



THE
DARK NIGHTS

2010/11 SEASON TICKET CAMPAIGN CONCEPTS

The Darknights campaign introduced the idea of the Edinburgh players being super heroes, defenders of the Scottish capital. But to encourage people to sign up as season ticket holders, we need to take this thought on a stage. We can invite fans to be part of the super hero experience, to feel a real part of the club and what it stands for.

To do that we need a call to arms, a message to get involved, an invitation to...

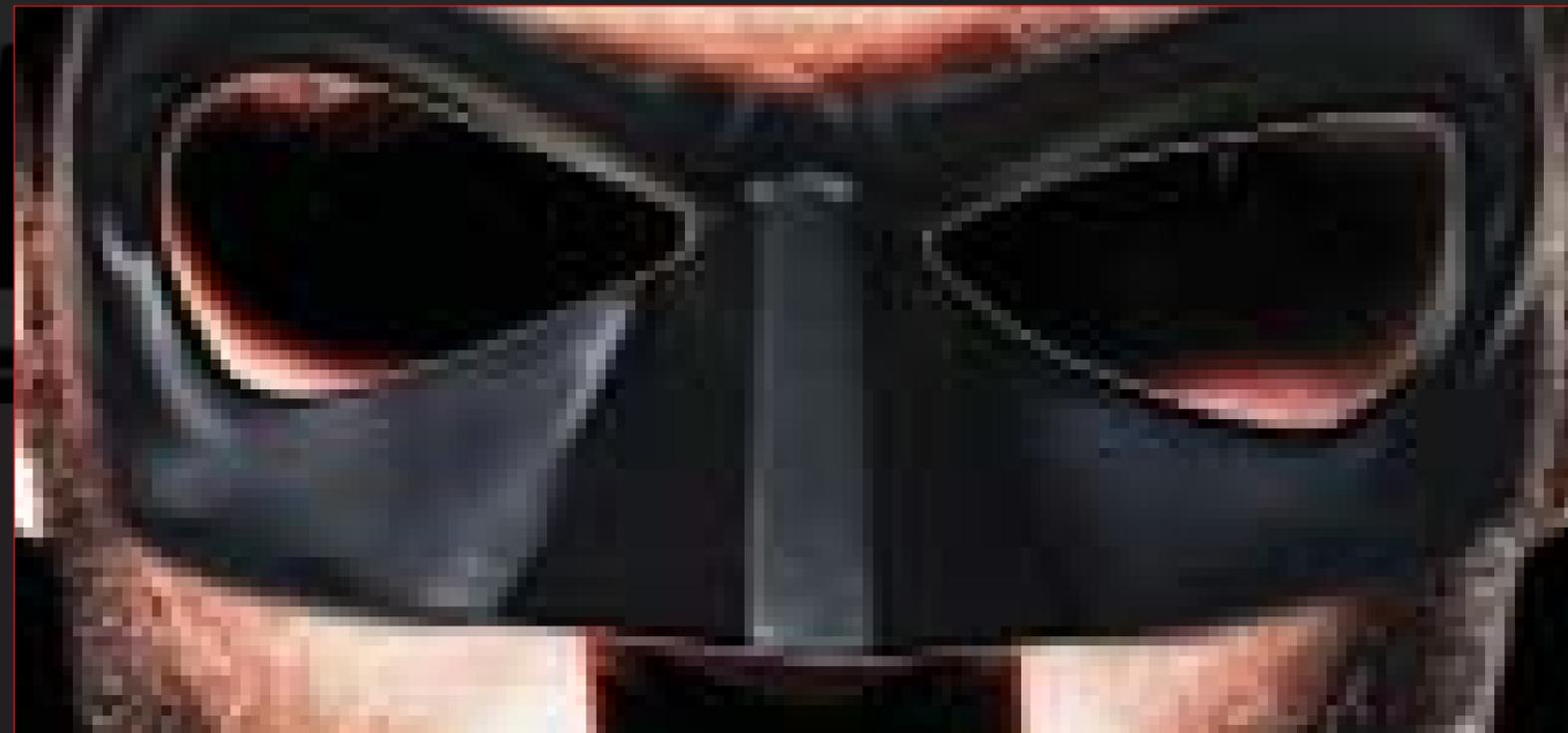
JOIN THE LEAGUE OF HEROES

EDINBURGH

BE THE HERO

As part of our campaign, we need a symbol to unify the crowd at Edinburgh games. Something they can all wear to feel part of the team and give them an unmistakable identity. Saracens fans are instantly recognisable because of their fez hats, what could we give our fans to differentiate them? Something that galvanizes them and adds drama and theatre to every matchday.

Seeing as we're already building up the players as super heroes, defenders of Edinburgh, we could **create our own Darknights mask**. Fans can wear it to the games and become a league of heroes, supporting their team in the Magners League.



DM:

We could design the cover of the mailer to be a **removable super hero mask**. Encourage fans to 'join the league of heroes' and become a Darknight by taking an Edinburgh season ticket. Beneath the mask could be one of Edinburgh's Scotland stars looking typically heroic.



FLYERS:

We could turn the flyers into **superhero masks** too, perhaps getting people to wear them for the first game to save 10% on the entry price, or get a free drink. It would be a good way of getting the campaign and the season off to a good start.



WEBSITE:

We could design the Darknights microsite to look like a high-tech super hero website, with smart features like:

A special hero **retinal scan** (fake obviously) to allow access to the site.

A series of viral teaser movies, made to look like **CCTV footage** and camera phone footage of the players spotted training at night around Edinburgh – they're out there preparing for the new season.

Join the League of heroes – watch the Darknights of Edinburgh Rugby every week in the Magners League – season ticket details etc...



KIT / EVENT ENTRANCE:

Could we add some drama and theatre to the Darknights entrance on the pitch? Capes and masks would add to the **super hero mystique**, along with pyrotechnics as they appear Batman-like on the pitch.



STUNTS / AMBIENT:

We could create a Darknights or **DK symbol** that could be spotted around the city, projected into the sky or onto tall buildings. Players could abseil down buildings at night for a press stunt, or have a night time training session in Princes St Gardens.



COMPETITIONS:

Unmask Edinburgh's Darknights to win prizes. We put some of Edinburgh's stars and up and coming players in various masks and run a competition for fans to guess who it is in disguise.