

comeon!

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# COMEON!

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## Scope of work

Activation and ongoing management of ComeOn's brand ambassador partnership with former Arsenal and England footballer Ray Parlour

## Challenges and tasks

To generate media coverage around the launch of the partnership

To raise awareness of the brand amongst a sports and betting audience

To best utilise the time available with the ambassador each week

## What we did

Organised a PR and media day giving access for print, online and broadcast media

Managed weekly phone interviews with Ray Parlour to generate owned content and media coverage

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## Results

39 tier one media pieces

1.31m coverage views

406m combined media readership

23,600 YouTube views

ComeOn! Sports and Casino  
@ComeOnPulse

👉 We have a signed @RealRomfordPele Arsenal shirt to give away.

To enter:

1. RT this tweet
2. Follow @ComeOnPulse

Winner announced Monday 14 January.

T&Cs: [bit.ly/2Bk6TpH](http://bit.ly/2Bk6TpH)

11:09 AM · Jan 9, 2019 · TweetDeck

642 Retweets 135 Likes

Come On Montage ii

0:16 / 0:26

MORE VIDEOS

More players are now bringing a flower instead of a gun

### on pitch in derby'

## Ray Parlour on where north London tussle will be won and lost

Ray Parlour, Arsenal's captain, has been named as the man who will decide the outcome of the London derby between Arsenal and Tottenham Hotspur.

Parlour, who has captained Arsenal since 2011, said the match is a 'tussle' between two teams that are both in good form.

'It's a game where both teams are in good form and it's a game where the winner will be a big boost for the team,' Parlour said.

'I think Arsenal will be the team to win, but it's a game where both teams are in good form and it's a game where the winner will be a big boost for the team.'

Ray Parlour  
@RealRomfordPele

Lovely day love @IanWright0

• @IanWright0  
• Tony Adams  
• Tabasco sauce

The @RealRomfordPele discusses all and more with @joelbeya2 from @CheekySport...

0:30 | 61K views

5:14 PM · Dec 19, 2018 · Twitter for iPhone

11 Retweets 78 Likes