

It's the Track Record that Counts

The West Nally Group's contribution to athletics throughout the world



Introduction

Over the last decade, the West Nally Group has made a considerable contribution to athletics, in terms of conceptual thinking, fund-raising and promotion. In the final analysis, we believe that what you do is as important as what you say.

This illustrated document summarises the main elements of our service to athletics, not just in terms of specific IAAF events but through a wide range of projects at national and grass roots level, including a large number of marathons and road running events. We give a brief summary and illustration of some of these activities.

In particular, we mention our marketing activities for the first World Championships in Athletics, which had the biggest income and television coverage of any new event in the history of sport.



1. Athletics in general

1.1 The IAAF Citizen Golden Series

This official series was introduced in 1978 and had two objectives, established by the IAAF. They were to provide athletics fans with truly world-class competition on an annual basis and finance the IAAF Development Programme.

The Golden Mile became the key attraction of the series — a classic event that has been won twice by Steve Ovett and twice by Sebastian Coe.

The concept was an excellent one but the delivery of the promised sponsor identification was difficult, because the meetings selected were not under direct IAAF control. In the right circumstances, the series has great potential and the experience was extremely valuable in formulating guidelines for later marketing programmes.

1.2 The IAAF Development Programme

The funds raised from sponsorship of the Citizen Golden Events were invested in the IAAF Development Programme, which supported the raising of coaching standards in Africa, Asia and South America.

1.3 Official films

The Athletics World Cup has had two superb quality official films — both arranged and funded with West Nally's assistance. In 1977, in Dusseldorf, the film was made by Worldmark Productions and directed by Tony Maylam. Superb athletics footage was obtained — a valuable asset to the IAAF. In 1979, the film was funded by Polaroid.

1.4 The Citizen Golden Marathon

West Nally organised the first Citizen Golden Marathon in Greece, in conjunction with the IAAF and SEGAS.

Organising the race successfully was a considerable achievement. It was the first marathon to be televised live in full in Europe, with coverage in more than 30 countries.

It was also well supported by sponsors and official suppliers, with Hertz, Coca-Cola, Kappa Sports and Metaxa joining with Citizen.

Dr Nebiolo has described the competitors as the "best field of marathon runners ever assembled". The publicity achieved was valuable for the IAAF and continued the promotion of the marathon distance — a distance which is a key factor in the huge rise in the popularity of running.

1.5 The London Marathon

West Nally was the prime mover in the launch of the first London Marathon in 1981 sponsored by Gillette. The event was made possible by arranging the essential underwriting finance with Gillette.

In its second year, the London Marathon became the biggest city marathon in the world. It has had a catalytic effect on the development of distance running throughout Europe. One of the key factors in the rapid expansion of the London Marathon has undoubtedly been professional promotion and marketing. The group of "official suppliers" recruited for London — and the roles they performed — have become classic blueprints for other marathons.



1.6 The Rank Xerox European Marathon Circuit

Following the success of the London Marathon, West Nally's relationships with marathon organisers have led to the concept of an 'European Marathon Circuit'. As a direct result, Rank Xerox has invested in a number of European marathons, including Berlin, Rome, Paris, London, Stockholm and Helsinki. We believe the consistency and geographic coverage of such a programme will appeal to other companies interested in the European market.

By assisting with the overall central control of the European Marathon Circuit, West Nally helped Citizen to achieve a strong sponsor role within athletics. The timing equipment developed for the Golden Marathon in Athens was used for other events. (This illustrates how in this case, Citizen and timing — can be expanded if more suitable events are available.)

1.7 IAAF World Cross Country Championships

West Nally has been responsible for arranging the finance for the 1983 and 1984 World Cross Country Championships. In 1983, the major sponsorship role was taken by Iveco, one of West Nally's major clients and Seiko provided the timing services. In 1984, Rank Xerox supported the event, which took place at Belmont, New York.

1.8 Individual athletic meetings

Over the years, West Nally has been instrumental in organising sponsorship support for a number of important athletics meetings, such as the Bislett Games and the Iveco Games at Meadowbank in 1982. This has led to the development of a co-ordinated European series of top quality athletics meetings including the Oslo Games and events in Brussels, Koblenz, Cologne, Nice, Paris and Zurich.

The programme is fully subscribed for 1984. Sponsors welcome a consistent, well organised involvement in athletics without the problems of dealing with up to ten different venue organisers.

1.9 Coaching and technical development

West Nally has also encouraged the development of technology in support of athletics. For instance, we have built a new sponsorship for Seiko, the timing company, which links the events under the control of the British Amateur Athletic Board and the Amateur Athletic Association in a single co-ordinated programme to provide timing equipment and financial support for British athletics.

Similar projects are being co-ordinated for marathon organisers, to provide them with access to equipment capable of handling the huge fields of competitors that are a feature of the current expansion.

The development of the sport — an investment for the future through the encouragement of today's young, tomorrow's athletes — is considered a priority by West Nally.

Our commitment is demonstrated by our youth work in other sports, such as the 'Go for Goal' soccer training programme. We have produced coaching programmes in athletics, including the Kraft — sponsored series of instructional wall charts. We are hoping to make a significant contribution to the development of the IAAF coaching series currently being filmed by Worldmark Productions at the 1984 Olympic Games.



2. The marketing of the first World Championships

West Nally's most important project for the IAAF, to date, was the organisation of a fully co-ordinated marketing programme for the first World Athletic Championships in Helsinki.

As this was the first time that athletics, at the highest level, had permitted commercial involvement in camera view, it was particularly important that the event was projected with skill and dignity.

The programmes developed for companies offered stadium advertising, official supply status, stadium franchises, use of the event symbol and mascot, publishing rights and other opportunities.

West Nally projected an "ambience" around a totally new event. This projection was so successful that the World Championships had a greater income than any other world sports event has ever had in its inaugural year.

A key element was energetic promotion of international television coverage and our ability to produce supporting data to demonstrate the big audiences that were claimed.

The IAAF itself has hailed Helsinki as an enormous success. Sponsors were delighted and have given us many unsolicited testimonials. The attractive presentation of the venue and the presence of the commercial companies, organisation, servicing and follow-up have all been mentioned favourably.

Mainly because of Helsinki, athletics is now one of the most commercially attractive sports in the world today.

2.1 Television distribution

The television coverage for Helsinki, in terms of the number of countries taking the event, was better than the World Cup or the Olympic Games. Never before, in the history of sport, has an inaugural sporting event secured TV distribution on this scale.

The event gained a total of 1537 hours 09 mins of live and recorded television transmission world-wide, reaching a cumulative world audience of 1,377,849,250.



Television distribution for World Championships Helsinki

Abu Dhabi	Guinea	Pakistan	Tahiti
Algeria	Guinea-Bissau	Panama	Taiwan
Angola		Paraguay	Tanzania
Austria	Honduras	Peru	Thailand
Australia	Hong Kong	Philippines	Togo
	Hungary	Poland	Turkey
Bahamas		Portugal	
Bangladesh	Iceland	Puerto Rico	United Kingdom
Belgium	India		USA
Benin	Indonesia	Qatar	USSR
Bermuda	Iran		Uganda
Botswana	Ireland	Rumania	Upper Volta
Brazil	Israel	Rwanda	
Brunei	Italy		Vatican
Bulgaria	Ivory Coast	St Pierre	Vietnam
Burma		Sao Tome and Principe Is	Virgin Islands
Burundi	Japan	Saudi Arabia	
		Senegal	Yugoslavia
Canada	Kampuchea	Seychelles	
Cameroon	Kenya	Sierra Leone	Zaire
Cape Verde Isles	Korea, North	Singapore	Zambia
Central African Republic	Korea, South	South Africa	Zimbabwe
Chad	Kuwait	Spain	
China, PR		Sri Lanka	
Comoro Islands	La Reunion	Surinam	
Congo	Lesotho	Swaziland	
Costa Rica	Liberia	Sweden	
Cuba	Libya	Switzerland	
Cyprus	Luxembourg		
Czechoslovakia			
	Madagascar		
Denmark	Malaysia		
Djibouti	Malawi		
Dominican Republic	Maldives		
Dubai	Mali		
	Malta		
Ecuador	Martinique		
El Salvador	Mauritania		
Egypt	Mauritius		
Ethiopia	Mayotte		
	Mexico		
Finland	Miquelon		
France	Monaco		
French Guyana	Mongolia		
French Polynesia	Morocco		
	Mozambique		
Gabon			
Gambia	Netherlands		
Germany, East	Netherlands Antilles		
Germany, West	New Caledonia		
Ghana	New Zealand		
Greece	Niger		
Guadeloupe	Norway		



2.2 Sponsorship agreements

The first World Athletic Championships was supported by 39 companies, international and domestic. Six of these were major sponsors with international agreements, prime stadium advertising and full marketing packages who promoted the event and themselves worldwide. This added considerable promotional value to the sponsorship and expanded the number of countries involved with the event.

In addition, there were numerous service, product and special agreements providing the Championships with comprehensive facilities of the highest standards.

Helsinki international marketing agreements

<i>Company</i>	<i>Product</i>	<i>Service</i>	<i>Supplier</i>
Oy Canon Ab	Copiers, cameras	copier, camera (press)	copiers and cameras
The Coca-Cola Company	Soft drinks	all areas	exclusive soft drinks
Iveco	Trucks/buses	trucks/buses	exclusive trucks and buses
Kodak	Photographic film	darkroom processing for photographers	exclusive photographic film
Anheuser-Busch	Budweiser Beer		supplier to VIP areas
TDK	Blank tapes (audio and video)	video replay service	official audio/video tape

Helsinki domestic marketing agreements

<i>Company</i>	<i>Product/Service</i>
Arktia Oy	Restaurant services, catering
Vakuutus Oy Fennia	Insurances
Finnair	Official carrier
Hankkija Keskusosuusliike	Electricity, heat, water, air conditioning
L M Ericsson Oy	Telephone equipment
Pukeva Oy	Official department store
Suomen Maikatoimisto Finland Travel Bureau	Official travel bureau
Suomen Yhdyspankki Union Bank of Finland	Official bank
Oy Teboil Ab	Official petrol company
Valio Keskusosuusliike	Dairy products



Helsinki agreements service, product and special agreements

<i>Company</i>	<i>Product/Service</i>
A-Elementti Oy	Temporary stand
Rakennusmies, Teline Ja Rakennus Ky	
A-Lehdet Oy	Temporary stand
DHL	Official courier
Helsingin Telset Oy	Videotex system
Hoechst-Fennica	Telecopiers
Huolintakeskus	Forwarder
Ilmonen Oy/Wild Heerbrugg	Measuring service
Jb-Tuotanto Oy	Hot air balloon
Kymi Oy	Paper
Oy Lohja Ab/Solifer Caravan	Caravans
Makrotalo Oy	Construction works
Nokia Oy	Timing, accreditation terminals and printers
Kaukomarkkinat	Video equipment jury
Outokumpu Oy	Security equipment
Salora Oy	TV monitors
Suomen Messut	Exhibition and office furniture
Oy Varaz Ab	Outdoor furniture
Oy Canon Ab	Typewriters

Clothes Suppliers

Design-Tuote Oy	Ladies dresses
Mauri Jormakka Oy	Leisure wear
Kruunu Pukine Oy	Men's suits
Luhta Oy	Leisure wear

2.3 Licensing programme

The mascot and symbol for the World Athletic Championships, which are shown in this chapter, were the subject of a licensing programme. In addition, the major sponsors made use of the marks on their own products, packaging and advertising.

