Give It Some Gas: Castrol Fires Up WC Plan

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- Castrol begins marketing WC2010 sponsorship
- Tapping on idea of 'winning performances'
- Rolls out slew of football-related initiatives

With the 2010 FIFA World Cup a year away, official sponsor Castrol is ramping up marketing efforts in Malaysia and the region to connect the brand with the sport and increase sales.

The World Cup marketing strategy for Castrol intensifies next month on 11 July when the company will begin launching trade and consumer campaigns across TV, print, magazines, and online for the next year, ending when the World Cup does on 11 July 2010.

"We have a very strong brand in Malaysia and we hope to increase brand loyalty and sales through the sponsorship," Mark Ng, marketing director, Malaysia and Singapore for BP Castrol Lubricants said.

"Football is the bridge for this," he said.

Part of Castrol's efforts to become synonymous with winning performances also sees the brand tie-up with respected football manager Arsene Wenger. This global brand ambassador sponsorship saw the launch of the Castrol Arsene Wenger Tour today in Kuala Lumpur.

"Winning performances go well with sporting games," A.S. Ramchander, Castrol regional marketing director, Asia Pacific, said at the launch.

At the event, players from Malaysia's Under-19 football team were put through the Castrol Challenge by Wenger, one of three Castrol-branded football initiatives it has implemented. The Castrol Challenge is a set of exercise tests to measure what it takes to be a professional player.

The other two initiatives are the Castrol Index, a tracking technology used to monitor the performances of any player at the World Cup tournament, and Castrol Insights, which will include analysis of the data from brand ambassadors like Wenger as well as Cristiano Ronaldo.

"Castrol has been involved in innovative sponsorship for over 100 years, from the first ever land speed record to, here, an insightful and dynamic football campaign, which includes a unique and intelligent way of measuring player performances," Castrol SVP, Mike Johnson said.

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