

Philip – Comfortable mid-life males

Communications Plan

About Philip

Philip is 48 and married with two older children, one recently graduated and left home, the other on a gap year before university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.

- 26% of Philips do sport for 30 minutes 3 times a week.
- 56% of Philips would like to do sport more often
- 89% of Philips are white, 7% are Asian and 2% are black

Sports he likes the most are

Swimming, gym, football, jogging, badminton, golf, cycling and cricket

Those who do sport do it to

1. Just enjoy it
2. Keep fit

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

1. Difficult to find time
2. Not really interested

He says he would walk more if

He had more free time

How makes decisions

He is inquiring and adamant, which means that they like to gather information before making a decision, and are unlikely to be influenced by the opinions of others.



Philip
Age 46-55
Married/
professional
Older children

What works

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

Messages that work

1. Empathetic.

"You already know that staying fit is important – and at Anytown Sports Village we want to help you to do just that..."

"While that well-deserved retirement may still seem a long way off, staying fit now is a good way to make sure you are able to enjoy it when it arrives".

2. Competitive option – but only softly competitive and only option not required.

"Team sports are also catered for, with football and cricket sides competing in local leagues and always on the look out for new players, experienced or otherwise"

3. Convenient and flexible.

"Early morning, adults-only swimming sessions means you can fit in as many lengths as you like on the way to the office...our executive club members are entitled to priority bookings with our personal fitness trainers between 12 & 2pm, giving you a chance to work out before going back to work"

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

1. Will there be other people his standard – bit out of shape.

2. Will it be too intense and stressful?

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

He relates most strongly to marketing that is

- Financially prudent
- Practical
- Intelligent
- Informative
- Pragmatic
- Selective
- Refined
- Sensible
- Established
- Service

Communications channels

In order to get a response from Philip use:

1. internet
2. email

Don't use:

1. post
2. magazines

He will probably respond via the internet or email to get more information. Philip gets his information via

1. the internet
2. telephone
3. interactive TV

He prefers to make his purchases via:

1. the internet
2. telephone
3. mobile

Communications should focus on the practical information Philip needs to make his own considered decision

Brands he likes



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

This communications plan was written by Make Sport Fun
 Source **HM Government**- Healthy Weight, Healthy lives: Consumer insight summary



Black Other- sports they are doing

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

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

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Communication 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

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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

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- 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, san 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

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- 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%

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Pre-written promotional messages

General:

Walking:

Have your best ideas out of the office
Stretching the legs stretches the brain too
Thinking outside of the box? Thinking outside the office is even better
30 minutes fresh air every day oxygenates your brain and keeps your mind alert
Share the daily news on a walk
Lively exercise and discussion. If only the news at ten was this entertaining
30 minute way to relaxation
One keep fit activity a day? Walk to work. Sorted.
The everyday way to feeling energized, fit and focused
Surprise the team with the walking meeting

Activity specific:

Cycling:

Cyclists have more zest for life
Where cyclists lead cars can only dream of following
What's fast, fun, and green? Cycling
Could cycling to work work for you?
'Cycling is one activity I can fit into my daily schedule without having to change everything else'

Badminton:

Skill and experience can still overcome youth and agility!
Exciting and skilful – perfect practice for the boardroom
'Control, skill and agility - just three reasons why I love playing badminton'

Golf:

I love a challenge that's why I play golf
'I only let him win at golf when I want his business'
Mark Twain once said golf is a good walk ruined. I say the great outdoors is made even better by playing golf

Swimming:

The after work unwinder
Swimming: one of the secrets of great sleep
Swim in the morning; out like a light at night
Swimming helps me to maintain my competitive edge

Cricket:

Still hitting new heights at my local club
Cricket is catching!
- *A great way to keep up with friends*
Stumped at finding an activity to do in your spare time?
If shopping at weekends doesn't bowl you over, come and play
Having reached my fifty I can still do it on the cricket pitch too
50 not out. My cricket gets better and better - *see what difference expert coaching makes at XX club. All levels/age welcome*
Saturday afternoon catching up with friends
Refugees from shopping welcomed!

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Gym:

Test yourself, nobody else

'I've hit my goals ahead of schedule'

Our trainer set us a structured training programme that fits around us - *Personal trainer advice for couples; evenings and weekends at XX club*

Stamina, flexibility and balance come as standard

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

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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

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