



World Series Hockey – Pune Strykers

PR Objective

- To promote and strengthen the brand identity of Pune Strykers to stimulate media and hockey aficionados to generate positive articles for the future
- To position World Series Hockey and Pune Strykers as an event which will mark the beginning of a new era not only in India but Asia with an objective to reinvigorate hockey in India and make it a ‘sport of choice’ for youngsters in the country
- Create awareness and hype about Pune Strykers’ team through media relations in India
- Invite and Manage Media for Press conference & Matches of Pune Strykers

World Series Hockey – Pune Strykers

PR Activities

- Focused on articles related to the grand launch and WSH – beginning of a new era for Indian hockey through highlighting the sport and the Pune Strykers team
- Presence in general sports related trend/feature stories
- Profiled the owner / players and also mentions in industry articles, which helped in building credibility for existing and future seasons
- Concentrated on garnering coverage pre and post matches
- Executed **Bridge Building Meetings (BBMs) with the owners and players**

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Tasks

- Pune Strykers' team announcement at the press conference in Pune 18th February 2012
- Harley Owners cheer for Pune Strykers
- PR Campaign through the series

Results

- Pune Strykers team garnered pre and post editorial coverage in leading publications **around India**
- Event was covered by all print publications in India and online portals

Strykers pip Badshahs, remain in contention

Ramendra Singh | TNN

Bhopal: Pune Strykers kept alive their semifinal hopes after they managed to pip Bhopal Badshahs 5-4 in their last World Series Hockey league match at the Aishbagh Stadium here on Thursday.



Ramandeep Singh (blue) scores Chandigarh Comets' first goal against Karnataka Lions in their WSH game on Thursday

WORLD SERIES HOCKEY

victory. The Strykers now have 21 points and are placed fourth in the pool.

Their semi now depend on a win between Chennai Cheetahs and Bengaluru Comets. Pune Strykers have 19 points and fifth. They must to edge out Bengaluru Comets to reach the quarterfinals.

Ramandeep Singh (blue) scores Chandigarh Comets' first goal against Karnataka Lions in their WSH game on Thursday

cheiving Cheeyana's clean pass for Pune in the 11th minute of the match.

Times of India - Pune

th sides lined up for the match. Ramandeep Singh helped his team to a 5-4 victory in the final match of the World Series Hockey here on Thursday.

PUNE TEAM HANDS THE VISITORS A 3-2 DEFEAT IN THEIR WORLD SERIES HOCKEY MATCH; KARNATAKA

Strykers humble Sher-e-Punjab



A Sher-e-Punjab player loses his balance after he is tackled by a Pune player during their WSH match in Pune on Tuesday - Naresh Natu/DNA

Tushar Dutt | PUNE
After a humiliating 2-6 loss against Delhi Wizards, Pune Strykers bounced back to hand a 3-2 defeat to table-topper Sher-e-Punjab in their WSH match here on Tuesday. In another match, Karnataka Lions tame Bhopal Badshahs 5-2.

The visitors displayed an aggressive game in the beginning. Their strikers kept the Pune defenders on their toes with a couple of attacking moves in the in-

counter-attack from Pune, as the local team ran into Punjab's half with their strikers leading the way. In the 11th minute, Pune got a penalty corner, which got blocked by Punjab's Matthew Hotchkis's shoulder. The umpire called for a penalty stroke and Vikram Pillay promptly converted it.

The equaliser boosted Pune's morale and they continued their attack. In the 28th minute, Pune earned one more penalty corner and Gurpreet Singh made sure to

rolling in the goal. Two minutes later another penalty corner time to Gurpreet take. In the 30th minute, Pune weather, Pune played

DNA

Pillay plots Strykers' downfall

Local boy Vikam Pillay appearing for the Cheetahs gives a man-of-the-match performance



CHASED DOWN: Pune Strykers' Damarandeep Singh (second from left) and Tyron Pereira (right) move in tandem with goal scorer Roshan Minz watching from back during the World Series Hockey league match against Chennai Cheetahs at Polygar Stadium in Pimpri on Thursday.

KIRTI PATIL | KIRTI@SAKAALTIMES.COM

In the final minute as Strykers crashed to their second

move, Captain Brent Livermore played sheet anchor

Harris scored on a ball in the scoring area after it got free from a melee before Sinclair deflected into the post to put the visitors ahead.

Sakaal Times - Pune

scored in the first half before Imran Warsi struck one

Cheetahs taking the initiative through Mark Harris

taka Lions on Tuesday. In the ninth minute, Mark

Strykers keep SF hopes alive

TIMES NEWS NETWORK

Pune: The see-saw battle continues in the inaugural Bridgestone World Series Hockey as Pune Strykers stunned table-toppers Sher-e-Punjab 3-2 here on Tuesday, thereby getting themselves back in reckoning for a semifinal spot.

For a team that impressed in the first half of the league but slipped to mediocrity later on, the 3-2 win over the title favourites will no doubt boost their morale, though their fans may fear that the wake-up call has come a bit too late. However, in tune with the latest trend in the league -- of the losing team striking first before losing steam -- continued here too, Strykers' young star Bikramjit Singh stunned the home crowd by converting the first penalty corner, but Strykers came back strongly with some exhilarating display of grit and skill.

HOCKEY WORLD SERIES

Liverwire Vikas Pillay, who moments before had missed a sitter set up by Argentine import Mario Almada, was accurate in his penalty stroke to get the equalizer. The stroke was awarded after PC expert Gurpreet Singh's drag flick hit Mathew Hotchkis on the right leg. The hosts could have added another before the end of the first quarter but the goal was disallowed after a video referral. Almada had bounced

had struck the foot of teammate Roshan Minz before crossing the goal-line.

A rival's leg came to the rescue of Strykers. Gurpreet Singh's next penalty corner hit Shers' Prabdeep Singh Power on his left leg and got deflected into the net. A couple of minutes later, Gurpreet affected another PC conversion to put the Strykers ahead 3-1.

Unlike the second quarter which belonged to the Strykers, the second half witnessed a sea-change in the Strykers' approach. They came all out and earned half-a-dozen penalty corners, but were stonewalled by the Strykers goalkeeper and his band of defenders. Gagan Aji Singh reduced the margin for Shers with just seven minutes left for the knocker.

In the late evening match, Karnataka Lions got the better of hosts Bhopal Badshahs 5-2. For Lions, drag-flicker Ben Aiyappa was in his elements with a fine hat-trick, while skipper Arjun Halappa and Naven Kumar added to the tally with two field goals. Wassem Ahmad and Karan Bhaskaran were the scorers for Badshahs.

TUESDAY'S RESULTS
Pune Strykers 3 (v)vs Pilly 12, Gurpreet Singh 28, 31) beat Sher-e-Punjab 2 (v)vs Arjun Singh 6, Gagan Aji Singh 63)

Times of India - Mumbai

Mumbai Marines 12 3 1 8 25 34 49 10

WSH CHENNAI DRUB PUNE 3-1

Press Trust of India | www.hindustantimes.com

PUNE: Chennai Cheetahs were back to winning ways as they disposed off a challenge from Pune Strykers by beating them 3-1 in a World Series Hockey match on Thursday.

With this victory, Chennai Cheetahs have 19 points with three victories and a draw after eight matches in Pune. Strykers have 12 points from six matches, including one draw.

An opportunistic goal from former India international Adam Sinclair saw the Cheetahs take the lead in the 10th minute. Mark Harris sent in a powerful shot which bounced past a couple of defenders and was a bit wide off the left post, but Adam Sinclair possessed on the ball and topped it home in the back.

The Strykers' worst moment had before presentation had failed to convert their morale

Hindustan times

COUPLE OF HOCKEY STARS

Delhi Wizards' Jaswinder Singh and his better half Seema, who is a physiotherapist with Mumbai Marines, found themselves on opposite sides at the MHA-Mahindra Stadium last night and thoroughly enjoyed the drawn encounter



ASPIRING HERO Jaswinder Singh's wife Seema

MARRIAGE vows, among other emotions, include the all-important 'tili' (do do do) to your partner. In the case of Delhi Wizards' Jaswinder Singh and his wife Seema, who is employed as physiotherapist with the Mumbai Marines, the wedding World Series Hockey seems to have gotten their spirit.

Yesterday at the MHA-Mahindra Stadium, Jaswinder and Seema were in opposite camps for the first time since their marriage. The 28-year-old couple both possessed the experience of the Mumbai players as they found out they have already been willing to take Seema's side in a great job with the team, and yesterday I saw it for myself. She's a former India player and apart of the national team, she is also a physiotherapist with the Mumbai Marines. She is a professional, considering she is a couple of times in the past. However, she admitted to being nervous when she had to play. "I normally score penalties" was a phrase she used as she took the field. She said she didn't get the goals naturally as she played



Journey, Our Passion

Worship Singh of Delhi Wizards (right) tackles his opponent at Mahindra Stadium last night. Jaswinder Singh (left) is a Mumbai player. He is a former India player and apart of the national team, he is also a physiotherapist with the Mumbai Marines. He is a professional, considering he is a couple of times in the past. However, she admitted to being nervous when she had to play. "I normally score penalties" was a phrase she used as she took the field. She said she didn't get the goals naturally as she played

Coming back to grandma's match, the couple weren't prepared to be emotional take over. "I normally play as a defender position, but I don't have the opportunity to score. I won't

Mid Day

Delhi Wizards' Jaswinder Singh and Mumbai Marines' Seema

Following which Gurpreet Singh and Uday Shastri took the

Thank You

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