

Intergen comes to the party for **The NZI Sevens**



THE SITUATION

Every year the NZI Sevens, the country's biggest rugby entertainment event held annually at Westpac Stadium, is a sell out. 2008 was no exception, as Wellington geared up for the biggest dress-up party of the year on Friday 1 and Saturday 2 February.

"Every year the fans are the heroes," says NZI Sevens General Manager Steve Walters, and the web is king as a marketing channel that can deliver the excitement, build-up and party atmosphere that defines the IRB Sevens. www.sevens.co.nz is the window to this exceptional event, created as a joint venture between the NZRU, Wellington Rugby and Positively Wellington Tourism.

THE CHALLENGE

Each year, the fans up the ante when it comes to dressing up, so taking up the challenge to 'take the party to the web', Positively Wellington Tourism brought in the Intergen team three years ago.



Every year the Intergen team is out in force at the Sevens, with imaginative costumes ranging from cowboys to yellow battle fatigues. And every year they have brought the same creativity to their development and design work on the website. Intergen responded to the brief to make the site cool and exciting, and for three years running Intergen has had the opportunity to keep pushing the boundaries, bringing more interactivity into the site each year.

"We want to constantly extend our interaction with fans so we need to be fresh and innovative all the time. Intergen step up to the challenge each year and have proved to be very professional and great to work with. They're willing to give it their best shot each time, coming up with creative elements that add a new dimension to the site, so fans see and experience something new," says Steve Walters, NZI Sevens General Manager.

Recent elements that have been brought into play include a countdown clock, right down to the minutes to kick off. A photographic click and drag album of party shots captures fans in all their glory from nurses to priests, to Borat look-alikes.

The 'Name me and win' competition is a fun opportunity to name a new iconic character by entering online and of course, the Can't Wait slogan is loud and clear as the countdown to the tournament builds.

The fans like what they see and site traffic continues to hit new records each year. 2008 was no exception with web visits increasing by a third over the key tournament months of January and February.

WELLINGTON IS THE WINNER

www.sevens.co.nz is an important window for Wellington and the site provides plenty of links and information for visitors heading to the capital. Millions see the NZI Sevens on TV and 35,000 fans descend on the stadium. Victoria Smith, Marketing Co-ordinator for Positively Wellington Tourism comments that the presentation of the website is right on target. She comments:

"The site looks clean and sharp, and the photo gallery on the home page is a great visual cue to capturing what this event is all about. Intergen puts design options on the table, we work closely together, and the whole process just flows. We have lots of ideas for the future to step up interactivity on the site another notch. One direction is providing fans with an online interactive space where they can compare dress up ideas, send photos and so on."

Intergen has been proud to offer its support and sponsorship to this ever-popular event each year. Intergen Client Relationship Manager Danielle Kimpton says:

"Every year Intergen has got a real kick out of developing the NZI Sevens website. It's been great being able to offer our services to a local event and see how our input and expertise can make a difference. Intergen has a Big Hairy Audacious Goal that everyone, everywhere is touched positively by the things we do. It's really rewarding to be able to see this lived out in our projects, and the NZI Sevens is an awesome example of this positivity."

ENGINE ROOM

- > Microsoft CMS Server 2002
- > Microsoft SQL Server 2000
- > ASP.Net 1.1
- > Adobe Flash