

Rebecca Adlington

NATION'S OLYMPIC DARLING DIVES INTO DIGITAL

OBJECTIVE

When 19 year-old Rebecca Adlington won the 400m Olympic freestyle in Beijing, the first female swimming gold since 1968, we were excited. When she went on to smash through a record as old as herself to bring home the 800m gold, the whole world sat up and took notice. In fact, before Rebecca even emerged from the pool to towel off, Australian and Chinese entrepreneurs purchased her .com and .co.uk domain names.



So how does such an extraordinary athlete stay focused on the swimming and not the fanfare? How would she be able to ensure that the outside world did not encroach on her digital concerns? How can she train all day, everyday, and still find time to protect her interests, communicate with her fans, and build a solid foundation for her future amidst all the challenges that the 2012 Olympics present?

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Rebecca Adlington website
www.rebeccaadlington.co.uk

SOLUTION

We're working with Australia's top sports management company, Elite Sports Management to give Rebecca a voice online and help build a solid base for her future. Between eight hours of a gruelling daily training regime and the normal interests of a young woman, it's vital to Rebecca that her website is easy to update, acts as a professional portal for fan and media interest, and demonstrates to Olympic sponsors the vitality of Rebecca's fan base.

RESULTS

We began by wresting back her .co.uk domain and building an exciting and dynamic website that truly represents Rebecca's personality. We're proud to say that the hundreds on hundreds of fans that registered interest on Rebecca's holding page are now flocking to her new site. Her strong entrance into the digital space affirms her as an athlete with a personality, substance and media savvy - an athlete strong enough to hold up a brand as and when sponsorship becomes applicable. In the future, as she progresses from an Olympic athlete into a professional swimmer, the site will allow Rebecca to keep her lead over the competition.

