

Briefing document: Nic Groom

Thank you for agreeing to an interview with David O' Sullivan. The interviews form part of BrightRock's announcement of our sponsorship deal with Western Province rugby.

Shoot details

- Date: Thursday, 21 January
- Time: 15:30
- Venue: Markotter Sports Complex, Doornbosch Rd, Stellenbosch

More about the sponsorship

- With effect from January 2016, BrightRock is a new official sponsor of the DHL Stormers and all representative WP Rugby teams. We've signed a three-year agreement and we're looking forward to supporting the team, along with your existing sponsors DHL and Landrover.
- BrightRock is the provider of the first-ever needs-matched life insurance that changes as your life changes. Since going to market in early 2012, we have rapidly established our business as one of the fastest-growing players in our sector.
- The WP and DHL Stormers sponsorship reflects BrightRock's strong performance to date and will help to fuel the growing awareness of our brand among consumers in our target market. BrightRock's logo will appear on the back of all match-day kit of all Stormers and WP representative teams.

BrightRock and rugby

Rugby, like life, is a game where the unpredictable is always one play away and can challenge even the best skill and preparation. A lucky bounce of the ball, or an injury, or one critical call, can swing all the momentum for or against you. But Rugby's also like Life in that ultimately the outcome is determined by just how quickly and ably we respond to and make the most of these situations.

At BrightRock we believe that we should not fear these game-changing moments, but embrace them – because it is in the willingness to welcome Change that we are able to find the opportunities it presents.

BrightRock. Play the bounce. Play the moment. #LoveChange

More about the interview

Who'll interview you

You'll be interviewed by David O' Sullivan, broadcast journalist and sports enthusiast.

Objective of the interviews

David will ask you about the biggest Change Moments in your life – times when your life has changed. Change Moments are times of major change in people's lives, such as Starting a family, Tying the knot, Making a home and Landing that job. These Change Moments have both a financial and emotional impact on people's lives and are precisely the times when BrightRock's life cover is uniquely engineered to change in line with a person's changing needs. We plan to use the video clips on social media and our online blog, the [Change Exchange](#), where we regularly feature interviews with sports and media personalities on the topic of these Change Moments.

Potential questions

Below are some potential questions that David could ask you around Change. The interview will be short and informal, and no longer than around ten minutes. The interview will cover your rugby career, but will also cover some more personal questions around times of change in your life.

Landing that job

- You started playing rugby at a very young age and won the Varsity Cup in 2011 with UCT – when did you know that you could make a career out playing rugby?
- How did you feel at that moment when you realised that you could follow that dream that so many young boys have?
- You made your Stormers Super Rugby debut in 2011 – how did your life change when you were signed by one of South Africa's best teams? How did you feel at that moment?
- You've won the Curry Cup twice and the Vodacom Cup with Western Province – take us back to those moments – how did you feel and how did they change your career?

Making a home

- Tell us about your home – how long have you lived there and why did you choose it?
- What makes a house a home to you?
- Is there something that you've taken with you from every home you've lived in, something that makes that space home for you?

Tying the knot

- Do you have someone special in your life?
- Can you see yourself getting married one day?
- What do you look for in a partner?

Starting a family

- What does family mean to you?
- Would you like to start a family of your own one day?