



GRAPHIC DESIGN
TV & RADIO COMMERCIALS
MEDIA BUYING
MARKETING CONSULTANCY

BRANDING
AD PLANNING
DIGITAL MARKETING
MULTIMEDIA PRODUCTION

WEB DESIGN & DEVELOPMENT
PHOTOGRAPHY
SOCIAL MEDIA
INTEGRATED COMMUNICATIONS



"JAM Media have assisted the Club with all aspects of our marketing, including developing marketing strategies, television, radio and print campaigns, graphic design, logo and brand development, website design, along with email and SMS campaigns."

– Jack Jolley, General Manager, The Rules Club.

BACKGROUND

From its humble beginnings in 1973, The Riverina Australian Football Club, now The Rules Club, was founded to assist the growth of Australian Rules Football in Wagga Wagga and wider Riverina. Since opening, the Club has seen several transformations to what it is today – an ultra-modern, refurbished Club with a Brasserie, Café, Sports Bar, Gaming Room, Bowling Green and Live Entertainment galore. The Rules Club has over 14,000 members and employs 80 local people.

CHALLENGE

In the early 2000s The Rules Club's marketing was resource stretched, so it outsourced all its marketing requirements to JAM Media, leaving Club staff to focus on the day-to-day business operations of the Club.

The main challenge faced by The Rules Club was competition from other entertainment venues and clubs and it was critical to keep the entertainment and venue facilities top of mind.

STRATEGY

Based on this challenge, JAM Media's main focus in all of the Club's marketing has been to increase awareness and knowledge of the Club in the Wagga Wagga region to keep the venue and its facilities top of mind. Equally important through JAM Media's involvement with the Club was to keep evolving the Club through its branding and positioning.



SOLUTION

This strategic approach has helped guide all marketing efforts for The Rules Club during JAM Media's 15 year association with the Club including:

Branding & Positioning

JAM Media redesigned The Rules Club logo, positioning statement and assisted with internal Club branding and aesthetics from the beginning. Each redesign was done under close examination of existing branding and brand awareness in the marketplace. Most notably was the campaign implemented during the Club's refurbishment. This campaign used construction as the key theme during a rebranding campaign to help establish a strong brand presence and positioning.

"The jingle in our television commercial has helped create our brand identity."

Website

JAM Media has recently launched a new responsive, mobile and user friendly website for the Club. The aim of the new site was to create an inviting look and feel to the Club. This was achieved by ensuring user-friendly navigation, a clean and uncluttered look, well written content, and a walk-through video to really highlight the Club and all the areas.

"The Club needed to invest in a quality website as we receive many enquiries online and an attractive and inviting website encourages member and visitor interest."

Television and Radio Commercials

As part of The Rules Club's overall marketing strategy, television and radio commercials are key to promoting the fun and relaxing atmosphere of the Club. By using well known actor Michael Caton to voice all radio commercials, awareness and brand recognition has been well established. Television commercials also aim to promote the Club's atmosphere, but are targeted to a younger market by using imagery of young people having a good time at the Club. Every two – three years the television commercials are updated, but develop and build on the previous commercials to ensure brand recognition, awareness and understanding of the Club is not lost between campaigns.

JAM Media creates, generates, coordinates and implements all advertising campaigns on behalf of The Rules Club.

“Our advertising program has helped keep the Club front of mind and increased the number of patrons through the front door, including a lot of out of town visitors.”

Graphic Design

JAM Media produces all printed marketing collateral for The Rules Club, Brasserie and Bowling Club. This has included menus, signage, pull-up banners, business cards, flyers, posters and its bi-monthly newsletter.

The newsletter is also distributed by letterbox drop and the design, development, printing and distribution is all managed by JAM Media.

Electronic Direct Mail

More recently, in an effort to capture a younger market, The Rules Club have turned to using email and SMS campaigns to promote special offers, Members' draws and other events. The database has steadily grown since beginning this digital marketing component and has contributed to drawing more members to the Club to take advantage of the deals and promotions.

Rules Club WAGGA WAGGA

Supporting the local community
The Rules Club proudly donated \$2000 to the Wagga Wagga Women's Health Centre's new building fund. This donation will go towards the purchase of a new building to assist the essential community group to continue providing valuable and important services to women in the Wagga Wagga community.

Feel like going on an 8-day cruise?
Spring \$10 at the Rules Club or star Clearly House Bings on Thursdays or Saturdays and you will receive an entry ticket in the draw for your chance to win an 8-night Celebrity Cruise valued at over \$3,000! You could also win one of five \$2000 cruise gift cards!
This promotion runs from 1st August until 30th September 2014. The winners will be drawn at the Club from 7pm Friday 30th October 2014, and you must be at the Club to claim your prize.
For full details please visit our website www.rulesclubwagga.com
Cruise promotion general heading (300x250px)

Spring Entertainment

Month	Day	Pat. Daylight	Pat. Evening	Pat. Sat	Pat. Sun
AUG	Wed 20th	Pat. Daylight	Pat. Evening	Pat. Sat	Pat. Sun
	Fri 22nd	Overnight	Pat. Evening	Pat. Sat	Pat. Sun
	Sat 23rd	Overnight	Pat. Evening	Pat. Sat	Pat. Sun
SEPT	Wed 3rd	Pat. Daylight	Pat. Evening	Pat. Sat	Pat. Sun
	Fri 5th	Rock Around the World	Pat. Evening	Pat. Sat	Pat. Sun
	Sat 6th	Rock Around the World	Pat. Evening	Pat. Sat	Pat. Sun
OCT	Wed 1st	Pat. Daylight	Pat. Evening	Pat. Sat	Pat. Sun
	Fri 3rd	Medical Assoc	Pat. Evening	Pat. Sat	Pat. Sun
	Sat 4th	Medical Assoc	Pat. Evening	Pat. Sat	Pat. Sun

WALZING McGRILLda!
Order any grill menu meal between 1st August and 12th September and go into the draw to win a **Summick 4 Burner BBQ and 60L** Competition closes 12th September 12pm. Competition runs 1st August – 12th September. Entry in your basket!
Competition runs 1st August – 12th September, and you must be at the Club to claim your prize.

STAFF PROFILE
NAME: Bright (Shir) Lee
POSITION: Bar Staff
STAR SIGN: Sagittarius
PLACE OF BIRTH: Sydney
FAVOURITE DRINK: Any wine
FAVOURITE MOVIE: Fight Club

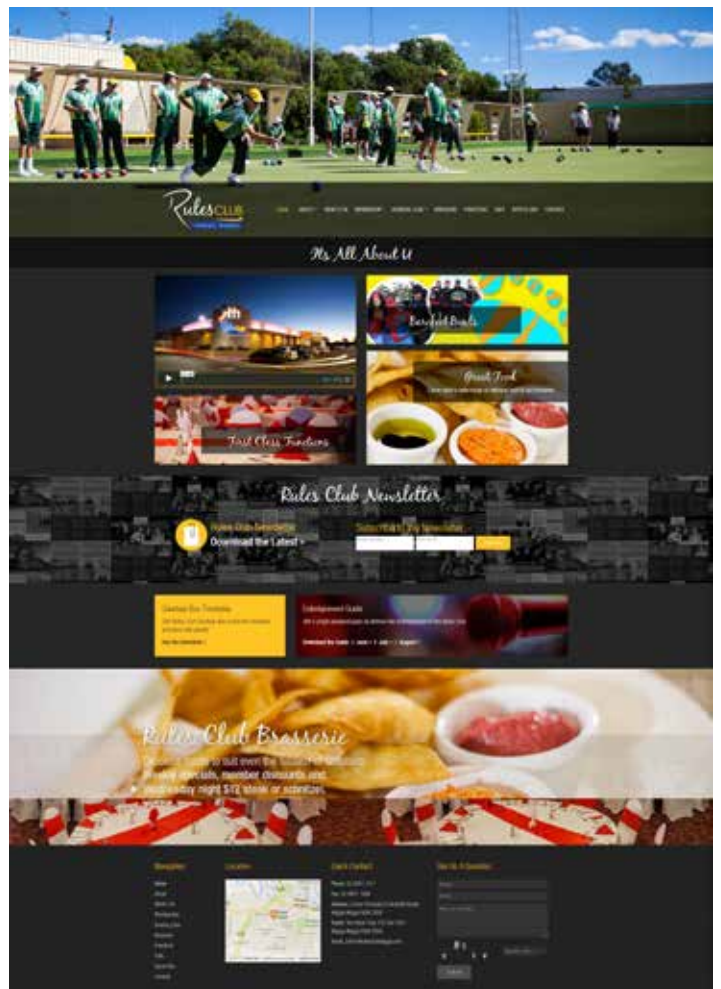
CURRENTLY READING
Come back to show you could be by Ruben Rahn
WIDOW TALENT
Not on much of a hidden talent, but I am really clumsy and always dropping things
MOST REMARKABLE THINGS ABOUT WORKING FOR THE RULES CLUB
The lovely customers!

Every Wednesday is \$12 STEAK OR SCHNITZEL night at the all new Brasserie. Come in and check it out!

RESULTS

Over the course of JAM Media's long-term relationship with The Rules Club there has been a steady increase in new memberships, out-of-town guests and overall awareness about the Club. The advertising strategy implemented has also contributed to the increase in the Club's functions, catering and entertainment revenue.

“ Our partnership with JAM Media has definitely contributed to the growth of our membership base, catering, entertainment and functions revenue. More recently, we have seen a significant increase in Club enquiries and visitors since the launch of our new website. With JAM Media we have a creative partner who is focused on the Club's marketing and keeps it kicking over whilst we all do our jobs. ”



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