

*Wimbledon Campaign 2012*  
*Overview*



# Wimbledon Campaign Overview 2012

## Cardio Tennis

Integrated activity within the telecast

1. Billboards (start and end of telecast)
  2. Lower 1/3 graphics within the telecast
  3. Interview with a CH7 commentator supporting the brand
- 5 x capital cities (Melbourne, Sydney, Perth, Brisbane, Adelaide)

## MLC Tennis Hot Shots

- Commercial activity – 30" He's Ready, She's ready TVC
- 5 x capital cities (Melbourne, Sydney, Perth, Brisbane, Adelaide)
- 1+ Reach on GB+CH5-12: 122,200
- Average Frequency: 1.52

# Lower 1/3 Graphic – creative execution



READY? PLAY. INTRODUCING THE NEW HIGH ENERGY TENNIS WORKOUT  
[CARDIOTENNIS.COM.AU](http://CARDIOTENNIS.COM.AU)

# Cardio Tennis Booked Media Schedule



MEDIA DESCRIPTION	DETAILS	June							July							NUM.		
		SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT		SUN	MON
		24	25	26	27	28	29	30	1	2	3	4	5	6	7		8	9
<b>WIMBLEDON 2012 ACTIVITY</b>																		
<b><u>METRO TELEVISION</u></b>																		
<b>SEVEN NETWORK</b>																		
<b>SYDNEY, MELBOURNE, BRISBANE, ADELAIDE, PERTH</b>																		
NETWORK SEVEN	BILLBOARDS (start & end)		1	1		1	1			1		1	1		1	1		
	LOWER THIRD GRAPHIC		1	2		2	1	1		2		2	1	1	1	1		



# MLC Tennis Hot Shots TVC



# MLC Tennis Hot Shots Booked Media Schedule

MEDIA DESCRIPTION	DETAILS	June							July						
		SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
		24	25	26	27	28	29	30	1	2	3	4	5	6	7
<b>WIMBLEDON 2012 ACTIVITY</b>															
<b>METRO TELEVISION</b>															
<b>SEVEN NETWORK SYDNEY</b>															
7TWO	LIVE PLAY 2030-2300		1	1	2	1	1	1		1					
	WOMENS SINGLES QTR FINALS 2200-2300										1				
	MENS SINGLES QTR FINALS 2200-2300											1			
	WOMENS SEMI'S 2200-2330												1		
7MAIN	MEN'S SEMI'S 2200-0400													1	
<b>MELBOURNE</b>															
7TWO	LIVE PLAY 2030-2300		1	1	2	1	1				1				
	WOMENS SINGLES QTR FINALS 2200-2300										1				
	MENS SINGLES QTR FINALS 2200-2300											1			
	WOMENS SEMI'S 2200-2330												1		
7MAIN	MEN'S SEMI'S 2300-0400													1	
<b>BRISBANE</b>															
7TWO	LIVE PLAY 2030-2300		1	1	2	1	1	1		1					
	WOMENS SINGLES QTR FINALS 2200-2300										1				
	MENS SINGLES QTR FINALS 2200-2300											1			
	WOMENS SEMI'S 2200-2330												1		
<b>ADELAIDE</b>															
7TWO	LIVE PLAY 2000-2300		1	1	2	1	1	1		1					
	WOMENS SINGLES QTR FINALS 2130-2300										1				
	MENS SINGLES QTR FINALS 2130-2300											1			
	WOMENS SEMI'S 2130-2330												1		
<b>PERTH</b>															
7TWO	LIVE PLAY 1830-2300		1	1	2	1	1	1		1					
	WOMENS SINGLES QTR FINALS 2000-2300										1				
	MENS SINGLES QTR FINALS 2000-2300											1			
	WOMENS SEMI'S 2000-2330												1		

