

Alison – Stay at home mum

Marketing plan



About Alison

Alison is 38 and married with two children, aged 6, and 3. As a housewife her career is temporarily on hold, whilst her husband works as an accountant.

Alison's life is busy – she does the school or playschool run, ferries the children to music or horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to get to an exercise class whilst her youngest is at playschool a few weekdays, and the family go swimming at the weekend. She is thinking of starting tennis with girlfriends in a few months, when playschool hours increase.

- 25% of Alisons do sport for 30 minutes 3 times a week
- 64% of Alisons would like to do sport more often
- 89% of Alisons are white and 7% are Asian

Sports she likes include

Swimming, tennis, badminton, cycling, aerobics, horse-riding, Pilates and dance exercise

Those who do sport do it to

1. Keep fit
2. Just enjoy it
3. Take children

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

They were less busy

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

It's difficult to find the time

She says she would walk more if

She had more free time

How does she make decisions

She is a perfectionist, which means that she likes to research her purchases before making a decision, e.g. on the web. She's not a natural risk taker, and unless reassured or given evidence to show the sustainability of something new she will tend to stick with what she knows, and what's recommended by peers.

The need for information is counter-balanced by the time-pressure in her life. She is therefore responsive to messages that combine quickly digested but detailed information.

What works

We have conducted further qualitative research into what messages work for promoting activity to Alison. Below are the messages that our research showed us are most effective.

Messages that work

1. Fitting activity in round kids routines.

“Our off-peak memberships are just right... for those who want to fit in an aerobics class between dropping off the children and picking up the dry cleaning”.

“Most of our dance and fitness classes don’t start until 9.30am to suit those with school runs to cope with, while our afternoon sessions end at 2.30pm”.

2. No obligation to compete/ informality.

“We have informal sessions at 8pm every Thursday, so come and dry out those demon drop shots and long-lost lobs. And if it rekindles that competitive urge we can offer coaching sessions, an internal league and even a chance to play for the centre’s own team.

3. Get back into.

Alison is pragmatic and wants to recover the levels of fitness she knew before having children.

Barriers you need to address in secondary messages (in main text - not headline)

1. Family barriers – she’ll need to organise childcare if a crèche is not available.

2. Are others going to be too competitive rather than having fun? She’s not in her best shape.

For more detail on what messages work see the full research report at <http://www.promotingactivitytoolkit.com/Research/tabid/345/Default.aspx>

She relates most strongly to marketing that is

- Family oriented
- Linked to the home
- Practical
- Solid
- Reliable
- Variety/ choice
- Time saver
- Personalised

Communications Channels

Alison is quite focussed in her internet surfing, using the net to find specific information and offers. A relevant email offer from a company she already knows that links her to straight to a website will have appeal because of it's time-effectiveness.

She is unlikely to respond to direct mail.

She is most likely to use the phone for information.

Brands she likes



Black and Minority Ethnic Groups

Motivators

- Venues providing crèche facilities
- For BME women rooms with limited windows and viewing areas
- Use female only venues and entrances
- Enclosed and private showers and changing rooms available
- Local facilities
- Convenient times to fit in with BME women and schooling (e.g. after dropping off or before picking up children from school)
- 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
- Female only instructors for female groups of participants

Barriers

	Black Caribbean	Black African	Black Other	Indian	Pakistani	Bangladeshi	Chinese	Other
Work/ study demands	27%,	36%	41%	35%	29%	18%	33%	32%
lack of/ unsuitable facilities	26%	23%	44%	25%	25%	53%	15%	31%
home & family responsibilities	41%	40%	45%	49%	44%	42%	12%	43%
I'm too lazy/ embarrassed	19%	9%	12%	12%	6%	10%	16%	7%
lack of money	18%	20%	23%	13%	14%	18%	15%	20%
friend/ family don't take part	10%	5%	4%	6%	4%	2%	24%	4%

Black Caribbean – sports they're doing

1. Walking
2. Keep fit/ yoga
3. Weight training
4. Swimming
5. Cycling

Black Caribbean – sports they'd like to do

1. Keep fit/ Yoga
2. Swimming
3. Martial arts
4. Badminton
5. Netball

Black African- sports they're doing

1. Walking
2. Keep Fit/ Yoga
3. Running/ Jogging
4. Swimming
5. Football

Black African – sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Netball
4. Tennis
5. Cycling

Black Other- sports they're doing

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

Black Other – sports they'd like to do

1. Keep fit/ Yoga
2. Netball
3. Swimming
4. Martial Arts
5. Horse Riding

Indian- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Running/ Jogging

Indian – sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Martial Arts

Pakistani- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Badminton
5. Tennis

Pakistani- sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Netball

Bangladeshi- sports they're doing

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

Bangladeshi- sports they'd like to do

1. Swimming
2. Martial Arts
3. Badminton
4. Tennis
5. Ice Skating

Chinese- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Tennis
5. Badminton

Chinese- sports they'd like to do

1. Swimming
2. Badminton
3. Tennis
4. Cycling
5. Running/ Jogging

Other - sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Tenpin Bowling

Other- sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Horse Riding

Communications 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
- Use word of mouth, local women's groups, faith groups, women's magazines, radio, libraries, schools and websites
- 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

Specifically for people with sight problems

- Leaflets:
 - Type Size: 14 point print or above
 - Easily recognisable font: sans serif (Verdana, Geneva, Arial, Helvetica, sans serif) and serif (Georgia, Times New Roman, Times, serif) typefaces
 - Type weight: normal, semi-bold, bold
 - Type style: underlining, italic and capital letters should be avoided
 - Leading: anything less than single line spacing would be inadequate
 - Numbers: ensure they are distinct by using a correct font
 - Alignment: left aligning text
 - Design & layout: simple and uncluttered. The different elements of page layout clearly separated from each other
 - Columns: make sure the margin between the columns clearly separates them. At least 1 point thickness. Avoid putting pictures within the text of a column. No text is laid over the top of an image or texture
 - Hyphens at the end of a line disrupts reading flow, so should be kept to minimum

- Good contrast
 - Images: all images should either support the main body of the text, or should be accompanied by a text caption explaining their significance, but never on their own
 - Photographs: the important part of the image should be obvious
 - Text should be set horizontally
 - Paper type: avoid using glossy paper, gloss lamination or gloss encapsulation. Choose matt, silk or uncoated paper that weights 90gsm.
 - Handwriting: use a medium thick pen, felt tipped. Use white paper and a pen with dark ink
- Posters:
 - Alignment: left aligning text
 - Easily recognisable font
 - Not using underlining, italic and capital letters
 - Good contrast between background and text
 - Not placing text over images
 - Make sure the colour of the poster contrasts well with the colour of the wall it is placed on
 - Use strong, clear images that convey a clear message
 - Minimum font size 26 points
 - The core information is between 1400 and 1700mm from the ground

The following details must go in every poster to meet IFI standards:

- Website address
 - Email address
 - Phone - Type Talk details
- Audio Information- CD's
 - Tactile Information:
 - Braille
 - Moon
 - Accessible images: combination of raised lines, shapes and textures

To read electronic information people with sight problems use Screen reading software or Screen magnification software

- Email:
 - Plain text format emails are used
 - *Bold* or underline symbols are used to surround text you want to give emphasis to rather than italic, capital letters or underlining
 - Use effective and meaningful subject line
 - Use effective and meaningful file names, so they can be read by a screen reader
 - If voting buttons are used this is mentioned within the email
- Signage:
 - Signs are well lit
 - Surface of the sign is non- reflective
 - Sign colour contrasts with the colour of the wall it is on
 - Signboard has no sharp edges
 - Content is short and concise
 - Character are embossed and have a depth of between 1mm and 1.5mm
 - Engraved characters not used
 - Characters are between 15 and 20mm high
 - Text is not set in capital letters
 - Braille is used wherever is possible

- Text is aligned to the left
- Arrows are positioned to the same side they are pointing
- Signs are positioned between 1400 and 1700mm high
- Spacing between characters is between 20 and 30% more than when using the standard typeface

Spacing between words is increased from the standard typeface by about 25%

Pre-written promotional messages

General:

Walking:

The secret of stress busting exercise than can fit into your day? Walking

It's most fun with friends

'Me time' 'free time' 'time with the girls'. *Your* walk can be anything you want

Fab for toning legs and bods

A brisk walk tones you up and burns over 150 calories (Great chat with the girls burns extra)

Walking with kids:

Walking class hero!

Giving the kids great habits

'My mum thinks walking to the shops is great'

By walking regularly you're setting a fantastic example to your kids

Exploring the great outdoors with the children is one of the easiest ways to keep fit

The practical solution to restless children

The practical way to keep fit and keep the kids busy

It's fun; it's free and often the fastest way to get there

Help your family celebrate the humble walk!

Kids love counting the family steps with a pedometer

It's easy to feel like a taxi service. A walk will get you there frazzle-free

Taxi! Taxi! Give 'mum's taxi service' a day off and set off on an everyday walking adventure

Cycling:

Want to know how to get a great body shape sitting down? Go cycling!

Sitting on your bum way to feeling toned and lovely

Cycling with kids:

Journeys with kids *can* be fun

Cycling is most children's favourite way to travel

Join the thousands of mums who get on their bikes with their kids

Wheely good ideas to have fun with the children

3 reasons why cycling together is great for the kids:

it gets them outside; it gets them active; it makes them ready for a great night's sleep!

Family friendly way to get fit and feel fantastic

Why mums like you love cycling: *Great activity with the kids Gets you in great*

shape Cycling for half an hour burns 180 calories

Swimming:

A warm welcome awaits at our swimming sessions for busy mums

Make a splash with the kids

Children's entertaining made easy

Family swim-fun sessions @

Guilt-free 'me time'. Swim and sauna sessions. Great kids club. Bliss.

Badminton:

BadminFUN with friends

Spring into fitness with friends

Play as you go

- *Book sessions with friends*

Classes:

We've designed our classes around Mums

It's fab but it's hard work being a mum! We're on your team with a range of classes and childcare too

The practical way to get fit and feel fantastic

Classes that make keeping fit fun - *especially designed for busy mums*

We've got the timetable for Term Time Mums

- *Time to fit around school or nursery.*

Activities with kids:

Fitness and fun for children and mum

If you think you'll only get time to yourself when they go to college, let us help!

We've developed a range of classes for busy mums. And the kids love our kids-only sessions

Tennis:

Enjoy girls-together tennis time - *with a choice of classes during school hours*

Half hour tennis session burns 240 calories and can make you feel fab

Horse riding:

There's more than one way for busy mums to get great legs, bums and tums

Your tall, dark and handsome exercise partner

Exercise bike:

Turn up the music. Or switch on the soaps. 'Cos getting fit is supposed to be fun after all!

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'

Example:

- Warm welcome to wonderful women *women only classes, wear what you like*
- Lead the way *Up for it? Mentoring and coaching classes - free*

Main messages are the same as the 19 adult segments or young people messages. However the following additional ideas may be useful.

Messages

- Mums, Daughters and Grandmas family swimming at women only sessions
- We are family!
- Wear what you like
- Don't know what your sport is yet? Come and play
- Cool activities for girls who don't do sport
- Express yourself
- Your space at our place
- Your time, your sport, our support
- The friendliest club in town
- Fantastic family fitness
- We're behind you every step
- Helpful. Friendly. Open
- Girlfriends with style
- Your club, your sessions
- It's *your* beautiful game
- The fun half hour for the whole household
- Did you know kids' swimming is free? Grandparents too?
- Exercise classes for wonderful women
- Generation games!

- Women-only classes, and female coaches
- Your club, open to your ideas
- Friendly, open, respectful, fun
- Always friendly, always affordable
- Putting family first

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 transSPORT
- Sessions that fit around the shops
- School-run sessions