



12 to 14 year old girls Marketing plan

Sports they like

- Ice Skating
- Dance
- Swimming
- Trampolining
- Horseriding
- Gymnastics
- Badminton
- Tennis
- Skiing
- Netball
- Basketball
- Yoga
- Cycling
- Athletics



Those who do sport do it to

- Have fun and ability to socialise with friends
- Control weight and stay slim
- 'Feel good' about themselves

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

- Modern sports facilities would be available
- Parents encourage to get out of the house and be active
- Friends would go

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

- Lack of privacy in changing facilities and showers
- Attractiveness of a kit
- Embarrassment and failure
- Fears of being different (e.g. getting flushed, sweating or running 'strangely')
- Lack of confidence
- Being watched by boys while exercising
- Competition
- Money, time and transport
- Difficulty in sustaining motivation when exercising alone
- The influence of friends
- Lack of interesting or suitable activities
- 'Sporty' girls being regarded as unfeminine and 'boyish'



Communications Channels

- Text messaging & emails (specific consent must be obtained from the parents of under 16th and from the over 16th 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

- It's a fun thing
- Hang out with friends here
- Fun times and friend times
- Make friends @
- Your space @ our place
- It's a girl thing
- Girl power
- Fun sessions for fab girls
- Girls Allowed
- Girls don't play football or cricket. YEAH...RIGHT!
- Friends together

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