

Ben – Competitive male urbanite



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
- 5% of Bens are with limiting disability
- 80.1% of Bens are aged 18-25, 19.1% 26-35, 0.9% 36-45.

Alternative names

Josh, Luke, Adam, Matesuz, Kamil.

Sports he likes

Football, gym, cycling, athletics, swimming, tennis, golf, badminton, squash, cricket.

What works

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".

Projects that work

These projects are from the Active Celebrations report. For more details see link below

<http://www.promotingactivity.com/wp-content/uploads/2011/07/Active-Celebration-Demonstration-Effect-Initiatives.pdf>

Cross over

- Goals: Refresh participation and re-engage participation
- Targets: Current and former participants

Cultural Carnivals (ethnic minority communities)

- Goals: Stimulate contemplation
- Targets: Disinterested non-participants

Ultimate Performance (disability communities)

- Goals: Prompt activity and stimulate contemplation
- Targets: Participation contemplators and disinterested non-participants

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.

He relates most strongly to marketing that is

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

Communications Channels

At Make Sport Fun we have found there are 6 stages to an effective activity marketing campaign.



- Plan your campaign – identify what segment you should be targeting, how to reach them and what budget you'll need.
- Set up your campaign – set up ways for people to register; a CRM system to track who's registered and when they need following up with; an activity database; and (if required) a campaign website.
- Recruit – find people who want to get active and get them to register their interest.
- Intervene – follow up with people who've registered by phone, email and post, and find them somewhere local to do an activity of their choice on a day and at a time that suits them.
- Active Participation – people then go off and try their new activity. Ideally their first experience will be fun, free and friendly.
- Review- stay in touch with people via phone, email, text message and direct mail, address any barriers and issues and offer further motivation and support to keep them active.

These are the communication channels which work best for this segment for each stage.

- Recruit
 - Pay per click (e.g. Google Ads)
 - Search Engine Optimisation
 - Direct mail
 - Face to face
 - Partnership working

- Referrals
- Social media (e.g. Facebook, Twitter)
- PR
- Intervene
 - Phone
 - Email
 - SMS
 - Post
- Review
 - Phone
 - Email
 - SMS
 - Post

If you need more information about how to use these communication channels in practice then you can purchase the Make Sport Fun book from www.makesportfun.com/book. This has details of precisely how to run your activity marketing campaigns and dozens of case studies.

You can also hire Make Sport Fun to run a training workshop to cover one area in more depth. More details are available at www.makesportfun.com/services/training.

Brands he likes



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%

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
- Communicate through MENTER (Minority Ethnic Network) www.mentor.org.uk

Black Caribbean – sports they’re doing

1. Walking
2. Cycling
3. Keep fit/Yoga
4. Weight Training
5. Swimming

Black African – sports they’re doing

1. Walking
2. Football
3. Running/Jogging
4. Weight Training
5. Keep fit/Yoga

Black Other – sports they’re doing

1. Walking
2. Football
3. Weight Training
4. Cycling
5. Running/Jogging

Indian – sports they’re doing

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

Pakistani – sports they’re doing

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

Bangladeshi – sports they’re doing

1. Walking
2. Football
3. Weight Training
4. Swimming
5. Badminton

Chinese – sports they’re doing

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

Other – sports they’re doing

1. Walking
2. Swimming
3. Football
4. Running/Joggin
5. Weight Training

Black Caribbean – sports they’d like to do

1. Cricket
2. Swimming
3. Martial Arts
4. Cycling
5. Badminton

Black African – sports they’d like to do

1. Football
2. Swimming
3. Tennis
4. Table Tennis
5. Martial Arts

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’d like to do

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

Pakistani – sports they’d like to do

1. Swimming
2. Cricket
3. Football
4. Badminton
5. Squash

Bangladeshi – sports they’d like to do

1. Football
2. Badminton
3. Swimming
4. Cycling
5. Martial Arts

Chinese – sports they’d like to do

1. Tennis
2. Swimming
3. Badminton
4. Motor Sports
5. Martial Arts

Other – sports they’d like to do

1. Swimming
2. Golf
3. Motor Sports
4. Keep fit/yoga
5. Football

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 | 10. Angling |
| 2. Football | 11. Yoga |
| 3. Basketball | 12. Fitness |
| 4. Athletics | 13. Dance |
| 5. Hockey | 14. Trampolining |
| 6. Rugby | 15. Self defence |
| 7. Netball | 16. Cue sports |
| 8. Gymnastics | 17. Gym |
| 9. Cricket | 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

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

Feel good - go walkabout

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

Beat the rush hour – use pedal power

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

Mate v mate – settle it in court

Squash in some exercise

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

Get your balls out this summer – play tennis

Make some racquet – play tennis

Get your balls out this summer – play tennis

Make some racquet – play tennis

Gym:

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

From four-pack to six-pack in one easy step – join a gym

Earn that pint – hit the gym

Fight the flab – hit the gym

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

Cricket – just hit it

Bowl over your mates at xxx Cricket Club

Discover your inner spin doctor – play cricket

You've got to spin it to win it – try 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

Rock on – get climbing

Be a social climber – get into climbing at the xxx climbing club

Windsurfing:

Understand 'adrenaline junkie'

Life without limits

Fresh ideas for weekends with friends

Surf's up – try windsurfing at ...

Rowing:

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

Live hard – play hard - row hard

Put a smile on your boat race – get rowing

Rugby:

It's crunch time – get into rugby at xxx rugby club

Try rugby – it's truly scrum-ptious

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'

Messages

- ◆ 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