



# A HUNKY BUSINESS

AS THE RUGBY WORLD CUP 2007 IS ABOUT TO KICK OFF, RAPPORT INVESTIGATES THE CHANGING NATURE OF THE GAME



Rugby and style used to be two distinct subjects. On the one hand you had hulking men, mud and cauliflower ears; on the other, refined tastes and a distaste for blood, sweat and beers.

But these days, you're as likely to see a rugby player's wedding in *Hello!* as anyone else's, alongside a new breed of player modelling clothes and wearing designer suits at London's exclusive parties. Jonny Wilkinson is the face of Hackett menswear, Jeremy Guscott is plastered all over the windows of Austin Reed and Gavin Henson, as well as being a regular *Heat* magazine fixture with his celebrity girlfriend Charlotte Church, is promoting, er, Matalan.

It's not just happening in the UK either. Across *la manche*, the rugby-fashion hook-up has been going on for decades, with two French international players setting up a fashion label, Eden Park, back in 1987, and fly-half Frédéric Michalak raising the temperature prior to the last Rugby World Cup with a set of steamy adverts and sexy calendar pics. Down under, All Blacks player Daniel Carter has swapped his jock strap for some Jockeys – he's fronting the underwear company's new performance brand. Looks like the cliché of rugby players as muddy thugs is well and truly over...

What's really changed in the world of rugby is its popularity. As Mark Knight, account director at strategic sponsorship consultancy Redmandarin in London says, the sport has attracted a huge number of

fans since the last Rugby World Cup, and this year's event, kicking off in September, is going to be even bigger.

'TV viewing figures for this year's event are expected to be four billion, up from 3.4 billion for the last Rugby World Cup. It all goes to show that it's a rapidly growing sports event that is increasingly attractive to sponsors. Each tournament, more and more countries have been involved and, this year, there will be 124 countries watching the event – not bad for a tournament that only started in 1987.'

Peugeot is Official Partner of the Rugby World Cup 2007. Peugeot's sponsorship manager, Stephane Goldstein, admits that the Rugby World Cup 2007 gives Peugeot the chance to stand out across the world, but stresses that the company is heavily involved in sponsoring rugby at many different levels.

'Peugeot is represented in around 25 countries around the world, from Australia and Japan to South Africa and Spain,' says Stephane. 'Peugeot sponsors the Stade Toulousain in France but also supports the game in all kinds of ways across the globe. For example, rugby is very popular in Argentina and we sponsor not only the PUMAs, the national team, but also the game from the grassroots level. Nobody speaks much about the Argentinian team, but I'd rate them as one of this year's most stylish teams.'

Although the tournament is hosted by France this year, matches will also be played in Cardiff's Millennium Stadium and at Murrayfield in Edinburgh, offering plenty of opportunities for Peugeot – the official car provider of the Rugby World Cup 2007 – to be seen ferrying people about. If you're watching on TV at home, look out for idents – short ad films screened during the breaks – again sponsored by Peugeot.

'The Rugby World Cup 2007 will be a show-stopping event, and we wanted to make sure that Peugeot is associated with it,' says Yaprak Erdem, Peugeot's advertising director. 'It's got glitz, glamour and fast-growing international appeal.'

More important than who is sponsoring who, however, is who is going to win. 'Everybody speaks about New Zealand,' says Stephane. 'This season they are really strong. But New Zealand have only won one final out of five, so I would say that to win a final, you have to be the strongest on the day, hour and minute of the competition. During a final, creative talent and unexpected genius can make the difference. So don't rule France out!'

Stephane, of course, is French. 🇫🇷

**BRIAN O'DRISCOLL, IRELAND**

**'I DON'T THINK IRELAND HAS A REASON TO BE FRIGHTENED OF ANYONE. EVERYONE KNOWS NEW ZEALAND ARE THE FAVOURITES TO WIN IT; YOU CAN'T SEE PAST THEM. BUT I ALWAYS SAY THAT EVERY TEAM IS BEATABLE.'**



**GARETH THOMAS, WALES**

**'IT'S A BIT OF A LOTTERY IN THE KNOCK-OUT STAGES AND I THINK THE TEAM THAT WILL SUCCEED IS THE TEAM THAT CAN HANDLE THE PRESSURE THE BEST. NEW ZEALAND HAVE SHOWN THAT NO ONE IS UNBEATABLE. ANYONE CAN BEAT ANYONE.'**



**LEWIS MOODY, ENGLAND**

**'WE HAVE HAD A NUMBER OF DIFFICULT SEASONS SINCE THE LAST WORLD CUP. BUT WE ARE POSITIVE AND WE HAVE GOT A GREAT SQUAD OF PLAYERS. WE OBVIOUSLY WANT TO WIN THE WORLD CUP, BUT WE REALISE IT IS GOING TO BE A BIG TASK.'**



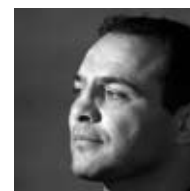
**RICHIE MCCAW, NEW ZEALAND**

**'THERE'S VERY LITTLE BETWEEN ALL THE INTERNATIONAL TEAMS AND IT'S JUST A MATTER OF DOING THINGS RIGHT AND UNDERSTANDING THAT IT'S THE TINY LITTLE THINGS THAT KEEP YOU FROM BEING SUCCESSFUL.'**



**STEPHEN LARKHAM, AUSTRALIA**

**'I THINK THE TEAMS THAT WILL BE IN THE TOP FOUR OR FIVE ARE NEW ZEALAND, SOUTH AFRICA, FRANCE – BECAUSE THEY'RE HOSTING – IRELAND AND US. I'VE HAD A LOOK AT THE DRAW AND IF IT GOES TO PLAN, WE WILL GET NEW ZEALAND IN THE SEMI-FINALS.'**



**RAPHAEL IBANEZ, FRANCE**

**'WE HAVE BIG HOPES. THIS IS THE THIRD WORLD CUP I WILL HAVE BEEN INVOLVED IN, AND I BELIEVE THIS IS ONE OF THE BEST FRENCH SQUADS I'VE BEEN PART OF. THE POTENTIAL IS THERE.'**

**10 FACTS ABOUT THE RUGBY WORLD CUP**

- 1 THIS YEAR IS THE SIXTH RUGBY WORLD CUP – IT'S BEEN HELD EVERY FOUR YEARS SINCE 1987
- 2 IT WILL BE THE LARGEST SPORTING EVENT OF 2007
- 3 THE RWC IS THE WORLD'S THIRD LARGEST SPORTING TOURNAMENT, AFTER THE OLYMPICS AND THE FIFA WORLD CUP
- 4 69 COUNTRIES PARTICIPATED IN THE LAST RUGBY WORLD CUP HELD IN AUSTRALIA (WHO COULD FORGET?)
- 5 THIS YEAR, 20 TEAMS WILL PLAY IN 12 STADIUMS OVER THE SIX WEEKS OF THE TOURNAMENT

# Win

## TICKETS TO THE RUGBY WORLD CUP 2007

YOU COULD BE CHEERING ON YOUR COUNTRY AT THE RUGBY WORLD CUP THIS AUTUMN, THANKS TO PEUGEOT

Peugeot is committed to supporting rugby at all levels, and that means supporting you spectators too! We have some of the hottest tickets in the rugby calendar up for grabs, with six tickets to the quarter-finals and six tickets to the semi-finals, plus accommodation in a four-star hotel near the ground and £150 towards your transport costs. Oh, and did we mention there's VIP Peugeot hospitality as well for our lucky winners?

WHICH COUNTRY SCORED A RECORD NUMBER OF POINTS DURING A RUGBY WORLD CUP GAME?

**CLOSING DATE: 13 SEPTEMBER 2007**



### Tickets up for grabs:

- ONE PAIR OF TICKETS FOR QUARTER-FINAL 1 IN MARSEILLE ON 6 OCTOBER
- ONE PAIR OF TICKETS FOR QUARTER-FINAL 2 IN CARDIFF ON 6 OCTOBER
- ONE PAIR OF TICKETS FOR QUARTER-FINAL 4 IN PARIS ON 7 OCTOBER
- ONE PAIR OF TICKETS FOR SEMI-FINAL 1 IN PARIS ON 13 OCTOBER
- TWO PAIRS OF TICKETS FOR SEMI-FINAL 2 IN PARIS ON 14 OCTOBER

To enter, just complete the questionnaire online at [www.peugeot.co.uk/competition](http://www.peugeot.co.uk/competition), answering the question printed above. Alternatively, fill in the questionnaire enclosed with this magazine. The closing date for entries is 13 September 2007. The first three names picked will win tickets to the semi-finals in Paris, and the next three names will win tickets to the quarter-finals.

Terms and conditions: Accommodation is in a four-star hotel of Peugeot's choosing and the winners will also receive £150 towards their transport costs. All other expenses incurred must be met by the winners.

For full prize draw rules, see page 3.



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- 6 MORE THAN 124 COUNTRIES WILL BE WATCHING THE EVENT THIS YEAR
- 7 THE EIGHT QUARTER-FINALISTS FROM 2003 DIRECTLY QUALIFIED FOR THE TOURNAMENT
- 8 THE WILLIAM WEBB ELLIS CUP DATES BACK TO THE 18<sup>TH</sup> CENTURY. IT WAS ORIGINALLY USED AS A PUNCH BOWL
- 9 2.4 MILLION SPECTATORS WILL GO THROUGH THE TURNSTILES TO WATCH ONE OR MORE OF THE 48 MATCHES
- 10 NEW ZEALAND ARE THE FAVOURITES TO WIN