Innovating the Punt Game

Using unconventional punting strategies to win the field-position battle

Conventional Punting

- Traditional two-step punt focused on distance and hang time. Goal: maximise field position while allowing coverage to prevent returns.

A Different Philosophy

- Focus on net yardage and opponent starting position rather than gross punt distance. Every punt is an opportunity to create hidden yards.

Why Innovative Punting Works

- Creates uncertainty for return teams; reduces return opportunities; improves net field position; forces opponents to prepare for multiple threats.

Rugby Punt

- Punter rolls laterally before kicking. Improves coverage angles, allows directional kicks and creates fake-punt threats.

Directional & Coffin Corner Punts

- Target specific areas of the field to limit returns and pin opponents deep near the sideline.

Aussie, Pooch & Sky Punts

- Drop punts, high-hang punts and short tactical punts designed to maximise field-position control.

Fake & Quick Kicks

- Turn the punt formation into an offensive opportunity. The threat alone can alter how opponents defend.

Case Study

- A 42-yard rugby punt with no return provides better net field position than a 52-yard conventional punt returned for 15 yards.

Key Takeaways

- Punt to control field position, not just distance. Create uncertainty, eliminate returns and gain hidden yardage.