



AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2023**





Best Use of Sponsorship

€50,000 or Under



Campaign

TritonLake, Title Sponsor of the Irish Rugby Sevens Teams

Description of Campaign

In fulfilment of the objective to build growth driving awareness and inspired by the synergy between high-performance sport and the investment world within which Rugby Sevens sponsor, TritonLake operates, we developed the TritonLake Perform platform that enabled us to design a high-performance-centred, content-driven leverage programme to support this business need.



Public Relations Consultant

Wilson Hartnell

TRITONLAKE®

Client

TritonLake

Background to the Campaign

Founded in 2016, TritonLake is a technology-enabled marketplace that allows a network of global and sophisticated investors to identify and access differentiated alternative investment opportunities. Until 2021, the TritonLake network was US-centric, and the focus needed to switch to other international markets to drive growth.

High-performance and innovation underpin all aspects of TritonLake's business offering whilst commercial performance is dependent on building trusted relationships with investors and investment managers in the world's financial capitals. Given its niche market offering, raising brand awareness and building relationships with its select business-to-business audience in the world's financial centres such as Dubai, Hong Kong, London, and Singapore was challenging.

TritonLake believed that the right sponsorship would enable it to showcase what TritonLake stood for as a business and would also allow it to build meaningful relationships and trust with its select B2B target audience, fundamental to its commercial success.

Having identified synergies in terms of innovation and geography between what TritonLake was trying to achieve as a business and Rugby Sevens, in June 2021 TritonLake became sponsor of the Irish Rugby Sevens Programme. The Irish Sevens teams, like TritonLake, were born in Ireland with global ambition that would see them ply their trade in the very places essential to TritonLake's commercial success, providing an opportunity to build awareness and relationships in identified key markets.

High-performance is the cornerstone for both TritonLake and Ireland Sevens, be it on the pitch or in the equally competitive investment world in which TritonLake operates. TritonLake and Ireland Sevens shared values around leadership, dedication, innovation, and meticulous preparation that the sponsorship could showcase.

Each in the early stages of their development, together they could play an important role in supporting their future successes. The Sevens sponsorship environment was less cluttered and even somewhat collegial. TritonLake believed that the sponsorship would assist in the developing of relationships with other financial services and technology businesses, such as HSBC and Cap Gemini, that could assist it in delivering against its business objectives.

Statement of Objectives

With both TritonLake and the Irish Sevens programme being in their infancy, raising the profile of the sport and the company was core to the campaign. This brought about the shared objectives of **Awareness and Growth** as the core focus of campaign.

Adopting the mindset of an early-stage investor in the Ireland Sevens programme, TritonLake set out as part of its sponsorship objectives to:

- Raise the profile of the sport and its players in Ireland initially and ultimately, overseas by 50% by the end of the first full year of TritonLake's sponsorship.
- Bring TritonLake's commitment to High Performance and Innovation to life via strong video and podcast content, with the aim of achieving 15,000 organic content views across social media and podcast channels, by the end of the first full year of TritonLake's sponsorship.
- Build awareness of TritonLake and foster 10 new relationships for TritonLake's business in the world's financial centres such as Dublin, Dubai, London, Los Angeles, Hong Kong, Sydney, and Singapore where some of the Sevens World Series take place.

Programme Planning and Strategy

Context & Target Audience

Our planning and strategy were developed and designed to underwrite the shared growth objective that would support and ultimately fuel TritonLake's business ambition whilst simultaneously building the Irish Sevens.

Planning and research revealed TritonLake's audience are:

- Motivated by progression;
- Keen to lead extraordinary lives; and
- Consistently look for ways to optimise their performance.

We set out to bring TritonLake's investment capabilities to life by creating a campaign that would meet these desires amongst our target audience by amplifying performance insights found at the intersection of sport and business under the umbrella "TritonLake Perform".

Strategy

Taking into account changing media consumption habits we opted instead for a content-first strategy across owned and earned channels on a test and learn basis, supported with paid when learnings were gathered, and budget allowed. In keeping with our campaign insight and platform, all content we created sought to highlight the performance insights capable of cross-pollination in the sport and business worlds.

With this target audience in mind, TritonLake Perform was a content-driven programme but with limited paid support,

strategic use of marketing communications channels centred on a rigorous understanding of the behaviours of our target market was key:

- Leveraging the collective social influence of the rights holder (Irish Rugby) together with the players involved, reflecting the rise of influencer-driven marketing;
- Growth in podcast consumption in our target markets and our target audience - 17% of the total monthly podcast listeners have income between \$100,000 & \$150,000);
- Limiting video content to 120 seconds as engagement drops by 5% for every subsequent minute.

Execution:

- **Podcast:** We created a seven-episode podcast leveraging our rugby relationships developed as programme sponsor, to focus on the intersection of elite performance in sport and business. 'TritonLake Perform' featuring guests who have and currently experience working in high performance environments. Hosted by TritonLake founder and CEO, Season One's guests included High-Performance Manager of South African Women's Rugby, Lynne Cantwell, Senior Coach at Leinster Rugby, Stuart Lancaster and Head Coach of La Rochelle, Ronan O'Gara.
- **Video:** We created video content with the Irish Sevens players and coaches to give a unique insight into the lives of people working and performing in a high-performance environment on different scales. Seeding strategy aligned to Sevens series competitions to optimise news interest, exploring performance under pressure, and marginal gains from players' and coaches' perspectives. In creating our video and photography content, we worked with players who were of keen media interest including Billy Dardis, Ireland Men's Sevens captain, Ameer Leigh Murphy Crowe, Harry McNulty and Stacey Flood.
- **Photography:** Our photography mirrored our video content in the look and feel to maximise impact, providing behind the scenes insight into high performance training with the Sevens teams. Focused on capturing the true nature of high-performance as both squads prepared for the Rugby World Cup Sevens, we captured striking imagery in the IRFU High-Performance Sports Facility, giving TritonLake's audience a deeper insight into what it takes to perform at the highest level.
- **Social Content:** Recognising that the personalities of the Irish Rugby Sevens squads were key to unlocking our target audience, our creative content championed the players, their performance mentality and personalities across owned channels and players' channels coinciding with gifting.
- **Earned Media:** Amplified content through media outreach with Sevens players at key moments in Sevens Calendar to drive coverage. The TritonLake Perform podcast also formed a significant part of our earned media outreach, with each episode being released to key sports media via press release, while we seeded out key quotes from the podcast that further encapsulated TritonLake's commitment and strong link to high-performance.
- **Media Partnership:** We recognised the Sevens World Cup as the highpoint of our 18-month sponsorship. With this we partnered with the sports platform, The42.ie, to amplify reach, and support our ambition to make our social channels the go-to-source for information on the Irish team.

Measurement

Result 1: Increase profile of the sport & its players

Opportunities to see & hear from media outreach increased by 70% from our original campaign launch to the pre-Rugby World Cup event (including 118 mentions for TritonLake) showcasing increased interest in the Sevens Programme and its players. 1.7 million article impressions were garnered across three days of Rugby World Cup Sevens through TritonLake's partnership with The42.ie. Brand awareness and attribution rose among C-suite Executives, with brand mentions for TritonLake peaking in this profession category whilst the campaign was live.

Result 2: Showcase TritonLake's high-performance capabilities

Under the umbrella of TritonLake Perform, TritonLake was able to showcase their commitment to high-performance and innovation via the TritonLake Perform Podcast and performance-focused social content. At the end of TritonLake's first season of sponsorship, TritonLake had achieved 23,594 organic content views and listens.

Result 3: Brand awareness & relationships for TritonLake

Clear spikes in the social conversation during Sevens competitions were evident, with 76% positive sentiment toward TritonLake. TritonLake's sponsorship was also called out in commentary during Ireland's Rugby World Cup Quarter & Semi-Finals at the Rugby World Cup Sevens.

There was a stellar line-up of guests for TritonLake's podcast, including Ronan O'Gara, Stuart Lancaster, Niamh Briggs and Lynne Cantwell, who all loaned their support to the podcast, citing TritonLake's support of the Sevens programme. Additionally, three Ireland Sevens players are now employed in TritonLake, bringing their on-field performance mindset to the investment world and building relationships in key markets through their rugby connections.

With the aim of forging 10 new strategic relationships in key international markets, at the end of the first full season of the sponsorship TritonLake now has a total of 22 new relationships with assets under management across Singapore, Hong Kong, UAE and Australia.

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