



Ben - Competitive Male Urbanite Communications Plan

About Ben

Ben is well educated and well-informed. His work-hard, play-hard, drink-hard attitude to life sees him putting long hours in at the office, doing a lot of sport and enjoying plenty of socialising with friends.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home.

Whatever he chooses, little time is spent at home as Ben works, plays and drinks hard.

- 40% of Bens do sport for 30 minutes 3 times a week.
- 67% of Bens would like to do sport more often
- 83% of Bens are white, 11% are asian, 3% are black and 2% are mixed

Sports he likes include

- Rugby, squash, windsurfing, tennis, cricket, hockey and skiing.

Those who do sport do it to:

1. Just enjoy it
2. Keep fit
3. Meet with friends

Those who want to do more sport say they would do more if
They were less busy

Those who don't do sport say it's because
They're not really interested

Ben says he would walk more if
He had more free time

How Ben makes decisions

He is very experimental. This means he is constantly looking for new forms of entertainment and loves to find new ways to enjoy life and impress people.

He is also quite inquiring, this feeds his interest in technology and means that he does want some details as well as pure entertainment in his decision-making progress.





He relates most strongly to marketing that is:

- Individual
- Dynamic
- Entertaining
- Interactive
- Humorous
- Fresh
- Sociable
- Stylish
- Innovative
- Young.

Communications channels

In order to communicate with him it is important to use the most up-to-date communications channels. For example he is a heavy internet user and is highly likely to respond to internet advertising, including targetted e-mail campaigns and eye catching banners, and he likes to express his opinion on forums.

He is likely to watch You-Tube and pass on viral marketing such as video clips and 'infotainment' links.

Ben uses his mobile more than his landline, and is likely to use SMS text alerts and responds well to offers delivered in this way.

Brands

He likes brands such as:





Black and Minority Ethnic Groups

Motivators

- Use men only venues and entrances
- Enclosed and private showers and changing rooms available
- Local facilities
- Timetabling of activities should take into consideration the needs of local communities to make allowances for festivals and religious days as well as religious study

Barriers

	Black Caribbean	Black African	Black Other	Indian	Pakistani	Bangladeshi	Chinese	Other
Work/ study demands	38%	36%	41%	49%	45%	13%	59%	36%
lack of/ unsuitable facilities	26%	39%	47%	29%	25%	41%	44%	29%
home & family responsibilities	20%	24%	23%	37%	31%	38%	23%	18%
I'm too lazy/ embarrassed	14%	7%	14%	11%	5%	10%	15%	15%
lack of money	32%	18%	26%	18%	20%	18%	23%	13%
friend/ family don't take part	2%	1%	4%	8%	8%	16%	6%	11%

Black Caribbean- sports they are doing

1. Walking
2. Cycling
3. Keep fit/ Yoga
4. Weight Training
5. Swimming

Black Caribbean- sports they'd like to do

1. Cricket
2. Swimming
3. Martial Arts
4. Cycling
5. Badminton

Black African- sports they are doing

1. Walking
2. Football
3. Running/ Jogging
4. Weight Training
5. Keep fit/ Yoga

Black African- sports they'd like to do

1. Football
2. Swimming
3. Tennis
4. Table Tennis
5. Martial Arts

Black Other- sports they are doing

1. Walking
2. Football
3. Weight Training
4. Cycling
5. Running/ Jogging

Black Other- sports they'd like to do

1. Motor Sports
2. Football
3. Keep fit/ Yoga
4. Weight Training
5. Tennis

Indian- sports they're doing

1. Walking
2. Football
3. Swimming
4. Weight Training
5. Keep fit/ Yoga

Indian – sports they'd like to do

1. Cricket
2. Swimming
3. Football
4. Badminton
5. Keep fit/ Yoga

Pakistani- sports they're doing

1. Walking
2. Football
3. Swimming
4. Cricket
5. Keep fit/ yoga

Pakistani- sports they'd like to do

1. Swimming
2. Cricket
3. Football
4. Badminton
5. Squash

Bangladeshi- sports they're doing

1. Walking
2. Football
3. Weight training
4. Swimming
5. Badminton

Bangladeshi- sports they'd like to do

1. Football
2. Badminton
3. Swimming
4. Cycling
5. Martial Arts

Chinese- sports they're doing

1. Walking
2. Badminton
3. Football
4. Cycling
5. Keep fit/ Yoga

Chinese- sports they'd like to do

1. Tennis
2. Swimming
3. Badminton
4. Motor sports
5. Martial arts

Other - sports they're doing

1. Walking
2. Swimming
3. Football
4. Running/ Jogging
5. Weight training

Other- sports they'd like to do

1. Swimming
2. Golf
3. Motor Sports
4. Keep fit/ Yoga
5. Football

Commsunication Channels

- Leaflets in different languages (depending on local ethnic groups)
- Advertise via religious buildings, posters, radio and word of mouth
- Use images of Black and Minority Ethnic groups in promotional literature
- In rural locations use local newsletters, notice boards and information points
- For young people use Internet, email and text messaging. Media that works is loud, funny, rude, exciting and multi-layered – with lots going on at one time
- Communicate through MENTER (Minority Ethnic Network) www.mentor.org.uk

Rural Communities

Motivators

- Mobile services that travel around the area can be of great benefit (e.g. North Norfolk Mobile Gym project).
- Existing village hall and school facilities can make great sports facilities.
- Combining smaller events can help increase the numbers of people willing to take part.
- 'Nature' is an ideal environment for activity: local green space, rural footpaths, farmland etc. It can also help the landowners.
- Ensure training is accessible to your workforce who live in rural areas. Consider time of day and location.

Barriers

- Be aware that many rural areas do not have a regular daily bus service linking them to larger urban areas (e.g. 84% of rural Norfolk parishes have no access to a daily bus service).
- Problems relating to disability and age can be magnified when living in a rural location

Communication Channels

- Local newsletters, notice boards and information points are widely used in rural locations and should be taken advantage of.
- Don't rely on internet or email as less than 5% of rural households have access to a broadband internet service, compared to 2 in 3 typically.
- Include images of traditional and innovative rural activities.
- Avoid the overuse of images that can only take place in urban areas.
- Consider all the other equality groups (like those detailed here) who could be living in rural areas.
- Avoid rural stereotypes (e.g. that rural people are more affluent)
- Try to involve local volunteers

Disabled People

Motivators

- Affordable price
- Good accessibility
- Inclusive community-based leisure services
- It is fun
- Can hang out with friends
- Opportunity to stretch themselves to their limits
- Social inclusion
- Increase of self-esteem
- Helpful, trained staff

Barriers

- Availability of suitable facilities: toilets, changing facilities, seating arrangements, loop systems, parking space, uneven surfaces, tactile markings, poor signage
- Cost
- Have to travel outside their area to find accessible facilities
- Not enough community-based services and support
- Believe that they wouldn't be able to do as well as the others
- Fear that the other kids will be nasty or not understand them
- Children with visual disabilities struggle with signs being too small
- Children with physical impairments cite barriers to building relationships due to hostility, ignorance and a lack of access
- Believe that school sports clubs are for 'good performers' only
- Lack of information on what activities are available and where they can be undertaken
- Overprotection issues such as parents not allowing their disabled child to participate
- Negative public attitudes

Sports they like

1. Swimming
2. Football
3. Basketball
4. Athletics
5. Hockey
6. Rugby
7. Netball
8. Gymnastics
9. Cricket
10. Angling
11. Yoga
12. Fitness
13. Dance
14. Trampolining
15. Self Defence
16. Cue Sports
17. Gym
18. Archery

Pre-written promotional messages

General:

Walking:

Work hard. Play harder. Walk it off

Walk it off

A swift walk to work. Perfect cure for the mid-week night out

Want the latest? Don't wait 'til you get there

- Catch up with mates on the way

Get fresh ideas

Cycling:

Headclearingly good

What's your home – work PB?

Time trials without the track

Add to your gadget collection!

- Check out the latest cyclometers

'Cyclometer' – sounds made up?

- It's real. It's a little gadget that checks cumulative distance, tyre rotations and top speed

Fancy a road trip?

Can you lead the pack? Challenge your mates to a real time trial

Trend setters not followers

Your daily challenge

Squash:

Difference of opinion with your mates? Let the court decide

Whoever said life's not a competition hasn't played squash against a friend

Prove every point. (Loser buys the drinks!)

Settle old scores at the court

Tennis:

New balls please. We've all got the confidence for tennis..

Difference of opinion? Let the court decide

'Tennis is one of the most difficult sports to learn, but when you do master it...things happen without you even thinking' John McEnroe on the BBC

Gym:

Strength, speed, stamina. Mid-week, mates, mine's a pint.

Activity specific:

Cricket:

Bring. It. On

Still the ultimate team and individual challenge

- Bring your school, college, uni mates back to cricket

Back to the old school style

Enjoy a gentlemanly game

- Everyone welcome

Still the definitive man's game

- Bring your school, college, uni mates back to cricket

Climbing:

Life without limits

Test your mettle

- With the best club behind you

Young and restless?

- Meet like minded friends at XX climbing club

Face a fresh challenge every move

Windsurfing:

Understand 'adrenaline junkie'

Life without limits

Fresh ideas for weekends with friends

Rowing:

You. The team. The boat. It's what you want it to be

Black and minority ethnic groups (focus on Black and Asian)

Key message: promotes the activity/venue/welcome

Other messages: quickly addresses barriers; and highlights specific benefits/offer e.g. 'free' 'girls only' 'inclusive' 'great value' 'no dress codes'

Along with the right images, the atmosphere at the club or venue matters (as much as the activities offered) so highlight your differences: 'friendly' 'welcoming' 'music' 'cool' 'respect' 'open to ideas' 'relaxed' 'support'

- Serious sessions, real respect
- Club dress code: trainers
- Exercise clears the mind
- Small club. Big welcome
- Open to new ideas – share your thoughts at the friendliest venue in town
- Got ideas? We're on your team
- Street sports, music, your shout
- Sessions and tunes
- Meeting place for mates
- Hang out here
- New ideas for a lads night out
- Your shout
- Hang out with friends here
- Mates always welcome
- Give it all to the game
- Test yourself nobody else
- It's time to get your game on
- No hassle night out
- No team? No worries
- No contract, no pressure, just sports
- Your sports your way
- We're on your team
- In it 4 fun
- We're your biggest supporter
- Our support is knock out

Rural Communities

Key message: promotes the activity/venue/idea

Other messages: quickly addresses barriers and highlights your specific benefits/offer.

Key benefits for rural communities include: 'transport' 'local' 'within reach' 'outdoors' 'free' 'taster sessions' 'indoors' 'mobile'

Messages

- Your activity centre
- When it comes to activities we've got it
- Great games and activities nearer than you think
- Your local activity champions
- Get active naturally
- Your social-life centre
- Raising your heart rate – it's only natural
- Natural. Local. Yours
- Fun for free in the park this Summer and Autumn
- Enjoy the even greater outdoors
- Doorstep delights
- The best places to get active? Right here
- Enjoy natural highs!
- Getting the most out of life
- Walk the everyday adventure trail
- Top trails and tall stories
- Weather-proof your fun
- Activities in all weathers? We've got it covered
- Get up and about with us
- Walking heroes wanted
- Laugh your walking socks off

Mobile/ transport link-ups

- Bringing activities to you
- Activities at the heart of everything
- Share the journey, share the fun
- Getting on board the activity express
- The club that comes to you
- Find out about community tranSPORT
- Sessions that fit around the shops
- School-run sessions