

Jackie – Middle England mum

Communications Plan

About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Gary is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy ferrying the children to school, grocery shopping, work, after school activities and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another, both in the week and at weekends – and rarely does Gary seem to share the work.



- 21% of people like Jackie do sport for 30 minutes 3 times a week
- 55% of Jackies would like to do sport more often
- 83% of Jackies are white 10% are asian and 5% are black

Sports she likes the most are

Swimming, walking, dance exercise, aqua aerobics, body pump and ice skating with the children.

Those who do sport do it to:

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

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

1. They were less busy
2. There was cheaper admission

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

1. Difficult to find time
2. Not really interested

She says she would walk more if

She had more free time

How she makes decisions

She is a perfectionist, which drives her to learn as much as she can before making a purchasing decision.

Messages that work

1. Catch up with friends
2. Quality time with the kids

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

1. Fitting in time around work
2. Kids don't want to be seen out with mum as they get older
3. Skepticism around making it happen with so many other priorities

She relates most strongly to marketing that is

- Mass-market
- Family-orientated
- Down to earth
- Reliable
- Practical
- Competitive
- Everyday
- Established
- Value
- Mainstream

Communications channels

Jackie is likely to respond to women's magazine adverts that mix information with style and health. She may also respond to direct mail and passive, mass-marketing sites, typically if value/benefit-driven.

In order to advertise to Jackie use:

1. women's magazines
2. direct mail

She will probably respond via phone

Jackie gets her information via

1. telephone
2. face-to-face

Other info

Communications should stress the rational benefits of the offered service or product and make any method of communication seem easy. She is not looking for an expert opinion but would rather be given the facts so that she can make her own judgements.

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

Indian- sports they're doing

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

Pakistani- sports they're doing

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

Bangladeshi- sports they're doing

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

Chinese- sports they're doing

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

Other - sports they're doing

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

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'd like to do

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

Pakistani- sports they'd like to do

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

Bangladeshi- sports they'd like to do

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

Chinese- sports they'd like to do

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

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

Pre-written promotional messages

General:

Walking:

Catch up with friends

Re-charge your batteries with a friend

Setting the world to rights with fresh air and a friend

Put the world to rights on a walk

It's easy to catch up with your friends

Catch up with your friends on the walk to work

'Let's catch up' great for laughs and a friendly moan

A laugh and a moan with friends is good on the phone. Better on a walk

Share the pain!

Lose yourself for 15 minutes on the walk home from the kids' school

Energy boost for busy mums

The natural energy booster

The more you walk the more you boost your energy

Shift down a couple of gears on the way to pick up the kids

Walking with friends - great for mind, body and soul

Walk the walk and talk the talk

Walking with kids:

The best stories don't need to wait 'til bedtime

Stretch your legs and the truth. Home time tall stories

Been Mum's Taxi Service all week? Give yourself a lift with a walk

Loads of London journeys are quicker on foot

Walking can be an everyday adventure

Find out what they've got up to today

Cycling:

Travel under your own steam

Loads of London journeys are quicker by bike

How do you get the kids to the library; school; grandmas or local shops with a smile on their faces?

Make it a bike ride

Journeys with kids can be fun

Cycling is most children's favourite way to travel

Getting back into riding a bike reminds you that keeping fit is supposed to be fun!

Beep beep - a half hour bike ride with the kids means no need for the gym or aerobics – and they love it

Kids and Mum and a bike ride = a whole lot of fun for free!

Wheely good ideas for fun times together

Go flat out! Lots of parks and neighbourhoods in London are flat. Perfect for a family bike ride

Bike rides. Exercise without the boring bits

It is true. You never forget how to ride a bike

Show the kids what you can do on a family bike ride

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

Want to know a secret? You can get fitter by sitting on your bum for 15 minutes a day

Activities with kids:

Proud supporters of TEAM MUM

It's easy to find your perfect family activity (perfect families not guaranteed!)

Making the most of every minute

London – the perfect city for families

X – the family borough

Family time in London, there's too much to do

Explore your streets together

Brain boosting exercise

- exercising releases chemicals in the brain, like serotonin, that have a strong affect on your mood, helping reduce anxiety, stress and depression

Family fitness fun from A to Zzzzzz. Active children sleep better – better for them – better for you

It's easy to find activities for you with childcare too

We've thought of great value activities to do with the kids this autumn

Skating:

Laugh, spin, glide, get fit, fall – you'll do them all

All time kids and family favourite

Shhhh it gets you fit too!

The great fun family fallover

Activity specific:

Classes:

We're on your side, join us

We're with you every step of the way

Finding time for some fit time is easy with us

Exercise with friends causes big giggles

Energy boosts for busy mums

The secret to weight loss – exercise with us

Want to lose weight – and kept it off/we can help

We're backing busy Mums

Aqua aerobics

What a wonderful water workout! We think so. Make up your own mind

Try out our aqua aerobics sessions and make up your own mind

XXX calories burned by aqua aerobics class

Dance classes:

News Flash! Diets don't work and they make us a bit miserable!

Dance your way to a workout, minus the boring bits!

Dance – getting fit the fun way

XXX calories burned by dance exercise class

We've got dance classes day or evening; fun workouts that work round you

Time to yourself, even better with friends. Convenient classes

You're everything for everybody; we can help you find time for you

Pump up your social life Bring friends and make new ones at body pump classes

With a little help from your friends

Research shows we're more likely to do regular activities that keep us fit if we do them with friends

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