



Cricket Australia / Go off in Green and Gold

Challenge

The 2006/2007 Ashes Tour was the opportunity for Australia to regain its ascendancy after the trophy passed to England in the 2005/2006 Tour. The first test of the Ashes Tour was to be played in Brisbane and Cricket Australia wanted to generate excitement, pride and patriotism for our green and gold cricket team.

Strategy and Action

Phillips Group's strategy involved local people, showcased local places and maximised local partnerships. The team successfully brought this approach to life, rallying Brisbane to 'Go off in Green and Gold' through a high impact media call to action and local community call to action.

Results

From photo opportunities with Premier Peter Beattie to a city-wide Green and Gold Bus competition with Brisbane City Council, the campaign gained great momentum in preparation for the first Ashes test on 23 November 2006.

