



Helena - Career Focussed Females Communications Plan

About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and now starting to enjoy the financial freedoms her salary affords her.

In the future Helena may buy a larger house, but at the moment she prefers more disposable income to enjoy designer clothes, meals out and holidays.

- 33% of people like Helena do sport for 30 minutes 3 times a week
- 56% of Helenas would like to do sport more often
- 88% of Helenas are white, 7% are Asian and 2% are black

Sports she likes the most are

Cardio kick, snowboarding, track running, tai chi, dance exercise, body pump, horse riding and climbing

Those who do sport do it to:

1. Keep fit
2. Just enjoy it

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

She says she would walk more if

She had more free time

How she makes decisions

She is very intuitive, which influences her decisions enormously, she is turned off by facts and figures, what she really wants is to instinctively feel that she is making a good choice. She is also quite experiential, meaning that she is looking for entertainment and life experiences. She is heavily influenced by advice from friends and family.



Helena
Age 26-35
Single
Full-time
Professional



What works

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

Messages that work to motivate her

1. Feel happy, feel healthy.

We all need to have laugh and feel good – but busy working lives don't always help. A dose of physical activity can really give you a 'feel good' buzz, release those endorphins and do wonders for your self confidence. Just twenty minutes of regular exercise will soon make you feel like you're on top of the world again.

2. Clear your head.

With busy working lives, it's easy to feel put upon from all quarters. Sometimes you just want a bit of 'time out' from it all to clear your head.

There are plenty of activities which can give you precisely that little feeling of escape and letting off steam. You'll come back feeling rejuvenated and refreshed – a weight off your mind.

3. Do it with friends.

With a busy working life and rushing around all the time, it's hard to squeeze in both friends and motivate yourself to do activity. Some evenings it feels like you have to sacrifice one or the other. Doing an activity together is a great way to combine socialising with friends and getting healthy. You'll motivate each other and enjoy it more when you do it.

4. Enjoy good food.

It's clear that enjoying good food and foodie pleasures isn't always compatible with being slim. But we love it and it's a pleasure.

Doing regular physical activity is a great way to avoid always holding back from foodie pleasures - without always feeling guilty.

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

1. Lack of motivation and habits.

"When I used to go with my friend we used to motivate each other".

2. Levels of commitment.

"I totally hate gyms... I don't know how people go to them and they're all too obsessed with it".

For more detail on what messages work see the full research report at

<http://www.promotingactivitytoolkit.com/Research/tabid/345/Default.aspx>



She relates most strongly to marketing that is

- Intelligent
- Sophisticated
- Stylish
- Image-conscious
- Sociable
- Self improvement
- Success
- Exclusive
- Personalised
- Aspirational

Communications channels

In order to get a response from Helena use:

1. magazines
2. post
3. email/ internet

Don't use:

1. newspaper

She will probably respond via the internet (to get more information)

Helena gets her information via:

1. telephone
2. interactive TV
3. text message

She makes her purchases via her mobile

Communications should be fun, emotive and give a call to action as she could well change her mind if she doesn't do something straight away.

Brands

She likes brands such as



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

Specifically for people with sight problems

- Leaflets:
 - Type Size: 14 point print or above
 - Easily recognisable font: sans serif (Verdana, Geneva, Arial, Helvetica, sans 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:

Intelligent start to the day

Stretch in the City

Time to think. Time to chat. Time to walk.

Walk to work and set your thoughts free

Inspiring enquiring minds love walking

Walking frees the mind

Great outfit? Fab bag? Let's go walking - the most stylish way to see the city

Watch the world go by on a walk

London. Best scene on foot

Theatres; films; galleries – whatever your scene, London is made for walking

Stylish essential every season. Walking

Cycling:

Your great shape starts here

You're great at making every minute count - *cycling fits exercise into your busy day*

Not just romance gets the heart racing

Activity specific:

Classes:

Feeling fantastic never goes out of style

The latest classes at the latest times

Sessions for fellow professionals

Life essentials

Express yourself. Classes as individual as you are

Exclusively yours / Great with friends

Feeling this great is addictive!

- The feel-good chemicals released during an energetic workout can leave you wanting more

Snowboarding:

Boarding school for girls!

Not only romance gets your heart racing

Why wait for your next adrenalin rush?

Exercise doesn't get more stylish

Where falling over never looked so good

Track running:

Great legs are in this season

We can't wait to help you feel great

Let us help you put your pins through their paces

Activity specific:

Dance:

Exercise your right to feel fabulous

Great legs are in every season

Stylish. Social. Salsa

Exercise made to move you

Fit. Fun. Friendly. Fabulous

Tai Chi:

Calm; Co-ordinated. Confident. YOU
Inner energy / Outer fabulousness.
Fitness with style
Fitness doesn't have to be fast
The art of feeling wonderful
One life, one body, one class

Horse riding:

Toning up doesn't get more stylish
Treat yourself to an exclusive exercise class
Fancy exercising with a tall, strong, dark and handsome stranger?
Hacked off at work?

Climbing:

Scale new heights outside work too
You're at the top of your game *Join us at X*

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 transSPORT
- Sessions that fit around the shops
- School-run session