

In pursuit of greatness: How Wimbledon ensure digital is the gateway to their brand

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(Wimbledon Championships)

Wimbledon Championship

- Approach - 6 weeks of tennis celebration



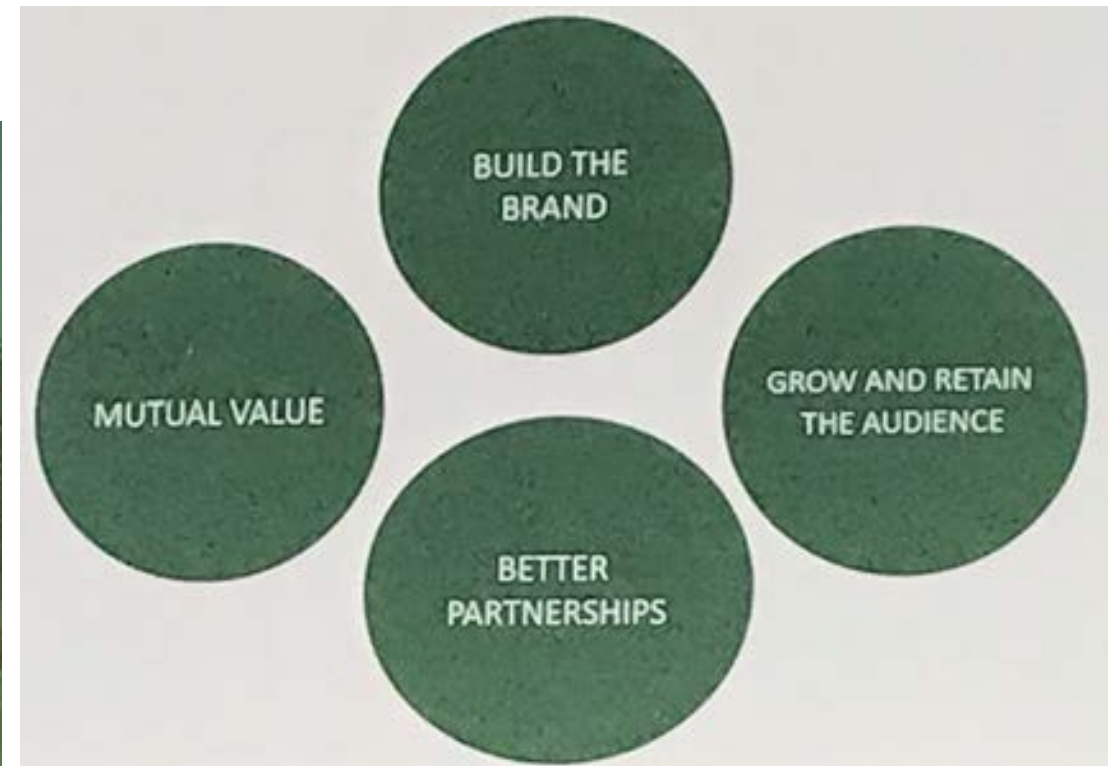
BUT HOW?



- We are constructively critical, with huge attention to detail
- We recognise the need for both short term and long term investment
- We stay true to our traditions and beliefs
- We recognise when to look in and when to look out
- We put our audiences first

Formula for success

- „What our fan thinks we should do“
- Tradition x modern technology



Wimbledon website

- Not selling the product (tickets)
- It is about feeling
- Re-building <http://www.wimbledon.com>:

- CONTINUING TO DELIVER A WORLD CLASS EXPERIENCE
- CELEBRATE & MAXIMISE OUR POINT OF DIFFERENCE
- REDESIGN & REBUILD
- ENHANCED PERSONALISATION
- FIT FOR PURPOSE YEAR-ROUND & CHAMPIONSHIPS
- THE PLATFORM FOR NEW TECHNOLOGY – OUR OWN STAGE

Social media

- “WINDOW INTO WIMBLEDON”
- ENHANCED OFFERING ACROSS ENGLISH, MANDARIN, JAPANESE, KOREAN AND SPANISH
- TARGETING TO USA, INDIA, INDONESIA
- BESPOKE PARTNERSHIPS WITH PLATFORMS UNDER WAY
- MANAGEMENT OF PAID PROMOTION
- GUIDANCE FOR ADDITIONAL CHANNELS

Changing perceptions through platform



Function

Personalisation and user-centric design

"Ask Fred"

360 Practice Courts

For the sports fan



Data

Insights in the moment they matter

Increased Keys

Competitive Margin

For the data fan



Technology

Best adopters not first adopter

Auto-generated highlights

Video-first

For the video fan

Changing perceptions through content

The Wimbledon Channel

Extended coverage

Segment approach

Integrated across multi-platform: TV, radio, in-ground, digital, social

For the Wimbledon fan

MY WIMBLEDON MEMORY
ROGER FEDERER

Content partnerships

Celebrating common goals

Broadcaster, player, other sports collaborations

Social media integration

For the player fan

Social Media

Behaviour: live, share, catch-up

Platform: Live stories, Live, VOD

Territories: Japan, China, India, Korea, Thailand, Spain, South America

For the social fan

Wimbledon audience



Recommendations:

1. Articulate your purpose changing perceptions
2. Develop your tone
3. Treat each channel with respect (každý má svou funkci)
4. People matter
5. Embrace multiple platforms
6. Pull from your audience but also push them
7. Content 1., partner 2.
8. Invest in collaborations (youtubers)
9. Test and track what you do
10. Don't be afraid to have fun!