

Marketing, Media & Insight Industry Predicts All Blacks Win!

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4th Sept 2007 - Marketing, Media & Insight Industry Predicts All Blacks Win!

And just 6% believe England will win the Rugby World Cup!

Robinson and Wilkinson Favourite England Dream Team players!
 But Jonny already injured !

Sport: SKOPOS (the Sport & Gaming insight team) unveils the results of its "Rugby World Cup 2007 Industry Survey".
 Over 100 industry contacts (clients and agencies) from the UK, Europe and around the world took part in the online survey this week to determine the outcome of the tournament and many more aspects of the Rugby World Cup 2007.

PREDICTIONS!

A large majority of these industry "experts" (61%) believe New Zealand will win this year's World Cup
 Then come Australia (10%) and France (10%)
 England get just 6% of the votes
 And offer your thoughts to the 1% that predict a win for Romania!

ENGLAND DREAM TEAM FAVOURITES!

The 5 most popular players for the England Dream Team are!
 - Jason Robinson (89% selected him in their England Dream Team)

- Jonny Wilkinson (72%)

- Phil Vickery (71%)

- Josh Lewsey (70%)

- Ben Kay (67%)

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ENGLAND LEAST EXPECTED TO WIN!.. BY THOSE FROM ENGLAND!

Just 2% of English voters predict an England win! Now that's insider knowledge!

AND INTRODUCING THE SPORT: SKOPOS TEAM!

- Simply! The specialist Sport & Gaming insight team

- Launched in 2007, Sport: SKOPOS provides the most modern and effective market research techniques and insight consulting for the Sport, Gaming & Gambling industries

- Clients include Man City FC, Chelsea FC, Bayer Leverkusen FC, Ladbrokes, BSkyB, Red Bull, etc.

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