



# 12 to 14 year old boys Marketing plan

## Sports they like

- Football
- Basketball
- Cricket
- Tennis
- Swimming
- Boxing
- BMX
- Table Tennis
- Cycling
- Archery
- Badminton
- Golf
- Martial Arts



## Those who do sport do it to

- Have fun
- I enjoy playing sport
- Friends go
- Facilities/resources are good
- Keep healthy

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

- Facilities would be closer
- Friends would go

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

- Don't have time
- Lack of facilities
- Cost
- The influence of friends
- Don't like doing the activities available

## Communications Channels

- Text messaging & emails (specific consent must be obtained from the parents of under 16th and from the over 16<sup>th</sup> themselves)
- Friends (38.3%)
- School (16.6%)
- Carers/parents (15%)
- Web (11.7%)
- Posters/flyers (10.7%)
- Newspaper (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' 'confidence building'

### Messages

- See what you and your mates can do
- Hang out with friends here
- Your space @ our place
- Bring yourself or bring mates – and make new friends here
- Lads Zone
- Games for friends
- Sports made easy
- Tried X yet?
- Can you kick it?
- School's out sessions

### Messages for 12-14 year old boys and girls

- Friendship and fun
- Hang out with friends here
- Your space @ our place
- Inspire your friends
- Be your own team
- If team sports are not your bag, we've got ....
- Love computer games? So do we
- We don't say sport or TV – we say both!
- Meeting up with mates
- Get a break from the same school stress
- Do what you want, wear what you want
- School-free zone
- Escape from school & parents!
- Fun for free
- Laugh away the homework blues
- Time to escape
- So easy even your parents will get it!
- No homework here
- Kick start you social life
- What the weekends are made for
- The place2meet
- We got games galore!
- Give it a Go Guys
- Activities
- Dance-magic
- Footballtastic friendships
- Throw some shapes at Street Dance
- Be a trailblazer