

MARKETING DIVISION

SAMPLE BRAND WRITING PORTFOLIO
FOR CANTERBURY OF
NEW ZEALAND LTD.



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Canterbury
1h · 🌐

When rugby practice is done and you don't want to think about what to put on... Pull over our Ugliers Hoody to keep you warm and comfy while adding some colour and good vibes on your way home.

<https://www.canterbury.com/uglies-collection-c412>



1

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canterburynz After a long period inside...
It is finally spring!
And when you are out training don't forget spring means a soft ground out on the pitch.
Introducing our CCC PHOENIX 3.0 PRO SG BOOT. If you need the upmost traction in a ruck and a bit of agility (for those cheeky forwards out there).
#madeforrugby #returntorugby #rugbygram

INSTAGRAM

SOCIAL MEDIA

Twitter

Canterbury @canterburyNZ · April 16
Round 3 of the #WomensSixNations already! April is turning out to be jam packed with great women's rugby.
Anyone else is following along?
#weekendrugby



40 35 1,240

TWITTER

Canterbury
3.5k followers

Get your Training Kit Set and Go!

Another rugby season is around the corner. Ensure you have everything set to go by checking out our lineup of women's fitness and training clothes so you are ready for everything that will come at you in every practice.
Click "Read it" to see the collection.

Read it Save

PINTEREST

ABOUT US

Who Are We

We are Canterbury a proud New Zealand based clothing company focus on delivering all players with rugged and uncompromising rugby clothing, equipment, and accessories. We create products for on and off the field to help all aspects of your rugby lifestyle.

Our Rich History

Starting in 1904 with three passionate Kiwis, John Lane, Pringle Walker, and Alfred Rudkin, came together to create great woolen garments. The logo shows three kiwis that represents the founders and also makes "CCC" standing for Canterbury Clothing Company. In World War 1, Canterbury was able to really show the ruggedness of their products when they were chosen to outfit both the New Zealand and Australian army. Canterbury created a kit tailored for the Mediterranean and the South Pacific. With innovative designs for the army, the New Zealand All Blacks eventually chose Canterbury to supply their team wear.

What We Do Today

Today we produce clothing and rugby accessories for grass root to topflight rugby with teams such as the Ireland national rugby team, Japan national rugby team, Ospreys rugby team, and many more. Creating technologies and designs tailored for rugby players on and off the pitch. Canterbury believes in creating an inclusive environment throughout the sport of rugby through initiatives and creating products for everyone. After all, from the smallest winger to the biggest prop, rugby is a sport for all to play and enjoy.

PRESS RELEASE

Renewed Partnership with Canterbury and the British & Irish Lions

*Supplying all the Lions kit through 2021
November 21, 2019*

Canterbury of New Zealand Ltd. will be supplying all the kits for the British & Irish Lions rugby team for the tour of South Africa in 2021. This will renew the partnership with the British & Irish Lions since it started in 2017.

"We're really proud to be extending our partnership with the British & Irish Lions and are excited to be working on the new kit designs already." Said Sean Kavanagh, Global Director of Sports Marketing and Sponsorship for Canterbury.

This continues Canterbury's commitment to aiding grass root and topflight rugby clubs and programs in providing the best equipment for inspiring players.

Ben Calveley, Managing Director at the British & Irish Lions, added "We are delighted to continue our successful partnership with Canterbury. Canterbury's heritage with the Lions dates back to 1959 and their kit is loved by players and supporters alike."

Follow Canterbury's blog for updates and the reveal of the British & Irish Lions Kit at:
<https://www.canterbury.com/blog/>

About Canterbury

Canterbury of New Zealand Ltd. creates rugby equipment such as clothing, boots, balls, and more. A New Zealand company from its inception in 1904, Canterbury worked with the Australian and New Zealand army to create rugged clothing. Now creating rugby clothing and equipment for all levels of rugby partnering with teams such as the Ireland national rugby team, Japan national rugby team, Ospreys rugby team.

About British & Irish Lions:

The Lions is a touring team since they first toured in 1888. The team is composed of the greatest players across Britain and Ireland to endeavor on a tour once every four years to represent those countries in rugby union.

Contact us through this link

<https://www.canterbury.com/contact-us-i229>

Canterbury's social medias

<https://twitter.com/canterburyNZ>
<https://www.facebook.com/canterbury>
<https://www.instagram.com/canterburynz/>
<https://www.youtube.com/channel/UCFnIMDih-qMzMQgBZtt6shw>



BLOG POST

Have You Spotted the Three Kiwis Yet?

April 16, 2021

With another set of Six Nations Cup on TV, this time women's, you may have noticed the three kiwis (our CCC logo) peaking around the broadcasts. Today we are going to look at one area you can find them, the jerseys of the Women's Ireland national rugby team (or IRFU). A lot of tech can be found once you start investigating these kits, but don't worry we did that for you and this blog will be devoted to just that.

What we set out to do

The overall objective of these ladies fit jerseys is to create utmost comfort to help players stay focused throughout the game, from a snappy offload to those long hard scrums and everything in between.

The technology built into the jersey

- First, we employ our VapoDri moisture wicking technology into the jersey, designed to pull sweat away from the skin and keep the players cool and comfortable.
- To help maintain full range of motion to make passes while still having the ruggedness for the jersey to be pulled over and over from outgoing tacklers. We split fabrics into two key areas: the sleeves and the torso.
- For the sleeves, we focused on using a high stretch fabric for an unobstructed feeling when moving about.
- For the torso area, we created a fabric with a controlled locking point when pulled. This ensures the right amount of stretch not to restrict breathing when going full out, but also not too much stretch that it is easy for someone to tug the player.

And finally, ever wonder what that bump between the players shoulder blades is?

It is a GPS tracker mounted on the inside of the jersey. This gives data to coaches and supporting staff like distance ran, how fast they sprinted, or impact taken. This in turn helps understand the condition of each player throughout the games and training sessions.

Now if you fancy getting your hands on the jersey to show your support to the Ireland rugby team or want to feel the jersey firsthand, follow the link below to our selection of this year's kits.

<https://www.canterbury.com/ireland-c335>

Showing the Ireland Team



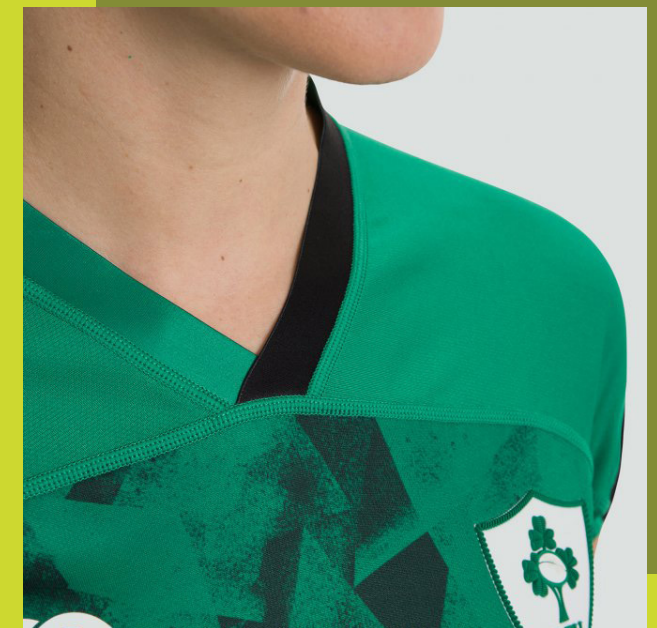
Pointing to the GPS Pods



A Look at the Jersey



Close-Up of the Jersey



SAMPLE IMAGES FOR POST

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