



Consultancy • Marketing • Strategy

## Case study: Saracens RFU



SARACENS



### The Challenge

As one of the leading premiership clubs in the country, Saracens, along with the rest of the rugby union clubs in the country, have faced an uphill struggle to increase ticket sales since turning professional in 1995.

Having relocated to Watford, sharing the Watford FC stadium, Saracens have a capacity of 20,000 and have in the past achieved gates of 17,000 for specific games. However, in building for the future, the club is working to develop their commercial activity and build a loyal fan base that will deliver an average gate of 12,000, up from 8,000 in previous seasons.

The challenge for the club is how to achieve this, especially as they are based in a predominantly football supporting town.

### The Objective

Eyes Wide Open were asked to provide additional input into the long term marketing strategy for the club, working with the different departments to ensure the club moved forward in all areas, ultimately building to an average attendance of 12,000.

We began working with Saracens early in 2005, undertaking a review of their core marketing activity together with the customer offering. Our assessment was then used to further develop the core product, “the match day experience”, together with the way the club approached reaching its target audience.

### The Result

The result was the implementation of a ground breaking ambassador programme, targeting local pubs, restaurants and businesses. Those organisations which became involved are now working with the club to sell additional tickets and promote the brand of Saracens.

To support the ambassador programme, the club is further developing the match day experience with the implementation of the Saracens Village on match days and further enhancements to the corporate hospitality offering.

The results have been very positive with tickets sales up 40% against the same period for the past season.

With the team performing on the pitch, the club is now in a very strong position and is close to reaching ticket sales of 10,000 per game, close to the overall objective.

“Owen Hughes and Eyes Wide Open have provided us with an invaluable resource of additional expertise that has focused the club on where we need to concentrate our resources and how to go about reaching our potential supporter base.” Mark Sinderberry, Chief Executive

For more information on this and other projects, call us on 01844 273026 or visit our website [www.ewo.uk.com](http://www.ewo.uk.com)



t: 01844 273026 f: 01844 275212 e: [info@ewo.uk.com](mailto:info@ewo.uk.com) w: [www.ewo.uk.com](http://www.ewo.uk.com)

Cornwall House • Station Approach • Princes Risborough • Buckinghamshire • HP27 9DN