



Jamie - Sports Team Drinker Communications Plan

About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since finishing the course he's been unable to find a related job, he works at the local supermarket full time, but hopes to find something better soon. He lives with his parents in the family home, still very much hangs around with his school-mates.

- 32% of Jamies do sport for 30 minutes 3 times a week
- 61% of Jamies would like to do sport more often
- 62% of Jamies are white, 20% are Asian and 12% are black

Sports he likes the most are

Football, karate, martial arts, weightlifting, boxing and rugby

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

1. Less busy
2. People to go with
3. Cheaper admission

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 he makes decisions

He is very inquiring, meaning that he likes information and has an open attitude to new ideas and quite experiential, meaning that he is motivated by the search for entertainment and experience.

He likes to impress people and tends to spend without thinking, he also enjoys taking risks.

Jamie
Age 18-25
Single
Vocational
Student

A red circular graphic containing white text that summarizes Jamie's profile: name, age range, marital status, and education level.

What works

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

Messages that work

1. Sociable, masculine, communal – tap into the natural existing social hub

Jamie wants to belong to a team where he is regarded as one of the lads and where there is a real sense of camaraderie.

“Well-organised social club with satellite sports coverage & a well-stocked bar – an ideal place to remind your team-mates about that devastating break down the right wing while replacing those vital fluids at the end of the game”.

2. Competition

Competitive and serious play - not ‘just for fun’

“join this successful adult rugby team & help defend the championship trophy they picked up last year”

3. Pub afterwards

4. Easy and convenient

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

1. Are players going to play to win or are they just messing around. Jamie needs to fulfil his competitive side

Me and a few mates could give them a try. They seem like a decent crowd who take it seriously.

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

- Young
- Funky
- Off-the-wall
- Cutting edge
- Experiential
- Transitory
- Relaxed
- Urban
- Edgy
- Informal

Communications channels

In order to communicate with Jamie it is important to use the most up-to-date communications channels. For example he is a prolific mobile phone user, is likely to have a WAP phone and is likely to get an SMS text information service.

He considers himself very knowledgeable about mobiles generally. He is also a slightly above average internet user.

He is unlikely to respond directly to advertising, but does use information from adverts to help him choose what to spend his money on. He has a high expectation that advertising should be entertaining.

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

We therefore suggest that in order to promote sport to Jamie you could:

- Provide as much information as possible on your website as to where and when to play
- Provide information via text updates

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

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

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, 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
- 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:

Walk London. It's yours

Walk London. Clear your head

Headclearingly good

Your London scene. Best seen on foot

'She did what?' 'He said *%\$*!' - *Don't wait 'til you get there to hear the latest*

Cycling:

Your streets. Your ride

Time trial your mates

What's your work – home PB?

Urban jungle invites explorers

- *See your city from a different angle*

Always new, always fresh

The street starts here

Urban edge to green spaces

- *your city - different from every angle*

Cutting edge transport

The feel fit, look great mode of transport

Save the lycra for Superman

Right here, right now. The quickest way to enjoy your city

Activity specific:

Football:

Street soccer. Coming to a street near you

Park or club. Pride matters.

Beer tastes better when you win

Your club/league needs you

Getting involved is easy txt

Shirts or skins - the passion's the same

'Get your kit on sunshine'

It's kicking off across London

The ultimate lads afternoon

Get your kit off in the park

Every minute counts; every game

Bring. It. On

All the info you need on all local clubs. [Here](#)

Martial arts:

Boxing. Karate. Judo. We've got free sessions and a great welcome - *What've you got?*

Free try outs. 100% effort. Zero cost

Some sessions are harder than others

Because you like your sport with a bit of kick

Get into the next thing now

- *New members always welcome*

Played combat sports on a console? Welcome to the real thing

Adrenalin sessions for less than a pint

If you're up for it we want hear from you

Meet your mates at our gaff

Combating boredom

Boxing:

Train with us. 7 days. Or any day
Never less than 100%. Always less than a fiver
Sport. Respect. Friendship
Earn that mid-week pint the hard way
Get your gloves on - *There are XX boxing clubs in London*
No posing, just punching. And friends for life
Boxing. Everything else is practice

Basketball

Shooting gallery
Pay'n'play / Bring mates / Meet new ones
Today we're shooting hoops with mates, tomorrow can wait
One team. One game. Together. Today.
We're playing the game. Right here. Right now.
Work can wait
- *Text/mail now & book a game with friends*
Work can wait. We want to see you.
- *Giving you a great south London welcome*

Activity specific:**Rugby:**

Bring. It. On
It's a dirty job
Rugby clubs need heroes. We want you
You love it. We love it. Let's join forces.
Play unafraid. Play rugby @
We know you'll give your all. We do.
Great games. Great spirit. Great club

Gym/weights sessions:

PAYG weight sessions
Weights with mates. Come as you are
We're got great tunes, weights and a welcome. What have you got?

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