

World Scrabble Championships 2005

Sponsors Brief

According to a recent article in The Daily Express celebrities love 'a night on the tiles'. No surprises there then? Only this time they were referring to a different type of tile. Can you really imagine world famous stars desperate to maintain that post-gig/performance euphoria? Huddled like overexcited schoolboys and schoolgirls at the back of the tour bus, having the time of their lives. . . playing a nice, cosy game of Scrabble? Well it's true, a growing band of rock stars, comedians and television personalities like nothing more than to spend an evening vying for a triple-word score with those little plastic letters known as Scrabble tiles.

Confirmed Scrabble fans include Mr and Mrs Saatchi aka Nigella Lawson, Mel Gibson, Kylie Minogue, Robbie Williams, Christina Aguilera, Chris Martin, (lead singer with the band Coldplay) and comedians Alistair McGowan and Sean Hughes. Even Madonna and Guy Ritchie have been outed as aficionados and Jordan and her fiancé Peter Andre are also reported to be confirmed fans of the game. Chris Evans, Richard Branson, Jonathan Ross, Jo Brand, Carol Vordeman and The Queen are others who've confessed to a fascination with the tiles.

Scrabble players are neither 'anoraks' nor intellectuals. According to research carried out by Mattel they are just as likely to be young, enjoy clubs and pubs, read a tabloid newspaper and participate in competitive and boisterous games with their friends.

1. THE GAME

Scrabble was first launched in the USA by a small family business in 1948 and took America by storm in the early 1950's. It has continued to grow in popularity throughout the world ever since.

Scrabble is the flagship brand of Mattel Games, it is a product that is recognised and respected all around the world.

The current range of Scrabble products comprise: -

Original Scrabble	De Luxe Scrabble
My First Scrabble	Disney Scrabble
Party Scrabble	Travel Scrabble
Simpsons Scrabble (new 2005)	Pocket Scrabble
Junior Scrabble	

NB: Hasbro own the rights to Scrabble in the U.S. and Canada, whilst Mattel bought the worldwide rights (with the exception of these two markets) from Spears Games in 1994.

Scrabble players span the age groups from 3 upwards (with My First Scrabble).

2. BRAND VALUES

What SCRABBLE® stands for:

EVERY WORD COUNTS!

The strapline illustrates the competitive, fun personality of SCRABBLE®, and the degree to which players become engrossed in the game and gain satisfaction from every successful addition to their scores, however large or small.

Promotional activities represent SCRABBLE® as:

- fun
- competitive
- a workout for the mind
- a social activity
- inclusive
- classic
- up-market

Although there is a broad cross section of the population that actually play Scrabble, purchasers of the product are predominantly housewives 25-44. The current strategy is to try to push that figure downwards by employing contemporary, slightly edgy advertising in the more mature markets on selected products.

In addition, in the less developed International markets Scrabble is promoted as an ideal way of learning English through play. Even in the UK, the Chief Inspector of Schools - David Bell was recently reported in the Daily Mail as stating that 'youngsters grasp important skills through the interaction involved in playing games such as Scrabble.'

3. TYPICAL DEMOGRAPHICS (based on UK market)

Scrabble Original buyers %'s

16-24	18	AB	13
25-34	26	C1	30
35-44	27	C2	26
45-54	13	DE	31
55+	16		

These buyers form the following attitudinal groups

Active socialisers	16
Serious game players	26
Family appeasement)	47 (used for 1) entertainment, 2) improvement, 3)
Reluctant participants	11

Target Markets

Families
Young adults 18 –35

4. THE EVENT

Competitive Scrabble in Mattel territories started with the first U.K. Championships in 1971. During the 1970's and 80's, many other countries began to stage their own National Championships and a World English speaking Championship was suggested.

The first World Championships was organised by Spears Games, then independent, in London in 1991, 48 players took part and the winner was Peter Morris from Michigan, USA. In 1993 Milton Bradley (now Hasbro) staged the second Championships at the Plaza Hotel in New York and Mark Nyman from Leeds, England was triumphant.

Mattel subsequently organised events in London in 1995, Melbourne in 1999 and Malaysia in 2003. Hasbro have organised events in New York, Washington and Las Vegas.

The current World Champion is Panupol Sujjayakorn a 20 year old student from Thailand.

In the 8 territories that we have statistics for, the 2003 World Scrabble Championship received evaluated coverage of over US\$1,219,000. There were 27 other territories represented where we would also have received substantial coverage but we were not able to evaluate these. Annually, evaluated media articles relating to Scrabble, total more than \$8 million dollars.

5. 2005 EVENT SUMMARY

4/5 days in November 2005

To be held at a Central or Inner London hotel

Around 100 Contestants from 42 countries will be invited to compete: -

Africa (10)

Cameroon, Gambia, Ghana, Kenya, Nigeria, Seychelles, South Africa, Tanzania, Uganda, Zambia

Asia (17)

Bahrain, India, Indonesia, Iraq, Israel, Japan, Kuwait, Malaysia, Oman, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, Sri Lanka, Thailand, United Arab Emirates

Europe (8)

England, France, Gibraltar, Ireland, Malta, Poland, Romania, Scotland, Wales

North, Central, S. America (5)

Barbados, Canada, Guyana, Trinidad & Tobago, U.S.A.

Australasia (2)

Australia, New Zealand

There will be a total prize pool of US\$40,000 in prize money with at least US\$17,500 to the winner and prizes down to 20th place.

Agenda

Day 1 - Opening Ceremony Cocktail party including VIP's, press and Mattel's major retailers

Day 2 - 4 – 24 game preliminary round.

Day 5 - the final (best out of 5) from a soundproof room within the hotel transmitted by close circuit T.V. to an invited audience.

5. PR plans

Mattel plan a large scale publicity campaign with primary focus and exposure in UK, but also in secondary markets for Scrabble, these being Australia, New Zealand, India, Malaysia, Philippines, Singapore and South Africa. The campaign will focus on players for PR or T.V. exposure who are media aware and fit with the contemporary positioning of the product.

A syndicated tape of the Championships will be produced, concentrating on interviews with players from the above markets, to be broadcast by satellite to all Mattel Scrabble territories and made available for download by local TV stations. PR in these markets will ensure that TV stations are aware of the Championships and its significance.

A dedicated website including live broadcast of the final will be set up with a link to the main Mattel Scrabble website – www.mattelscrabble.com.

We are currently in discussion with 3 UK TV channels about televising the Championships.

6. BRIEF ILLUSTRATION OF WHAT SCRABBLE CAN DO FOR YOUR PRODUCT

As well as selling Scrabble, Mattel also run a very successful Scrabble licensing business with a turnover of several million US\$. Products include luxury versions of Scrabble, books and software for children and adults, and arcade games.

An example of the power of Scrabble can be seen from the National Lottery Scrabble Scratchcard, which was sold by Camelot in August 2004.

Scrabble was the best performing licensed property ever launched by Camelot, highlights included: -

- Best individual game performance for 4 years
- Sold out in 4 weeks
- Best interactive game performance to date
- The increase in sales of Scrabble scratchcards led to a step change in performance of scratchcards which are now achieving their best weekly sales levels for 6 years.

7. SPONSORSHIP OPPORTUNITIES

Main sponsor - £100,000

Representation on stage
Inclusion in title of Championship
Branding on tables, clothing etc.

Other sponsors – c £10,000 by negotiation

Reference on stationery
Representation on board where all interviews are conducted
Display stand at the event inc. opening and closing ceremonies
Advert in Championship programme.
Logo on dedicated website
Compete against the World Champion at the opening event