



6 February 2009

**HSBC WARATAHS SQUAD EXPANDS TO 23**  
**RUGBY FANS CELEBRATE THEIR DEFINING MOMENTS IN**  
**NEW HSBC WARATAHS CAMPAIGN**

In its eighth year as the naming rights sponsor of the HSBC Waratahs, HSBC has taken the unprecedented step of expanding the rugby team which bears its name. In each week of the 2009 Super14 season, HSBC will award five diehard rugby fans the 23rd jersey of the HSBC Waratahs squad.

Darren Friedlander, head of marketing and group communications for HSBC in Australia, said: "Over the eight years that HSBC has been associated with New South Wales Rugby Union and the HSBC Waratahs, we've built up a sizeable bank of knowledge on the rugby union code and the people that follow it.

"This has given HSBC a unique understanding of the rugby union fan's psyche.

"As an organisation that operates in so many different countries and cultures, HSBC has long appreciated peoples' different values; HSBC's Jersey23 campaign celebrates how different supporters value rugby for different reasons.

"What we've found is that a supporter's love, passion and respect for the rugby union code are defined by their own special experiences of the game – this could be watching their first match, trying out for the first fifteen, or being part of the crowd when the HSBC Waratahs beat the Sharks in their last home semi-final.

"For rugby fans, these defining moments continually reinforce their loyalty to the code."

To become the 23<sup>rd</sup> member of the HSBC Waratahs squad, supporters are invited to crack the rugby union code: demonstrate their knowledge of the game's defining moments by going online to <http://www.HSBCjersey23.com.au> where HSBC Waratah Adam Freier leads them through an interactive quiz.

News Release

## **HSBC Waratahs squad expands to 23/2**

At the end of the season, one supporter will earn the ultimate jersey – the world's only Gold HSBC Waratahs jersey<sup>23</sup> and a choice of a lifetime HSBC Waratahs membership or \$10,000 in an HSBC Online Savings Account.

“HSBC’s Jersey<sup>23</sup> campaign is built around the idea that it takes more than rugby players to make a team; it’s the supporters and their loyalty that complete the team. Ultimately, HSBC Waratahs fans become the 23<sup>rd</sup> member of the HSBC Waratahs squad.

“But we’re not just giving it away, they have to earn it,” Friedlander said.

HSBC Jersey 23 was conceived by JWT Sydney, a branch of the HSBC Group's global advertising agency.

Andrew Fraser, executive creative director at JWT Sydney, said: "Given the success of the HSBC Fan Forum in 2008, the biggest challenge for 2009 was to maintain brand and sponsorship awareness at these unprecedented high levels.

"To achieve this, our task was to develop a campaign that establishes a platform which could drive deeper engagement with our audience. We had to go beyond simple interaction – we had to engage and ensure people spend more time with the HSBC brand," Fraser said.

HSBC’s Jersey 23 campaign will comprise advertising in the press and outdoor, online engagement, customer communications and on-ground activity from today.

Outdoor advertising and on-ground activities are key awareness drivers, while press and online will drive consumers to an online hub.

Outdoor advertising includes 'station domination' at Town Hall and Wynyard Stations, whereby the stations are saturated in HSBC Jersey 23 artwork, and a suite of Sydney Bus advertising including an entire bus wrap, bus interiors, bus sides and bus backs.

Print advertising includes the Sydney Morning Herald Sports wrap, multiple weekly press and rugby publications.

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**HSBC Waratahs squad expands to 23/3**

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**Notes to editors**

**HSBC Bank Australia**

In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

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