



CASE STUDY : CD ROM DEVELOPMENT



Inside the  
**WEST COAST**  
EAGLES®  
An Interactive Journey

Taking West Coast Eagles' Winning Off-field Ways to Members and Recruits

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WEST COAST EAGLES  VIVID GROUP

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When the West Coast Eagles football club wanted something special to mark their 20th year celebrations, Vivid Interactive came to the party to complete a special project – the production of a CD-ROM which captures some of the AFL club's history and also takes Members and prospective players on a tour of the Eagles' state-of-the-art facilities at Subiaco Oval.

The club's \$5 million purpose-built facilities were completed in 2000. Most of the Eagles' 40,000 paid-up Members, and many thousands more of their supporters, would love to look over the club's home first-hand but the sheer numbers make that impossible.

The creative solution was a 'virtual tour' with Eagles' legend Glen Jakovich, of the facilities and infrastructure which are amongst the best in the AFL. Jako's tour includes the gymnasium, indoor swimming pool, players' lounge, pre-match warm-up room, medical room, lecture theatre and rehabilitation room.

The CD-ROM is also being used for player recruitment – to show prospective new players the facilities. This serves to help attract players and sometimes to alleviate the concerns of families about the premier quality of care and support they will receive as part of the Eagles' squad and the advantages which are provided over other AFL clubs.

The Eagles have an annual Induction Day for new recruits where they are taken on a tour of the club, introduced to some of the senior player leadership group and are also addressed by West Coast CEO Trevor Nisbett and Coach John Worsfold – and excerpts from that day are part of the CD-ROM too.

The CD-ROM developed by Vivid Interactive was distributed to some 22,000 West Coast member households as an insert in the "Eagle Eye" magazine, which is issued three times each year. The CD-ROM includes links to the club's website and is expected to drive more traffic to the site.

The feedback to date from West Coast Eagles' Marketing, Recruiting and Football Department staff has acclaimed the CD-ROM as having kicked a winning goal for the club in its off-field promotional activities.