



**WELCOME TO MANCHESTER**  
NEWS GENERATION + PHOTOS + VIDEO

**Ladbrokes**

Welcome to  
**MANCHESTER**

**Ladbrokes** / WHERE THE NATION PLAYS

OCEAN

# SUMMARY

---

We landed widespread coverage across print and digital media outlets on our brilliant reactive campaign for Ladbrokes, which saw the Australian cricket team taunted with massive billboard displays featuring Ben Stokes' winning salute.



The ad is a nod to the iconic 'Welcome To Manchester' poster of Carlos Tevez that went live after his transfer from Manchester United to City. That poster was a playful jibe to fans of Man U, insinuating that Tevez had only truly arrived in Manchester when he signed for the best team in the city.

We proactively approached Ladbrokes with the idea off the back of Stokes' heroic Headingley display, cleverly tapping into the news agenda and creating a highly-engaging, attention-grabbing image that travelled far and wide in the media and amongst sports fans. The image featured strong, red Ladbrokes branding to further ensure it stood out around Manchester City centre and firmly placed Ladbrokes front-of-mind with any potential punters and sports fans.

With the ad going out on the 1st day of the 4th Ashes test, the campaign piggy-backed off Stokes hysteria in a visually striking and timely manner.

# WELCOME TO MANCHESTER!

## Stokes poster gives England the sledge over Australians

THE Australian cricket team woke up in Manchester city centre yesterday and were greeted with a huge poster of Ben Stokes celebrating winning the third test. Ladbrokes' 23ft by 18ft billboard went live outside the Aussie's hotel ahead of the crucial fourth test at Old Trafford. All-rounder Stokes, 28, etched his name into Ashes history, scoring 135 not out in the final innings in the test at Headingley. Jessica O'Reilly, of Ladbrokes, said: "Ben Stokes's innings was the stuff of legend, so we thought it was only right to honour it ahead of the fourth test. "Thankfully, we found a spot just yards away from the Australian team's hotel to give them a timely reminder. "Hopefully, our little sledge will help get England on the road to victory!"

mbna The credit card eligibility checker

MailOnline

GDNI

VIVA

### MANCHESTER HUMOUR

A giant billboard was placed outside the Australian team hotel, showing Ben Stokes's victory celebration after his heroic innings at Headingley. The sign said "Welcome to Manchester" in homage to Carlos Tevez when he moved across the city from United. It had a picture of the 28-year-old all-rounder in his celebratory pose after hitting the winning runs at Headingley in the

### Australia trolled by Ben Stokes 'Welcome to Manchester' sign before fourth Ashes Test

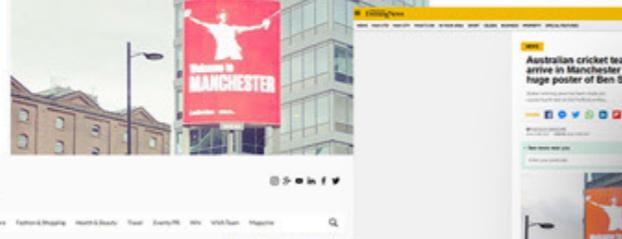
Audience have been trolled before the fourth Ashes Test at Old Trafford as England's Ben Stokes celebrated his victory over Australia with a giant billboard outside the Aussie team's hotel. The sign said "Welcome to Manchester" in homage to Carlos Tevez when he moved across the city from United. It had a picture of the 28-year-old all-rounder in his celebratory pose after hitting the winning runs at Headingley in the

### 'Welcome to Manchester'-Australia Met With Giant Stokes Billboard

(Reuters) - Australia were taunted ahead of the fourth Ashes test against England with a giant billboard of Ben Stokes saying "Welcome to Manchester" outside the team hotel on Wednesday. The poster featured Stokes' celebration after he finished with an unbeaten 135 in the final innings of the third test at Headingley. The sign was placed just yards from the Australian team's hotel to give them a timely reminder of their defeat. "Hopefully, our little sledge will help get England on the road to victory!"

### Welcome to Manchester: Australia met with giant Stokes billboard

The Australian cricket team were taunted by a huge poster of Ben Stokes' winning salute in Manchester city centre today.



### Australian cricket team taunted by huge Ben Stokes poster as they arrive in Manchester ahead of fourth test

A billboard display mimicking the famous Carlos Tevez poster went live next to the team's hotel ahead of the crucial fourth test. England levelled the series in spectacular fashion at Headingley, coming back from a mealy 67 run total in the first innings to win by 1 wicket. All-rounder Stokes etched his name into Ashes history with a final innings stand of 135 not out, dispatching the final runs through mid-wicket to seal the win.

### Cricket-'Welcome to Manchester': Australia met with giant Stokes billboard

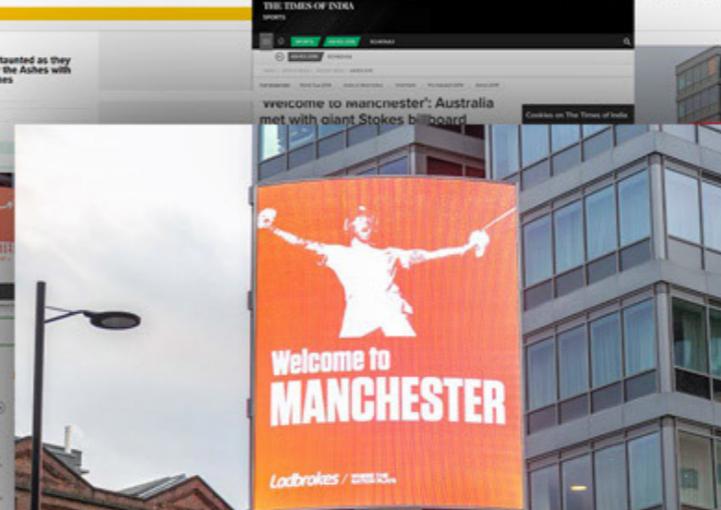
Ben Stokes' final innings at Headingley was the stuff of legend, so we thought it was only right to honour it ahead of the fourth test. "Thankfully, we found a spot just yards away from the Australian team's hotel to give them a timely reminder. "Hopefully, our little sledge will help get England on the road to victory!"

### 'Welcome to Manchester'-Australia Met With Giant Stokes Billboard

(Reuters) - Australia were taunted ahead of the fourth Ashes test against England with a giant billboard of Ben Stokes saying "Welcome to Manchester" outside the team hotel on Wednesday. The poster featured Stokes' celebration after he finished with an unbeaten 135 in the final innings of the third test at Headingley. The sign was placed just yards from the Australian team's hotel to give them a timely reminder of their defeat. "Hopefully, our little sledge will help get England on the road to victory!"

### Welcome to Manchester: Australia met with giant Stokes billboard

The Australian cricket team were taunted by a huge poster of Ben Stokes' winning salute in Manchester city centre today.



### Cricket-'Welcome to Manchester': Australia met with giant Stokes billboard

Ben Stokes' final innings at Headingley was the stuff of legend, so we thought it was only right to honour it ahead of the fourth test. "Thankfully, we found a spot just yards away from the Australian team's hotel to give them a timely reminder. "Hopefully, our little sledge will help get England on the road to victory!"

### 'Welcome to Manchester': Australia met with giant Stokes billboard

The Australian cricket team were taunted by a huge poster of Ben Stokes' winning salute in Manchester city centre today.

### Ben Stokes billboard

The fourth Ashes Test at Old Trafford started in Manchester today.

### STOKING THE FLAMES The Ashes: Australia team taunted by huge 'Welcome to Manchester' posters featuring Ben Stokes as the fourth Test gets underway

Alex Terrell  
4 Sep 2019, 10:05 | Updated: 4 Sep 2019, 10:41

COMMENT NOW

### AUSTRALIA have been trolled ahead of the Fourth Ashes Test with a giant billboard saying 'Welcome to Manchester' outside their hotel.

The image features Ben Stokes' spread-armed celebration from the Third Test, when he hit the winning four runs for England to seal a comeback for the ages.

### Australia cricket team trolled on arrival in Manchester ahead of fourth Ashes Test

Australia were taunted by a huge Ben Stokes billboard next to their team hotel ahead of the fourth Ashes Test.

Sun

SPORT TV & SHOWBIZ NEWS FABULOUS MONEY MOTORS

THE WORLD NEWS

GROW YOUR BUSINESS ONLINE

### Australia cricket team trolled on arrival in Manchester ahead of fourth Ashes Test

The Australian cricket team were taunted by a huge poster of Ben Stokes' winning salute in Manchester city centre today.

### 'Welcome to Manchester' - Australia met with giant Ben Stokes billboard

The poster featured Stokes' celebration after he finished with an unbeaten 135 to help England level the series in the crucial fourth test. "Thankfully, we found a spot just yards away from the Australian team's hotel to give them a timely reminder. "Hopefully, our little sledge will help get England on the road to victory!"

### Australia trolled by Ben Stokes 'Welcome to Manchester' sign before fourth Ashes Test

Audience have been trolled before the fourth Ashes Test at Old Trafford as England's Ben Stokes celebrated his victory over Australia with a giant billboard outside the Aussie team's hotel. The sign said "Welcome to Manchester" in homage to Carlos Tevez when he moved across the city from United. It had a picture of the 28-year-old all-rounder in his celebratory pose after hitting the winning runs at Headingley in the

72POINT.

# OBJECTIVES

---

As it was a proactive campaign with no specific brief from the client, we had no definitive pre-campaign objectives that we had to deliver on. However, we knew that the impact of the stunt idea would be judged on how it infiltrated national and social media. This meant that the image had to be iconic enough to capture people's attention, whilst maintaining an essence of the original ad of Tevez to allow people to make the mental connection. Whilst the initial creative idea was powerful, a key objective of our campaign had to be to achieve coverage and get as many eyes on the poster as possible - whether in digital, print or real life - as creativity is null and void if no one sees it.

Another main goal of the activation was to playfully taunt the Aussie team whilst positioning Ladbrokes as a brand that has its finger on the pulse of major sporting events. Also, raising brand awareness was key at a time when a lot of publisher's attention is focused on cricket.



**CREATIVE IDEA**



**NATIONAL AUDIENCE**

# RESULTS

We delivered national coverage in spades, landing the campaign in Metro (print and digital), Sun, Daily Mail, Express, Mirror and Star. The campaign also made it's impact across the pond in The New York Times.

A handsome total return of 73 pieces of coverage across a variety of outlets represented a brilliant achievement with such tight turnaround on the proactive idea, with the iconic image central, carrying Ladbrokes' branding to a vast quantity of their target audience with sports titles such as Eurosport running the stories.

The social media aspect of the campaign reached an audience of 1.3 million worldwide, achieving 441,000 views and 1,353 engagements, with video content packaged up for social featuring the shocked public's reactions to the ad.



**73**  
PIECES OF COVERAGE



**7**  
TOP TIER NEWS SITES



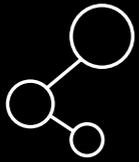
**2.65M**  
ESTIMATED COVERAGE VIEWS



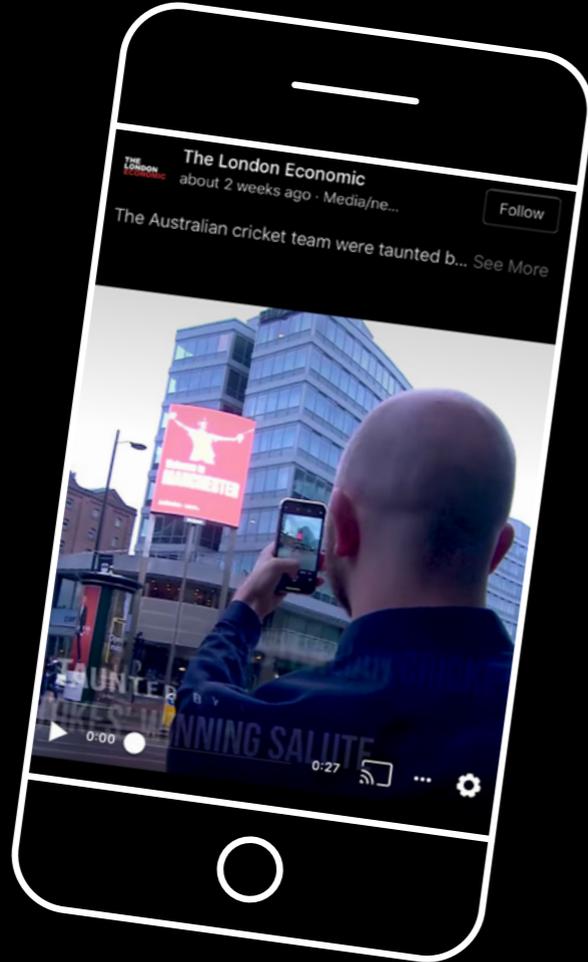
# SOCIAL EDIT



411K  
VIDEO VIEWS



1.3M  
VIDEO REACH



# REACTIONS



COMMENT



SHARE



WOW



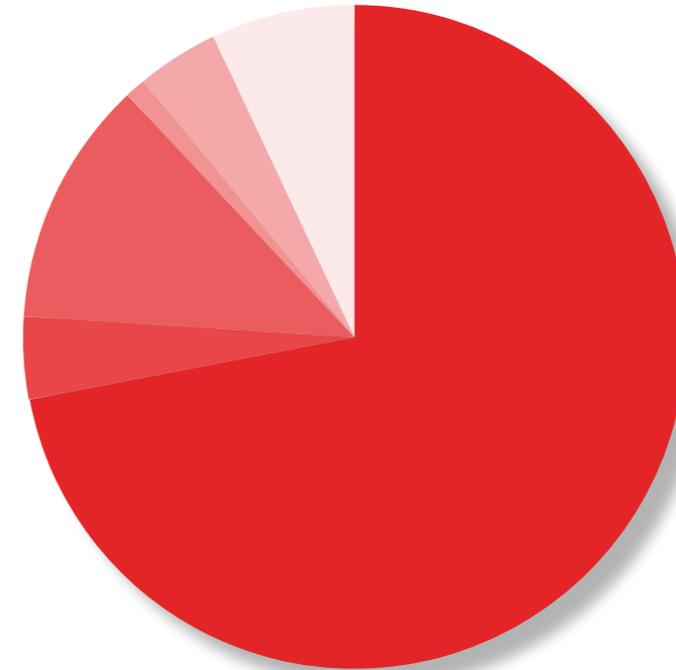
HAHA



LOVE



LIKE



Sandeep Kumar Shaw Australia: Hold my beer  
Like · Reply · 1w



Shakti Gahlawat What the dude said in the last, "I'm sure he'll do great for ya again, but it won't be enough" priceless 🤔👍👍  
Like · Reply · 1w



Abdul Khalik Khan Great inning by Ben stokes  
Like · Reply · 1w

# THANK YOU

## LONDON

21 Farringdon Road,  
Farringdon, London  
EC1M 3HA

## NEW YORK

231 Front Street,  
Brooklyn, New York  
11201

**HELLO@72POINT.COM**

**0207 138 3041**

**72POINT.COM**

FOLLOW US:   