

Harvey Norman Get into Rugby Marketing Toolkit

Overview

The Harvey Norman Get into Rugby Marketing Toolkit offers clubs a set of easy-to-use, pre-designed assets to help promote Get into Rugby to both members and the local community.

The Toolkit is created within Canva, a free online graphic design platform, and provides links to access and customise seven digital and print asset templates.

Using Canva, clubs can easily insert their own imagery, taglines, and information into each template, allowing you to tailor the assets to your specific target audience and needs.

Sidebar (300 x 100 px)	<p>A compact banner that fits neatly into sidebars, or narrow spaces at the top or bottom of a webpage.</p> <p>Ideal for supplementing content such as webpage articles without being intrusive.</p>
MREC (300 x 250 px)	<p>A Medium Rectangle ad (MREC) is a standard, square-shaped banner.</p> <p>MRECs are highly effective in capturing attention due to their larger size, often placed in prominent positions within web pages or newsletters for maximum visibility.</p>
Half Page Ad (300 x 600 px)	<p>A larger, vertically oriented asset designed for prominent placement.</p> <p>Positioned for high visibility, it's perfect for grabbing attention and driving engagement.</p>
EDM Header (600 x 300 px)	<p>An asset placed at the top of an email direct mail (EDM) sent to members.</p> <p>An EDM header serves as an effective tool to enhance direct communication with members and other recipients by increasing brand awareness.</p>

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[Instagram Square \(1080 x 1080 px\)](#)

A square-format digital asset tailored for use on Instagram and Facebook.

Perfect for social media sharing, it helps clubs promote events, updates, or content across Instagram and Facebook to increase engagement.

[Flyer \(A4\)](#)

A standard A4-sized print flyer designed for distribution.

Used for in-person promotions, A4 flyers provide a clear call to action with options for easy access (QR code or website link) to drive traffic or registrations.

[Leaderboard \(728 x 90 px\)](#)

A large horizontal ad often placed in the most visible areas of a webpage or newsletter.

Designed to catch the audience's attention instantly, leaderboards are typically seen at the top of pages and are great for quick messaging.