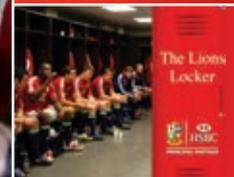


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children of HSBC employees were selected to be official Lions mascots in Hong Kong.

70%

of employees felt proud of HSBC due to the sponsorship.



Lions

content on HSBC Now TV was the most watched programme of 2013.

16,000

record number of entries to HSBC Now competition.





BRAND AND CORPORATE REPUTATION

Community Engagement

HSBC's grassroots programme for The Lions was a combination of coaching clinics and festivals staged across all four markets, as well as integrating rugby into the bank's existing partnership with The Prince's Trust charity in the UK.

In the build-up to the Tour HSBC partnered with existing rugby festivals in the UK and Ireland, which were also used to recruit HSBC Cubs – 23 children rewarded for displaying the core values of rugby with a once in a lifetime opportunity to train with The Lions squad ahead of the Tour.

The Prince's Trust programme saw 100 underprivileged children learn the values of rugby as well as enjoying educational sessions

introducing them to the sport for the first time. HSBC's long term association with the Rosslyn Park National Schools Sevens was given a Lions theme with the use of the HSBC's giant Lions jersey and HSBC ambassador Jason Robinson.

Rugby legends Martin Johnson and Gareth Edwards coached local children on the morning of the Hong Kong fixture, whilst in Australia over 300 customers' children enjoyed coaching clinics.

At the end of the Tour HSBC donated the Lions training equipment used by the squad in Hong Kong and Australia to local charity partners.



HSBC donated
the Lions training equipment
to charity and community partners
in Hong Kong and Australia.

Over
9,000
children involved in the
grassroots programmes
across four markets.



300
Customers' children
took part in Free Kick
Coaching Clinics
in Australia.





BRAND AND CORPORATE REPUTATION

Generated PR

HSBC used a combination of traditional PR channels such as ambassador interviews and print features alongside a more digital approach of producing Lions video content for fans to enjoy.

HSBC's core 'ambitioneer' media were targeted with BBC1, Sky Sports News and Channel 10 in Australia proving the most valuable media outlets for HSBC. HSBC worked closely with ambassadors and used owned Lions channels to communicate with fans through social media.

A special 30 minute TV programme was created by HSBC which was broadcast onboard three international airlines (Qantas, British Airways and Emirates) on all their flights for a month, reaching hundreds of thousands of passengers.

PR stunts to promote HSBC's association with the Tour included use of HSBC's giant Lions jersey, surfing on Bondi beach and members of the Lions squad sailing in Sydney harbour.

THE LION KINGS

ALL IN RED FINIS BEHIND THE AUSTRALIA FOR THE RUGBY WORLD CUP. LIONS MEMBERS OF PARADE TO BEHOLDING THE TROPHY. KEVIN LITTLE, JAMES HOGAN, GAVIN HASTINGS AND JONATHAN CAPLES (LEFT TO RIGHT) A PART OF HISTORY. NOT LETTING DOWN THE JERSEY AND THE BEST PLAYER OF ALL TIME.

+9% point Brand Equity Index increase amongst those aware of the Lions sponsorship.

IF I CHOOSE TO CHOOSE TOO MANY ENGLISHMEN IT COULD PUT PRESSURE ON LIONS

£5.7m generated PR value (ROI of 9:1).

87% achieved in HSBC target (ambitioneer) titles.



A coffee with GG

Lions tours hold special memories for Wallaby legend George Gregan, but that wasn't the only thing on his mind when he met them in Sydney...

B Lions tour special memories for Wallaby legend George Gregan, but that wasn't the only thing on his mind when he met them in Sydney...

George Gregan @GeorgeGregan 18 Jun
Check out my chat with @brianodriiscoll and get @jason15robinson views on HSBC's Lions Weekly: Sydney youtu.be/y0PTYL2QE1k #LionsHSBC

Expand Reply Retweet Favorite More

777 articles in 127 publications and 120 websites.

271 broadcast features.



NEWS SPORTS ENTERTAINMENT LIFESTYLE CASES VIDEO POLITICS MORE

competences dating eBay technologies jobs history mobile money deals property medical

2 February 2010 Last updated at 10:12 AM London, England 17°C 10 day

MSN Lions video quiz: test your rugby knowledge

Sport

The weekend starts here

£1.3m generated PR value delivered by Brian O'Driscoll.

1.8m YouTube views (85% paid and 35% organic).

LIFE OF BRIAN

O'Driscoll wants you to get ahead at work with the Lions.





BRAND EXPOSURE

Paid Media

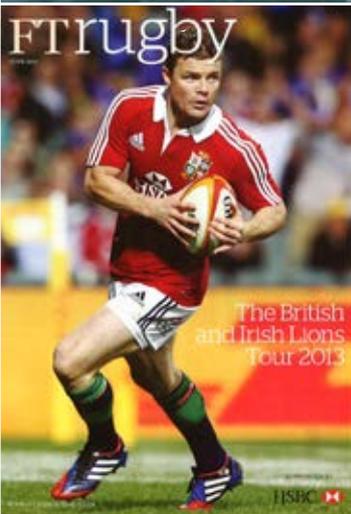
HSBC launched a multi-channel advertising campaign in the build-up to The Tour called 'The Legendary Journey'. Used for the Sky Sports and Fox Sports broadcast partnership (and through the support of RBWM shown on UK network television), the nautical themed advert featured Lions Head Coach Warren Gatland and various legends of the game and celebrated the 125 year anniversary of the first Lions Tour in 1888.

The advert generated over 1 million views online on the interactive HSBC/Lions YouTube channel which housed all of HSBC's Lions

video content for the campaign. Tactical print adverts and digital out of home advertising complemented the TV advertising giving the whole advertising campaign a consistent look and feel with the rest of the sponsorship.

HSBC also partnered with The Times to run a competition and sponsored a Financial Times supplement for the Tour ensuring key messaging about the sponsorship reached our target audience.

Over 1,100,000



74%
of Sky Sports viewers
said HSBC 'gets rugby'.

Over
19,000
seconds of brand
exposure on Sky
Sports. (Compared to
6,580 in 2009).

30,000
readers entered
HSBC's competition
with the Times
(making it the best
performing Times
competition in 2013).

The *Legendary* JOURNEY...

From 1888 to today the Legend of **The British & Irish Lions** grows. HSBC's Interactive YouTube *experience* brings you **Lions' Legends** as you have *never* seen them before: **JASON ROBINSON, WILLIE JOHN McBRIDE, GAVIN HASTINGS, JPR WILLIAMS** and **BRIAN O'DRISCOLL**.

Follow the **Lions' LEGENDARY JOURNEY** at youtube.com/LionsHSBC

Celebrating 125 years of *The British & Irish Lions*.

Sponsored by HSBC Bank plc.





BRAND EXPOSURE

Owned Media

Through the sponsorship HSBC received significant branding opportunities including the jersey, pitch painting, training equipment and on all official Lions communications and publications.

The Tour was broadcast in over 100 countries with 1,825 hours of match coverage. In the UK, Sky Sports broadcast all ten matches live, with the first Test generating a record high viewing figure for a rugby match on Sky Sports.



18.3 million

global cumulative broadcast audience.

Over **90,000**

click throughs to the HSBC YouTube channel from Sky.



Over **4.6 million**

viewers of the Tour (compared to 3.6m in 2009).



14.28 minutes of exposure per hour

comparable with the Series sponsor.



£43.1m

was generated in incidental media value.

96%

awareness of HSBC as being the most recognised sponsor.

1,050

hours of TV News broadcasts across 5 markets providing...

...£7.2 million

incidental media value.



SPECTATOR ENGAGEMENT

Fan Experience

HSBC rewarded fans around the world through the generation of video content and special fan experiences as well as the use of the digital shirt to enable them to share their messages with the squad ahead of the Tour.

During The Tour, in Brisbane and Melbourne airports, HSBC staged 'Heroes' Welcomes' reversing the tradition of fans meeting players at airports by using ambassadors to meet fans as they arrived from the UK. Fans flocked to see the giant HSBC shirt wherever it appeared which in turn generated significant

broadcast exposure for the bank with TV news crews interviewing fans in front of the jersey.

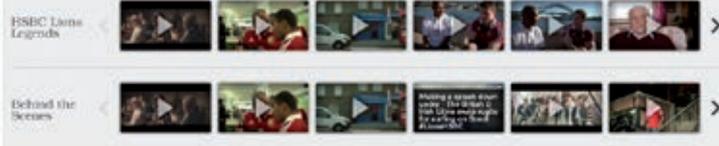
On the eve of the 1st Test HSBC hosted a Lions experiential zone at Victoria Station in Central London where fans created their own 'Lions Legendary' moment and enjoyed the London Welsh male voice choir.

3,599

fans uploaded photos to the digital shirt.

3,544

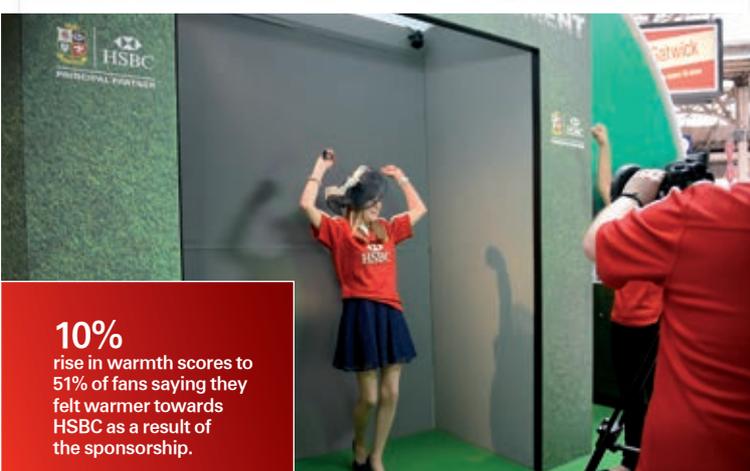
fans shared the digital shirt on Facebook.



1,000
branded hymn books were distributed at Australian airports.

50%
of fans said HSBC's videos greatly enhanced their Lions experience.

3,000
fans in the UK, Middle East and Australia attended giant shirt photo calls.



10%
rise in warmth scores to 51% of fans saying they felt warmer towards HSBC as a result of the sponsorship.



Lions fans are...

- 72% male
- 75% 35 and over
- 68% are high income earners

19,500
branded travel card holders were distributed at Victoria Station.

719,893
Fan video views on YouTube.



Uplift

in product sales across RBWM promotions in the Middle East and Australia.



10

Lions Legends met customers across the UK.

6,000

mini rugby balls given to customers in the UK.

RBWM

Sales

For the first time ever, RBWM used a Group sponsorship as a tool to engage with its key customers, who like rugby, to increase customer retention towards HSBC. In the UK, a two month mortgage campaign using Lions imagery achieved sales targets as well as record open rates (40%) for an HSBC e-newsletter. Ten key branches were chosen in rugby relevant cities and each received a visit from a Lions legend who met customers and signed autographs. A total of 400 branches carried ambassador cut outs and interactive digital screens.

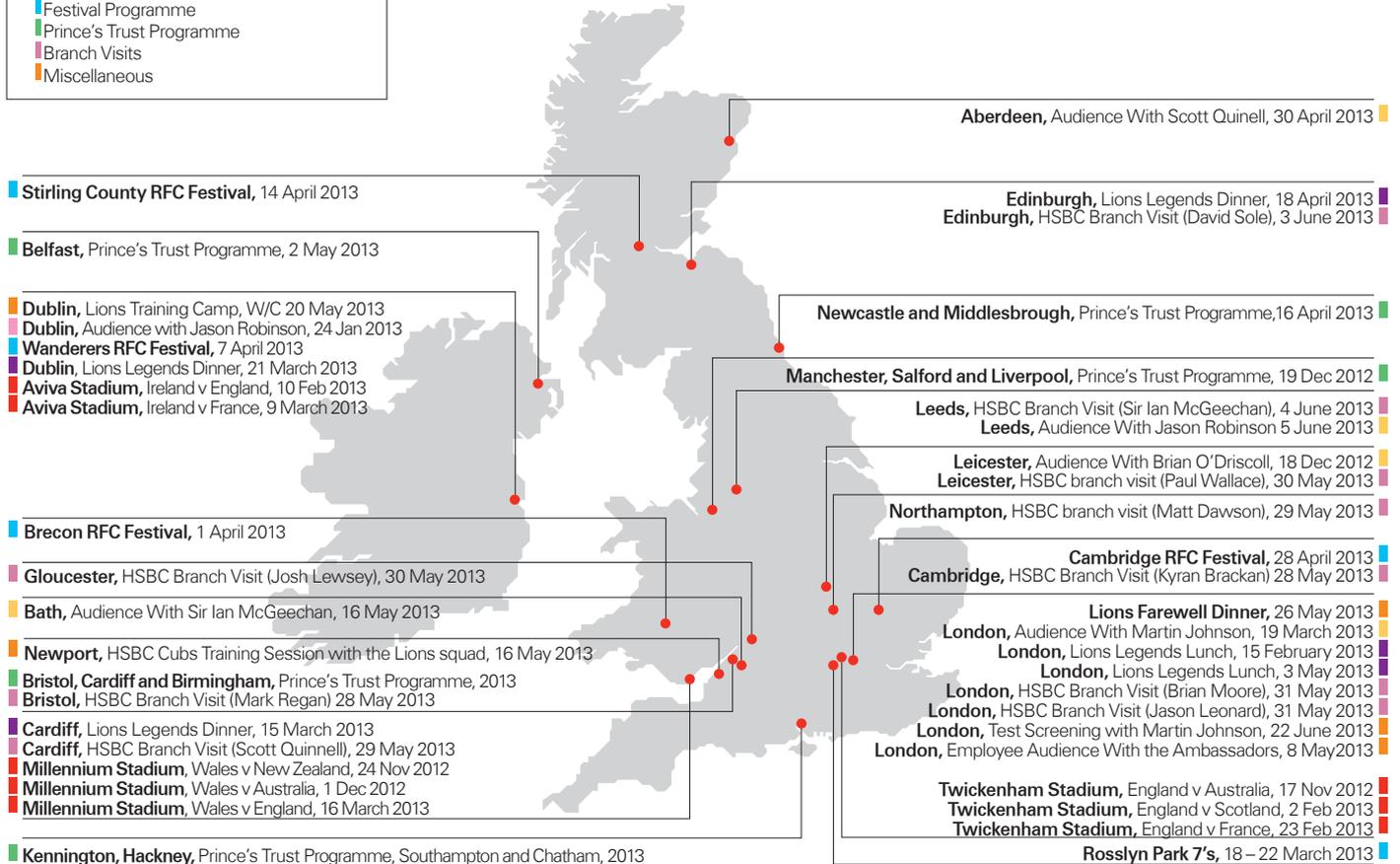
In Australia, a credit card promotion and online share trading campaign ran for nine weeks, whilst in the Middle East all HSBC UAE customers who applied for a Zurich Life product at any HSBC UAE branch went into a draw to win one of two all-expenses paid trips to the first Lions Test.

ACTIVATION MAP

UK

Key

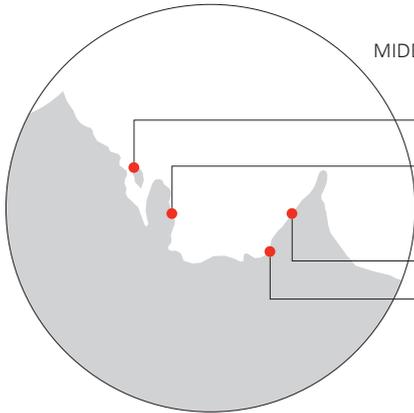
- Hospitality
- Audience With Events
- Legends of The Lions Dinners/Lunches
- Festival Programme
- Prince's Trust Programme
- Branch Visits
- Miscellaneous



ACTIVATION MAP

— MIDDLE EAST AND HONG KONG —

Key	
	Test Match Hospitality
	Audience With Events
	Legends of The Lions Dinners/Lunches
	Festival Programme
	Branch Visits
	Miscellaneous
	British & Irish Lions Match



MIDDLE EAST

- Bahrain**, Giant shirt PR stunt, 12 April 2013 
- Bahrain**, Test Screening, Bahrain Rugby Club, 29 June 2013 
- Doha, Qatar**, Giant shirt PR stunt with Jason Robinson, 26 March 2013 
- Doha, Qatar**, Test Screening, 22 June 2013 
- Dubai**, Employee Lunch and Learn, Emaar Square, 27 May 2013 
- Abu Dhabi, UAE** Test Screening Harlequins Rugby Club, 6 July 2013 



HONG KONG

- Kowloon, Hong Kong**, Eve of Match Dinner, 31 May 2013 
- Hong Kong**, Barbarians v British & Irish Lions 1, June 2013 
- Hong Kong**, One Year Out Lunch, 1 June 2012 
- Hong Kong**, Warren Gatland at the Hong Kong Sevens, 22–24 March 2013 
- Hong Kong**, Mini Barbarians v HSBC Cubs, 1 June 2013 
- Hong Kong**, Queens Road Central Squad Welcome Reception, 29 May 2013 

ACTIVATION MAP

— AUSTRALIA —

