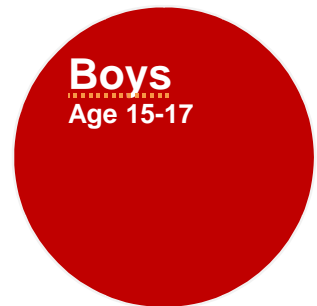




15 to 17 year old boys Marketing plan

Sports they like

- Football
- Basketball
- Tennis
- Boxing
- Swimming
- BMX
- Table Tennis
- Cycling
- Archery
- Badminton
- Rugby
- Trampoline



Those who do sport do it to

- Have fun
- It is good for fitness and health
- Friends take part

Those who want to do sport say they would to more if

- Facilities are good
- Helpful staff

Those who don't do sport say it's because

- Don't like doing sports
- Friends don't take part
- Lack of confidence
- Don't have time
- It is expensive
- No facilities

Communications Channels

- Text messaging & emails (specific consent must be obtained from the parents of under 16th and from the over 16th themselves)
- Use youth orientated venues, music festivals, magazines, radio and TV
- Use young people to advocate
- Friends (38.3%)
- School (16.6%)
- Carers/ Parents (16%)
- Web (11.7%)
- Posters/ Flyers (10.7%)
- Newspapers (5.5%)
- Library (2.3%)



Pre-written promotional messages

First message: promotes the activity/venue/or the idea of doing an activity

Other messages: quickly address barriers and highlights your specific benefits/offer such as 'fun' 'free' 'friendly' 'welcoming' 'relaxed' 'hassle-free' 'belonging'

Messages

- Free Kicks
- See what you and your mates can do
- Hang out here
- Your space @ our place
- Lads' night in
- Supporting is great, playing is better
- Great games, great tunes
- Chilled out sessions
- Join us for a session?
- Bring it on! Free sessions
- Stuck for something to do?

Messages for 15- 17 year old boys and girls

- Are you making the most of your spare time?
- Belong here
- Skint? Bored? Check this out!
- Risk takers welcome
- Find your favourite
- Bring on the laughs
- Friendliest venue in town
- Social-life centre
- Friendships come first
- U-16? Check out the free swim times
- Want some space?
- Independence days
- We're having a laugh
- Dance? Body-pump? 5aside? Whatever you're into – we got it
- Classes and sessions for people who don't do team sports
- Pump up your social life
- Just the good stuff here
- The place to meet new mates
- Make the first move
- Sorted for games and laughs
- Mates space
- Music. Mates. Stuff to do
- Even more fun with friends
- Get a buzz
- Extra enjoyment from your fav TV shows
- Inspire your friends
- Random bits of happiness here
- Dance class heroes
- Laugh your socks off
- Take control of your social life



- Friends United
- Sign up for free
- Take it to the next level
- Cos not everyone is the same
- Turning spare time into friends time
- Pick up and play time
- We're your biggest supporter
- No team? No worries
- Not only romance gets your heart racing
- Designed for you. Great with mates
- Give boredom the red card
- Play as you go