

Vodacom builds brand with Realm Digital's Super 14 Fantasy Rugby

Issued by [Realm Digital](#)

18 Feb 2008

Online marketers have realised that the marketing potential in the [Fantasy Sports](#) arena is growing at a rapid rate each year. The popularity of these sports has spread from America to all areas of the globe and is taking sporting fanatics by storm. These online sporting leagues not only make money for the hosts but also offer a perfect platform for marketing your brand.

The original concept of running [fantasy sports](#) leagues has been around since just after World War 2 where people picked baseball players and recorded them on rosters where points were earned in relation to their performances on the playing fields. Soon the idea spilled over to football and with the help of the internet, fantasy sports has grown from a hobby to a widespread phenomenon and now includes various other sports too.



It has attracted attention from media and sporting associations as well as the private sector.

Companies such as IOL, Vodacom and Captain Morgan have all become involved in [Fantasy Sports](#).

[Vodacom](#) and [Captain Morgan](#) have just released their latest [Fantasy Rugby](#) leagues for the Super 14.

The Fantasy Sports Trade Association has estimated the industry's value at \$1 billion which proves it is a profitable industry to be involved in. Many fantasy games even involve betting which lures new players as they stand a chance to win substantial cash prizes. However, the entertainment value of the game is not its only role. [Fantasy Sports](#) can be used as a marketing tool to promote brand your brand. Companies in the private sector are even running fantasy leagues as a means of getting their brand some exposure. Some of the bigger brands even end up making money from this process by selling advertising space on their fantasy sports websites.

[Realm Digital](#) has developed a [fantasy sports platform](#) to meet all these needs. The software can be adjusted to any sporting type. The Formula 1 league will be launched shortly for this year's F1 season so [contact us](#) if you require any further information.

Interactive communication strategies can run in conjunction with the fantasy league with the platform supporting [online newsletters](#), SMS and much more so don't hesitate to [contact us](#) for more information.

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