



15 to 17 year old girls Marketing plan

In their own words

- If you don't have a supportive family, then obviously, it's a lot harder – especially in stuff like getting there and to clubs and stuff.”
- I just don't have confidence around boys. 'Cos I just don't feel comfortable at all and 'cos it all depends on popularity and if you're not as good as them, then they take the mick out of you and everything.”
- If your friends are, like – go out and do things with you, then you're gonna be more active. And if they do encourage you to do anything, you're gonna be more active.”
- I think clubs don't really motivate you any more. I don't feel there are a lot of clubs any more. I mean, especially for women. It's all right for lads – they can do football. But there's no - no clubs for women, I don't think.”



Sports they like

Activities which do not require joining a team and which are non-competitive. The five most popular activities are:

- Walking (19%)
- Swimming (17%)
- Gym (10%)
- Recreational cycling (5%)
- Road running & jogging and other athletics (4%)

Those who do sport do it to

- Have fun
- Just enjoy it & socially inter-act
- Keep fit

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

- There would be girls only sessions or facilities
- PE lessons would be at the end of the day
- There would be sport participation at a family level

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

- Fear of mixed-sex sports because of injury and 'excessive' competitiveness
- Being 'sporty' seen as unfeminine and 'boyish'
- Access to facilities, cost and lack of time
- Embarrassment and failure
- Privacy when changing, the option of private showering
- Body image and self-confidence
- Friends don't exercise



Communications Channels

- Text messaging & emails (specific consent must be obtained from the parents of under 16th and from the over 16th themselves)
- Use word of mouth, local women's groups, faith groups, women's magazines, radio, libraries, schools and websites
- Use youth orientated venues, music festivals, magazines, radio and TV
- Use young people to advocate



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

- Girls' night in
- Girls Allowed
- Get the fun goss with the girls
- Sassy girls welcome here
- Your sessions, your choice
- Gym knickers?! Don't make us laugh
- If it's not fun we don't do it
- 'Cos it's supposed to be fun...
- Catch up with friends
- Freestyle. Free trial

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