



**BBL – PUTTING THE FAN FIRST
APPEALING TO AND FOCUSING ON A NEW
AUDIENCE**



WHAT WE'LL COVER

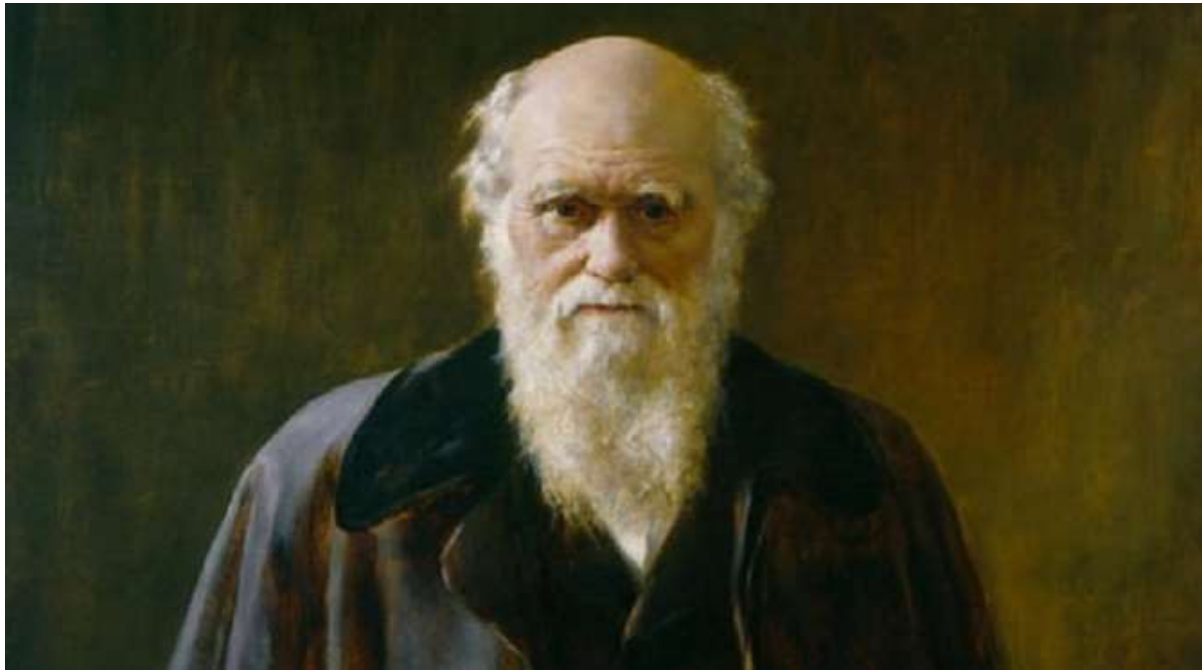
The business case for the BBL

The BBL perspective of putting fans first

Definition of success and how can BBL improve

Best practice case studies from the US

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change" Charles Darwin





Australia's favorite sport
and a sport for all
Australians





VICTORIA BITTERS
WORLD RECORD ATTENDANCE
FINAL CROWD ATTENDANCE
91,092
CRICKET AUSTRALIA, CRICKET VICTORIA &
THE MCC THANK YOU FOR YOUR SUPPORT

ENNS
BAIRD
PIETERSEN
EXTRAS
PPW 1 181
REN 9
JOHNSON 1-48 (11)
4 wk

2

what a feeling! TOYOTA Cricket. Oh what a feeling! TOYOTA Cricket. Oh what a feeling! TOYOTA Cricket. Oh what a feeling! TOYOTA Cricket. Oh what a feeling!



REPORT CARD

Australia's favorite sport



A sport for all Australians



SO WHAT DOES IT MEAN TO PUT THE FAN FIRST?



Understanding the customer



“Sell to the customer what the customer wants, not what you want to sell”

San Francisco Giants



2014-15 CRICKET AUSTRALIA BRAND MARKS

FORMAL BRAND



PUBLIC BRAND



TEAM BRANDS



CA PUBLIC BRANDS



DIGITAL BRANDS



SERIES & EVENT BRANDS



DEVELOPMENT BRANDS



BIG BASH LEAGUE BRANDS



STATE & TERRITORY ASSOCIATION BRANDS



STATE & TERRITORY MEN'S TEAM BRANDS







Understanding the market







BBL OBJECTIVES

Broaden & diversify cricket's fan base

Attract new fans to the sport

Focus on kids, families, females





CITY BASED RIVALRY



ENTERTAINMENT OVERDRIVE



CREATES HEROES

T20 TARGET:

Fast Teens and Sporty Families motivated by high-energy action driven cricket entertainment played in a 3 hour block.

Cricket Passionates who love all forms of the game.

INSIGHTS:

Every ball is an event. High atmosphere, high energy, the fastest game around.

CORE BRAND IDEA:

Blockbuster T20 – Big, Fun & Exciting. Entertainment that's centered on action packed T20 cricket.

REASONS TO BELIEVE:

More big hits, more interactive events, more lights, camera, action and excitement.



HIGH ENERGY



GLAMOUR / CELEBRITY



FUN & EXCITING!

MODERN



Iconic

Australian
summer

The greats

TESTS
TARGET:

Passionates / Purists

INSIGHTS:

Test cricket sits as the quintessential Australian icon with its values, hero's and language embedded deep in our culture

CORE BRAND IDEA:

The enduring tradition of cricket

REASONS TO BELIEVE:

Whites, Baggy green, tradition, leaving the game untouched



470 Team Australia Wins Gold by Olive Mason/Getty Images | Yachif



Pride



Elite



Baggy green



PLAYER DRIVEN OR FAN DRIVEN?



NYE AT ADELAIDE OVAL







What does success
look like for BBL?





All Teams My Team

MELBOURNE RENEGADES

4TH W L W L

LIVE

		Melbourne Renegades	3/1
		Brisbane Heat	6/1

FEATURED PLAYERS

Teams Matches News Ladder

Telstra 4G 10:40 am

Tweet

Sydney Sixers retweeted

Survived my first cricket match. Thanks to @SixersBBL for making it fun! I look forward to going again!

11/01/2014 8:27 am

1 RETWEET

All Teams My Team

BRISBANE HEAT

4TH W L W L

LIVE

	Brisbane Heat	3/17
	Melbourne Renegades	6/12

FEATURED PLAYERS

Matches News Ladder

“I don't go to the cricket, I go to the Big Bash!”



How can we
better meet
the needs of
our fans?



UNDERSTANDING WHO THEY ARE!





PERTH SCORCHERS



WILLIAMS BROS. REAL GAMES



NEWS VIDEO FIXTURE PLAYERS MATCH CENTRE GAMES MEMBERSHIP SHOP TICKETS



PERTH WAIT ON NEW CONTRACT FOR HOGG

[READ ARTICLE](#)




SEASON 6'S TALLY

312




NEWS . ENTERTAINMENT . LIFESTYLE . SPORT

FEATURED



NEWS **VIDEOS**

Best of the Big Bash honoured

Vettori unveiled as Brisbane Heat coach

Feedback



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Special Events

Food & Shopping

Events

Groups

Schools

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FAQ

Contact Us

Search



PLAN YOUR DAY

Opening Hours

Show Times

Getting Here

View Park Map

Services & Facilities

Guests with a Disability

Ride Restrictions

Attraction Maintenance

FAQ

Gold Coast Information



VIEW ON MAP

BUY TICKETS

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To receive news and offers.



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Overview



Check our Opening Hours

Start planning y



When you first get to the ticket booths at Warner Bros. Movie World we'll give you a park map and the latest show times.

Show schedules are subject to change, delay or cancellation due to unforeseen





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NEWS & BLOGS

NOB PHILLIPS

Five to Fit: Draft Has Possible Swing Tackles For Replacing Parnell

Posted about 5 hours ago

NICK EATMAN

Question & Answer: Smith & Free More Than Solid But Can Youngsters Emerge?

Posted about 5 hours ago

DAVID HELMAN

Cowboys Release DT Amobi Okoye After Stint On Non-Football Injury List

Posted about 6 hours ago

DALLASCOWBOYS.COM REPORT

Mailbag: How Will The Cap Affect Contracts?; Is RB A Draft Need?

Posted about 12 hours ago

DAVID HELMAN

Possible Pick: J. Collins Is Tempting CB Talent, But Inconsistent

Posted about 12 hours ago

NICK EATMAN

Five to Fit: Handful Of Safeties Who



Questions & Answers

The Cowboys seem to be in good shape at the top end of the offensive tackle position, including one of the NFL's best. But the need for a swing tackle still remains

CATEGORY / LIFE & STYLE



- FOOTBALL
- LIFE & STYLE
- PHOTOS
- VIDEOS
- WHO WE ARE
- JOIN



SHOULD A STADIUM PROVIDE A NURSING SUITE FOR MOMS/BABIES?

APRIL 8, 2015 0



5PB FITNESS FASHION: HOW TO

MARCH 16, 2015 12



PARENTS OR PLAYERS: WHO SHOULD BE THE ROLE MODEL?

APRIL 2, 2015 1



5 WAYS TO IMPROVE YOUR HEART HEALTH

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SPRING BREAK STAYCATION IDEAS

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COWBOYS BRING A LITTLE "SUNSHINE" TO LOCAL CHILDREN'S HOSPITAL

MARCH 5, 2015 0



COVERGIRL®



Official Beauty Sponsor of the NFL



OVR	RUNS	OVR	RUNS	MATCH BETWEEN AUSTRALIA v ENGLAND				PLAYED AT WOLLOONAGABBA	COMPETITION ASHES																					
1	8	51	149	1st or 2nd INNINGS of AUSTRALIA (1st)		TOSS WON BY AUSTRALIA		DATE 25-NOV-1994	GRADE TEST	ROUND NO. 1																				
TIME	IN	OUT	MINS	BATSMAN	RUNS AS SCORED				HOW OUT	BOWLER	TOTAL																			
11.00	5.23	323		1. M.J. SLATER	[Handwritten scorecard]				c GATTING	GOOCH	176																			
11.00	1.53	133		2. M.A. TAYLOR	[Handwritten scorecard]				RUN OUT		59																			
1.55	2.29	34		3. D.C. BOON	[Handwritten scorecard]				BOWLED	GOUGH	3																			
2.30	1.47	317		4. M.E. WAUGH	[Handwritten scorecard]				c STEWART	GOUGH	140																			
5.24	5.49	35		5. M.G. BEVAN	[Handwritten scorecard]				c HICK	GOUGH	7																			
5.50	11.24	34		6. S.K. WARNE	[Handwritten scorecard]				c RHODES	GOUGH	2																			
11.25	11.58	33		7. S.R. WAUGH	[Handwritten scorecard]				c HICK	DEFREITAS	19																			
12.01	12.34	33		8. I.A. HEALY	[Handwritten scorecard]				c HICK	DEFREITAS	7																			
12.36	12.54	18		9. C.J. McDERMOTT	[Handwritten scorecard]				c GOUGH	McGAGUE	2																			
12.56		20		10. T.B.A. MAY	[Handwritten scorecard]				NOT OUT		3																			
1.48	1.56	8		11. G.D. McGRATH	[Handwritten scorecard]				c GOUGH	McGAGUE	0																			
										RYES	32	5																		
										LEG BYES		2																		
										WIDES		-																		
										NO BALLS		1																		
										TOTAL SCORE	426																			
FALL OF WICKETS				1 for 99	2 for 126	3 for 308	4 for 326	5 for 352	6 for 379	7 for 407	8 for 419	9 for 425	10 for 426																	
OUTGOING BATSMAN				TAYLOR	BOON	SLATER	BEVAN	WARNE	S. WAUGH	HEALY	McDERMOTT	M. WAUGH	McGRATH																	
NOT OUT BATSMAN				SLATER	SLATER	M. WAUGH	M. WAUGH	M. WAUGH	M. WAUGH	M. WAUGH	MAY	MAY																		
BOWLING ANALYSIS																														
BOWLER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	OVER	MDNS	WIDES	NO BALLS	WKTS	RUNS
1. DEFREITAS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	31	8			2	102
2. McGAGUE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	19.2	4			2	96
3. GOUGH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	32	7			4	107
4. TUFNELL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	3			-	72
5. HICK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	4	-			-	22
6. GOOCH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	9	2			1	20
7. GOUGH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24						
8. TUFNELL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24						
NOTES: HICK ATH OVER 4TH BALL 4 OVERTHROWS													UMPIRES: RANDALL (A) & MITCHLEY (SA)																	
RESULT:																														

WHAT DOES IT MEAN AND WHO'S WINNING?!?



Who are they?
 Why 3?
 What position are they?

What does this mean?
 So who's winning?

The over and number of runs? So who's winning?

"What is a Hopes, a Cutting, and a Sundry?"

CAUTION – TOO MUCH INFORMATION = BORING

No knowledge



Expert

For many, a little is enough to enjoy BBL because for them it's about entertainment first, cricket second. 'Enough to have a conversation / not look stupid' with 8 year old son or daughter'

QUESTIONS?

