

PROF
PRIDE IN UNITY[®]

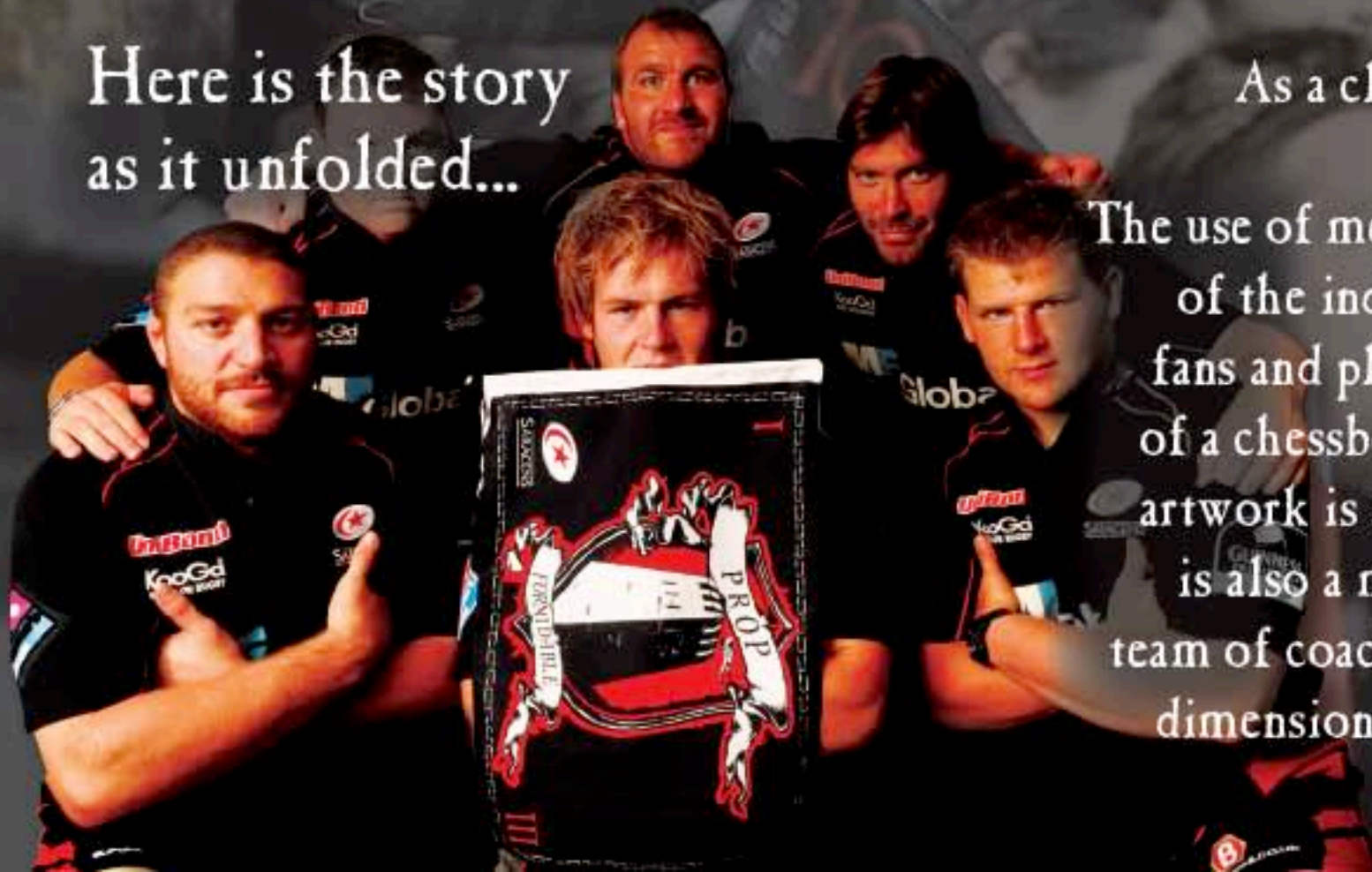


THE STORY
OF THE FLAG

THE FLAGS

'When we asked for a supporters' flag at the beginning of the season, little did we envisage what would be created' - Edward Griffiths CEO, Saracens.

Here is the story as it unfolded...



RUGBY - A GAME OF STRATEGY

As a club we knew that we wanted to encourage new fans and convince existing fans that we had an exciting future. The use of medieval heraldry in the flag imagery helped capture the qualities of the individual positions in the squad giving a personal identity for the fans and players to relate to. This formed a framework comparable to that of a chessboard thus allowing the creative to become highly dramatic. The artwork is able to tell the fans the story of rugby simply, while showing it is also a multi-faceted game. Brendan Venter, the head coach, has a whole team of coaches working with him to conjure strategies, ensuring that every dimension of the game is fulfilled by every position to guarantee victory!

THE STRENGTH OF THE SQUAD

'Teams win games, squads win championships...'
Brendan Venter, Saracens Coach

Everyone in the squad has to play their part and Saracens, including **STORM** and the **ACADEMY**, are all working from the same plan, towards a victorious future.

Each position was allotted a persona that vividly portrayed their particular traits. The scrum half has a very distinct character and very quickly became known as the **MAESTRO** due to the quick-witted behaviour that allows them to out think and boss positions twice their size! Or the fly half being a **MAGICIAN** creating moves out of nowhere and controlling the game with a simple kick of the ball! All this added some fun to the creative because, of course, you want to believe that your props are **FORMIDABLE** and will stand like the fortresses they are.

So once it started to flow the end result became clear but the road to it was tough. Each design for the positions had to have the stand-alone quality as well as fit in with the rest of the format that was already in place. Plus the players had to believe in their crest so all elements had to be considered greatly... the different shapes and sizes, varying jobs on the pitch, character and spirit of the position.



PRIDE IN UNITY

The Pride in Unity concept was born out of the marriage of the crests and the unification of the team plus the support that is given by the loyal fans. Professional sports embrace the camaraderie of its participants and encourage the supporters to be a vital part of the team.

Continuing with the medieval theme, the idea of our players donning the guise of an Arthurian knight and sitting around the oval table of rugby with their brother in arms, came to light and the Pride in Unity crest was forged.

The Saracens star represents the fans and the club, the crests positioned like knights of old, bound by a great linking chain epitomizes the unbreakable loyalty to each other.

This also embodies the development squad of Saracens **STORM**, which has its own image.

It is a powerful message conveying loyalty... you are only as strong as the weakest link... have pride in your friends next to you at the table and within the fans and sponsors. Great things can be achieved when you work as a team.

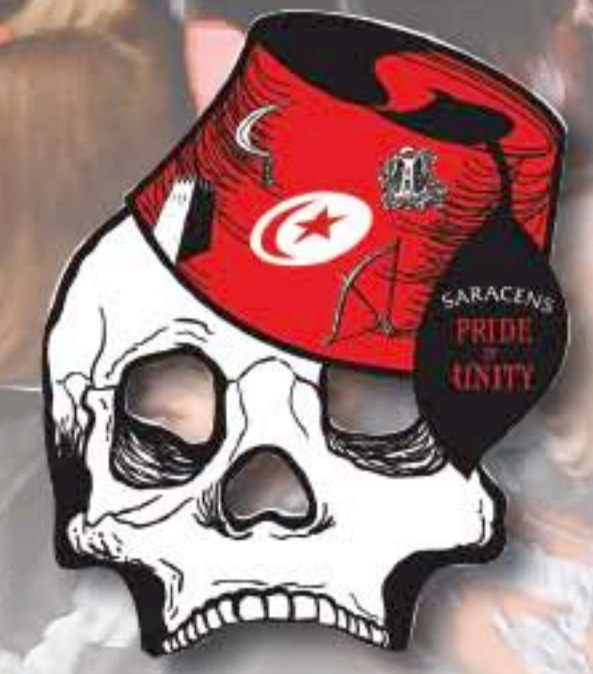
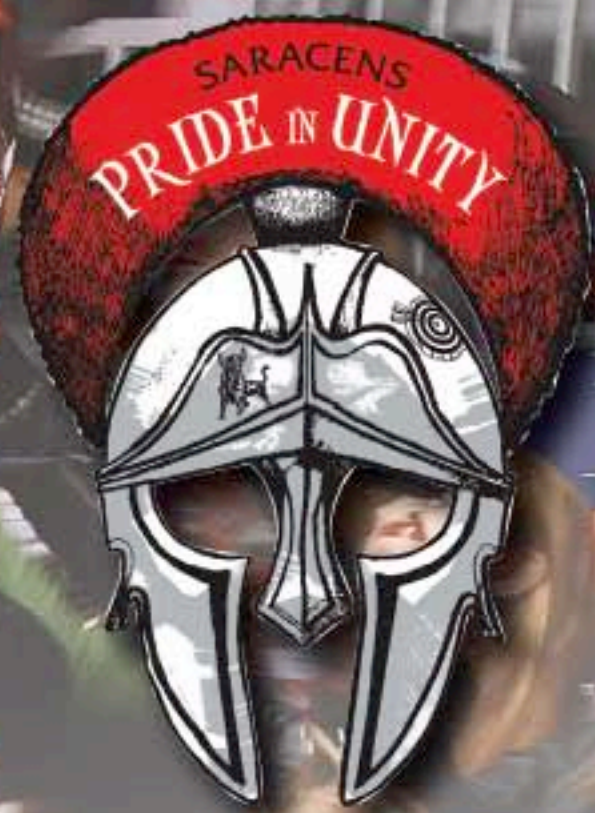
A BIG IDEA FOR BIG AMBITIONS

The tabard has been created for what will be Saracens most ambitious game at Wembley when they face Harlequins in the last Guinness premiership home game of the season. Something for the fans was needed that would symbolise the flag concept and so a medieval tabard it was to be!

You have to applaud the ambition of a club which uses the world's best stadium to play rugby.



SARACENS @ MEMORIAL



Concept masks for the
carnival atmosphere we
want to encourage at games.

PROGRAMME & WEB ADVERTISING

RAISE THE STANDARD

Supporters should not underestimate the roar of the home crowd and the effect it can have on the players, the opposition included! The flags and the fervour that surrounds them would help the team and their following to raise the standard on and off the pitch!

An ongoing creative was required to help support the players and their flags, plus the competition running alongside the flag launches needed to be publicized- a little something to keep those loyal fans interested.

It was decided early on that the flag promotion was to include a competition comprising of secret codes buried in the graphics of the flags. The prizes included a holiday in France with tickets to a fantastic medieval festival, signed Saracens memorabilia and a ticket to the end of year team dinner. Other stirring headlines linked to 'Raising the Standard' aided in the promotion of the coded offer to run with the flags. These headings reinforced the changes afoot at the club while positively building on Saracens Heritage as a club formed in London in 1876.

At Saracens, after talking to fans and the team, we have decided to

RAISE THE STANDARD

We don't just mean our own commitment to you but also literally getting behind the team with a range of flags that will be launched at each home game.

DISCOVER THE MAGICIAN'S SECRET

Look for the **SPECIAL CODE** on the full size Magician Flag available at the ground today. If you're waving your flag you may be picked out and asked for the secret in the flag code.

You've noticed the chequered flag which represents all our players with their heraldic crests. This is what makes rugby unique - especially at Saracens. We have all shapes and sizes. We want to encourage the individual creativity of our players and hence we have launched the campaign with our fly half's Magician flag at this double header.

Look for the **SPECIAL CODE** on each new flag at each home game.

RAISE YOUR FLAG

We need all Sarries fans to get behind the team and our flags launched at every home game!

DISCOVER THE MAGICIAN'S SECRET

Look for the **SPECIAL CODE** on the full size Magician Flag available at the ground today. If you're waving your flag you may be picked out and asked for the secret in the flag code. If you're correct, you'll win a match day prize instantly! PLUS remember to collect your

COLLECT AND WIN

You've seen the new rallying flags of the Saracens. The second in the series is launched at Wembley, the biggest sporting arena in the UK. Based on the heraldic flags of old, the Scram Hall crest is represented by the devilish MAESTRO - the foreman for our backs. The less, made famous by the Scram For Heads is worn proudly by the nonchalance, grinning skull.

Saracens will reveal more about the secret codes on the flags at our next game.

Full size Magician Flag for sale

MERCHANDISE



The Saturdays at Wembley wearing the scarf!



Pin badges, collectable T-shirts, scarves were all created to help forward the flag campaign and the solidarity of the Saracens' new season. The attractive range of items that centring around the Pride in Unity concept, binds together all the elements that made the flag launch a success - players, flags, adverts, the competition and the support of the fans. The chivalrous, gallant knight persona we compared our rugby players to in this creative evokes the fair play and sportsmanship associated with professional sports.

COMMEMORATIVE PEWTER



What could be better for the players than to present them with their own commemorative tankard with the artwork of the crests engraved from Britain's oldest pewter manufacturer. Tie this in at the end of year awards with salvers and you get the feeling that knightly combat is being rewarded.



THE FLAG COMPETITION

The flag competition ran alongside the launch of the flags. With a different flag being introduced at each home premiership game, an incentive was put in place to keep the fans and the players interested in the flags to come. The prize was a trip for 4 to the medieval festival in Dinan Brittany 'The Festival of the Ramparts!'

A code was embedded in each of the small positional flag, a clue was put in the programme and both of these pointed directly to a classic game in Saracens history. Each clue had to be answered correctly to ensure a rightful place in the prize draw, towards the end of the season an application form was supplied to be completed.

The clues had to have the right combination of simple, yet puzzling elements to be effective in enticing the fans and keeping them interested all season. For example, the first flag code referred to a location and the first half of that postcode was planted on the flag, with the programme clue reinforcing it.

This was done for each home premiership game with the individual flag coding and clues being highlighted for the fans. Clues were issued on the web so those who did not purchase a programme were not ostracized.

The competition gave an extra dimension to the flag campaign Saracens had invested in, not only were the designs new and exciting but each game benefited from an injection of electricity.



Example of flag coding



Festival of the Ramparts, Dinan Brittany

THE FUTURE



Herts Rose Builders of Repute, are proud to sponsor Saracens Storm. The Storm houses the emerging players of the game and is the feeder team for the main Saracens Premiership squad. These players are the future success of Saracens, built as foundations in the scaffold of the modern day rugby structure, that allows them to play high-class rugby from an early age.

The Storm team wear the Hertfordshire Rose logo on their sleeve “It seemed particularly appropriate to look at the Storm side in terms of sponsorship rather than individual players,” explained Colin Jones, Herts Rose General Manager. “The Storm, with its new emerging identity, is the engine of the future of Saracens success. It has exciting emerging academy players mixed with players who are eager to make the first team squad.”

Visit www.hertsrose.com for more information.

HERTS ROSE
Builders & Decorators of Repute

Sponsors of

SARACENS STORM

SARACENS STORM

THE PRIDE OF THE FLAG

The flag concept allows much scope for development and with designs already afoot for the new season, it will be an exciting venture. Again, this will filter into the general merchandising of Saracens, focusing on the bespoke items so the fans are able to take some of the Pride of Saracens home with them.

Keep an eye out for the new exclusive Saracens merchandise on offer next season!

