



Red Roses: World Cup media campaign planning sheet



SCHOOL OF RUCK

A SHORT AND MEMORABLE PHRASE USED IN ADVERTISING E.G. MCDONALD'S "I'M LOVIN' IT" AND NIKE "JUST DO IT".

Can you think of a catchy slogan for the Red Roses' world cup campaign? Remember to be on-brand!

Slogan

Billboard

Social media content

TV advert

CREATE A BILLBOARD DESIGN.

You need to create a billboard design to go on motorways and railway stations across the country! You need to think about design, imagery and text. You want the billboard to help encourage people to watch and engage with the championship. 30 words max.

PLAN A WEEK'S WORTH OF CONTENT FOR THE RED ROSES' SOCIAL MEDIA ACCOUNTS IN THE BUILD-UP TO THE WORLD CUP.

Think about having a different post/content every day and utilizing different channels (Instagram, TikTok, Facebook, YouTube etc.).

WRITE A 30-SECOND TV ADVERT.

Create a concept and idea for what's going to happen in your advert. As well as thinking about what it's going to look like, you need to write a 30-second voiceover (100-150 words). The language must be emotive and persuasive.

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RED ROSES: RUGBY WORLD CUP FACTS

- The England women's national rugby team are known as the Red Roses.
- The postponed 2021 Rugby World Cup will be held in New Zealand.
- Rugby World Cup 2021 (postponed to 2022) will be the first Rugby World Cup to adopt a gender-neutral naming approach (it won't be called the 'women's' or 'men's' world cups).
- The first ever women's world cup tournament was in 1991. England have won the tournament twice (1994, 2014) and have been runner-ups five times.



HISTORICAL FACTS: WOMEN'S RUGBY

- In 1887, 10-year-old Emily Valentine (thought to be one of the earliest girls to play rugby) joined one of her brothers' teams in a scratch-match when the side were a player down. Emily scored a try.
- The Women's Rugby World Cup 1994 was nearly cancelled because it didn't have the backing of the International Rugby Board (IRB). With the Netherlands withdrawing as hosts, Scotland organised the tournament in only 90 days. England ended the championship victorious.

Can you find any other facts about the history of women's rugby?



SIGNIFICANT FIGURES

Rochelle Clark

Sue Day

Carol Isherwood

Emily Valentine

Karen Almond

Katy Daley-Mclean

Maggie Alphonsi

Danielle Waterman

Emily Scarratt

Can you research these significant rugby figures and use the information as interesting media content?

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Rochelle 'Rocky' Clark has played for England 137 times. She is the most capped England rugby player ever.



In 2003 when Danielle 'Nolli' Waterman first played for England, she was only 18-years-old. She was the youngest woman to represent her country in rugby union.



Sue Day scored 61 tries for England, making her the top try-scorer (men's and women's rugby)!



At ten-years-old, Emily Valentine joined her brothers in an unofficial school game in 1887 and scored a try, making her possibly one of the first female rugby players!



Maggie Alphonsi overcame clubfoot to become an incredible England rugby star, helping England to win 7 Six Nations competitions in a row.



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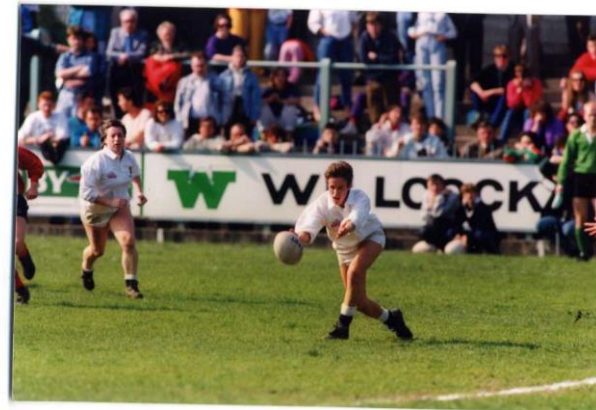
Katy Daley-Mclean is an experienced England captain, leading the team to victory in the 2014 Women's Rugby World Cup. She received an MBE in 2014 for services to rugby.



In 2019, Emily Scarratt won the Rugby Union World Player of the Year (Women's) Award.

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Carol Isherwood was the first captain of a Great Britain women's rugby team in 1986 and a year later became captain of England. She was one of the first women inducted into the IRB Hall of Fame in 2014.



Karen Almond was a star of women's rugby in the 1980s and early 1990s and captain of the 1994 World Championship winning England team. She crucially scored 5 conversions and a penalty (13 points) to help England beat the USA 38-23.