



**Client:** Rebel Sport  
**Category:** Sports Retail  
**Media Agency:** Maxus Global

**Products used:**

- Online Display Banners
- Mobile Banners
- NRL Insight App Sponsorship
- All driving to the Mobile Site where users can create their own jerseys

**OBJECTIVES**

- To stand out to consumers amongst other Sport Stores
- Develop a positioning as the place to go for your favourite team's jersey & merchandise

**SOLUTION**

Maxus Global and the ninemsn team created a concept whereby Rebel would be associated with Wide World of Sports and in particular ninemsn's new NRL App running on iPhone & WP7.

**THE CAMPAIGN INCLUDED**

- High impact State of Origin Online sponsorship
- Ownership of WWOS NRL Insights Mobile App including Jersey purchase drivers
- Targeted and contextually relevant online and mobile display: targeting specific states from Thursday through to Monday to capture the weekend sporting audience.

**RESULTS**



With ninemsn NRL insights app receiving great Channel Nine promotion the timing was perfect for Rebel to be an exclusive partner.

The app generated over 38,000 downloads during the campaign with average time spent on the app at 3.8 mins and over 100,000 videos played.

The display results surpassed expectations with mobile click throughs averaging 1.2% to a record 3.27% for the Mobile Home Page OTP. Mobile display banners delivered over 9 million impressions over the campaign period.



*"An exciting move into new channels for Rebel Sport. Mobile allows Rebel to engage footy fans when they're out and about, in front of their TV or even on the way to store. ninemsn made it really easy to take this step."*

*Tom Kelshaw - Head of Digital Australia, Maxus*