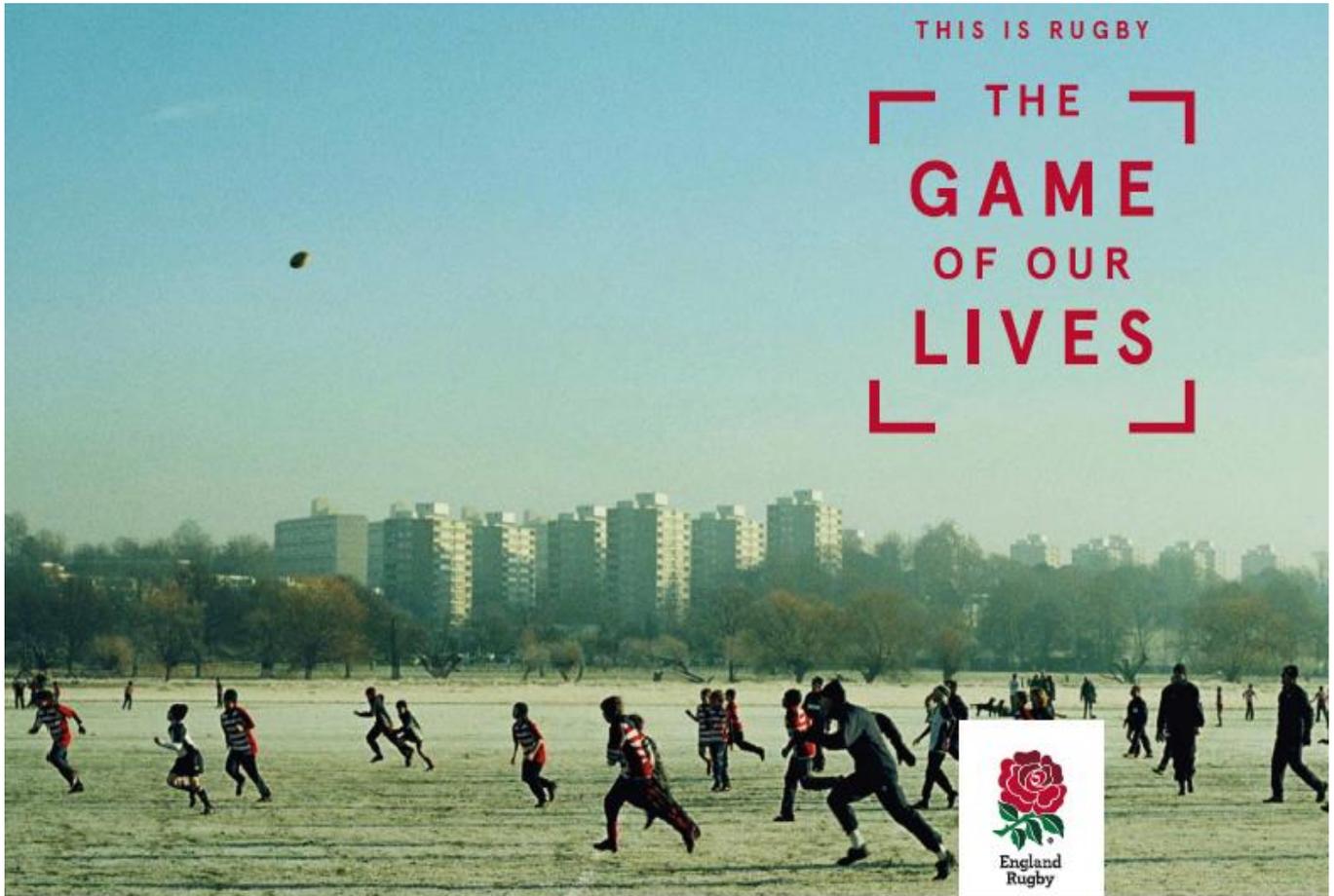


# England Rugby launches new strategic brand campaign – ‘The Game of Our Lives’



Today we are launching ‘The Game of Our Lives’; a new strategic campaign which showcases everything rugby can offer, to everyone – players, supporters, volunteers, coaches, in the professional and community game.

The Game of Our Lives has a clear purpose and ambition – to celebrate the people and stories that make up our great game, and showcase the role rugby can play as an anchor in people’s lives.

Steve Brown, our CEO, said: “The Game of Our Lives offers a window into the stories that make up rugby. We want to celebrate the people, the occasions, the dedication, the sportsmanship, the skill and the camaraderie that underpins this great game.”

‘The Game of Our Lives’ will be brought to life through an integrated digital, marketing and communications campaign which will show and tell rich and emotive stories demonstrating the personalities, values and elements of the game.

## **We want YOU to spread the word on social media**

The new campaign launches with a short film, narrated to the poem ‘Law of the Jungle’ by Rudyard Kipling and features players, volunteers and fans from across the game as its stars. **Be one of the first to [watch the film by clicking here](#).**

Once the film lands on all our social media channels shortly, **please share it with your friends and family on your social media accounts, and help spread the word.**

Along with the film we will introduce **#ThisIsRugby** as the hashtag that will bind together rugby's online community.

**We're calling for people from across the game, including our employees, to share what rugby means to them.** The ambition being that The Game of Our Lives becomes the voice of rugby, and its fans. The campaign will be promoted during the Old Mutual Wealth Series and some of the best responses will be shared across England Rugby channels with the chance to win 'The Game of Our Lives' exclusive prizes.

## **The new branding & our stadium...**

The new campaign will be unveiled at Twickenham Stadium during the Old Mutual Wealth Series England v Argentina match on Saturday 11 November, with LEDs, big screen brand assets and new graphics in player walk ups all displaying 'The Game of Our Lives' visual identity.

Additionally, you'll see some changes around our office space at Twickenham with new branding in the Sin Bin, around our escalators and in the office walkway.

For more information on The Game of Our Lives campaign go to [www.englandrugby.com/gameofourlives](http://www.englandrugby.com/gameofourlives).