



# Ben - Competitive Male Urbanite Communications Plan

## About Ben

Ben is well educated and well-informed. His work-hard, play-hard, drink-hard attitude to life sees him putting long hours in at the office, doing a lot of sport and enjoying plenty of socialising with friends.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home.

Whatever he chooses, little time is spent at home as Ben works, plays and drinks hard.

- 40% of Bens do sport for 30 minutes 3 times a week.
- 67% of Bens would like to do sport more often
- 83% of Bens are white, 11% are Asian, 3% are black and 2% are mixed

## Sports he likes include

Rugby, squash, windsurfing, tennis, cricket, hockey and skiing

## 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

They were less busy

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

They're not really interested

## Ben says he would walk more if

He had more free time

## How Ben makes decisions

He is very experimental. This means he is constantly looking for new forms of entertainment and loves to find new ways to enjoy life and impress people.

He is also quite inquiring, this feeds his interest in technology and means that he does want some details as well as pure entertainment in his decision-making progress.





## What works

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

### Messages that work to motivate him

#### 1. Get your physical edge back.

*Once you start working full time and long hours, it's not as easy to stay in shape, and sometimes it's easy to let yourself go. You may want to stand out from the crowd – but there's lots of competition out there.*

*Getting back into an activity can help you get into shape and looking great. Before long, it'll be 'form an orderly queue'.*

#### 2. Party hard, play harder.

*When you're not working, your busy social life means you're quite likely to be at the pub or out with friends. That can take its toll on your fitness and mean you losing your edge.*

*Doing activity – solo or with mates - is a great way to clear your head and put a bit back after those excesses. You'll feel fresher, stronger and able to face the week again.*

#### 3. Play with your work mates.

*At college playing sport with mates was on a plate. But if you've moved away since it's often hard to find a crowd to play for or get a group together for an activity.*

*Playing sport with work colleagues is an easy way to get back into things and get the numbers together. You'll get rivalry and fit in some good exercise.*

#### 4. Get back into...

*You may have been more active back at college and had easy access to activity or a team to play in. Since then, people have moved on and it's easy to get out of the activity habit.*

*Whether you are looking to get back into a sport you once played or find out about opportunities to join a club or try something else, we have the information and contacts in your area you need to get started again.*

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

#### 1. Lack of network.

*"At college you had it all on a plate for you. Everyone did sport".*

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:

- Individual
- Dynamic
- Entertaining
- Interactive
- Humorous
- Fresh
- Sociable
- Stylish
- Innovative
- Young

#### Communications channels

In order to communicate with him it is important to use the most up-to-date communications channels. For example he is a heavy internet user and is highly likely to respond to internet advertising, including targeted e-mail campaigns and eye catching banners, and he likes to express his opinion on forums.

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

Ben uses his mobile more than his landline, and is likely to use SMS text alerts and responds well to offers delivered in this way.

#### 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](http://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:

Work hard. Play harder. Walk it off

Walk it off

A swift walk to work. Perfect cure for the mid-week night out

Want the latest? Don't wait 'til you get there

- *Catch up with mates on the way*

Get fresh ideas

#### Cycling:

Headclearingly good

What's your home – work PB?

Time trials without the track

Add to your gadget collection!

- *Check out the latest cyclometers*

'Cyclometer' – sounds made up?

- *It's real. It's a little gadget that checks cumulative distance, tyre rotations and top speed*

Fancy a road trip?

Can you lead the pack? Challenge your mates to a real time trial

Trend setters not followers

Your daily challenge

### Squash:

Difference of opinion with your mates? *Let the court decide*

Whoever said life's not a competition hasn't played squash against a friend

Prove every point. *(Loser buys the drinks!)*

Settle old scores at the court

### Tennis:

New balls please. *We've all got the confidence for tennis..*

Difference of opinion? Let the court decide

'Tennis is one of the most difficult sports to learn, but when you do master it...things happen without you even thinking' *John McEnroe on the BBC*

### Gym:

Strength, speed, stamina. Mid-week, mates, mine's a pint.

### Activity specific:

#### Cricket:

Bring. It. On

Still the ultimate team and individual challenge

- *Bring your school, college, uni mates back to cricket*

Back to the old school style

Enjoy a gentlemanly game

- *Everyone welcome*

Still the definitive man's game

- *Bring your school, college, uni mates back to cricket*

#### Climbing:

Life without limits

Test your mettle

- *With the best club behind you*

Young and restless?

- *Meet like minded friends at XX climbing club*

Face a fresh challenge every move

**Windsurfing:**

Understand 'adrenaline junkie'

Life without limits

Fresh ideas for weekends with friends

**Rowing:**

You. The team. The boat. *It's what you want it to be*

## 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