

Chloe – Fitness class friend



About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan – she likes to spend her income on clothes, nights out and holidays with friends.

- 28% of Chloes do sport for 30 minutes 3 times a week
- 65% of Chloes would like to do sport more often
- 87% of Chloes are white, 8% are Asian, 2% are black and 2% are mixed
- 8% of Chloes are with limiting disability
- 62.8% of Chloes are aged 18-25, 30.9% 26-35, 6.3% 36-45.

Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy.

Sports she likes

Keep fit/gym, swimming, athletics, cycling, horse riding, tennis, badminton, football, netball, hockey.

What works

Messages that work to motivate her

1. Lightening the commitment load.

“Members can drop in at any time for a coffee or a drink and a snack, making it an ideal place for informal work meetings or to catch up with some quiet reading”.

2. Get back into.

“Need a break from the office routine? Fancy a new challenge? Looking to shed a few pounds before heading for the beach in that new swimsuit? Whatever the question, Anyplace Sports Club has the answer”.

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

1. **“Am I going to stand out like a lemon?” she can recover her shape but only with time.**

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>

You never lose it

- Goals: Re-engage participation
- Targets: Former participants

Raise your game

- Goals: Increase participation frequency
- Targets: Infrequent participants

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 does she make decisions?

She is very experiential, meaning that her over-riding motivation is for entertainment and experience, and she is also quite intuitive, meaning she prefers to act on instinct than logic.

She relates most strongly to marketing that is

- Colourful
- Amusing
- Entertaining
- Interactive
- Image conscious
- Fun
- Sociable
- Stylish
- Innovative
- Young

Communications with Chloe should be entertaining, amuse her and she will tell all her friends. However don't underestimate her – if you patronise her she could turn against you.

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 she likes



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%

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

Black Caribbean – sports they're doing

1. Walking
2. Keep fit/ yoga
3. Weight training
4. Swimming
5. Cycling

Black African – sports they're doing

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

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 Caribbean – sports they'd like to do

1. Keep fit/ Yoga
2. Swimming
3. Martial arts
4. Badminton
5. Netball

Black African – sports they'd like to do

1. Swimming
2. Keep fit/Yoga
3. Netball
4. Tennis
5. Cycling

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

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, 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

Walking:

OMG! Don't wait 'til you've got there to get the latest goss
There's no better way to catch up with the girls
The classic way to great pins
Looking and feeling great always starts with walking
No work. No stress. Your friends. Your walk. Enjoy
Enjoy London. Best scene on foot
- clubs; bars; fashion – whatever your scene, London is made for walking
Your city. Your style. Your walk
Daily beauty routine. Cleanse, tone, moisturise, walk
Walk the walk and talk the talk – the perfect way to catch up with friends
Take the London tour – discover the city on a walk

Cycling:

Cycling for must have great legs, and laughs
Don't loose the thrill of cycling. There's no better city for it
Routes to friends, restaurants, activities here
Your city. Your style. Your journey
Love London – love your bike
Destination anywhere...
Have bike will travel

Netball:

Playing netball is catching
Laughing is contagious and playing netball is catching
Rediscover that playground excitement
Fast and fun girls night out (or in)
Nostalgic for netball? Get the girls together
Netball – now with added glamour
60,000 women can't be wrong
Go girlfriends!
Netball with friends. (NOT that scary girl at school!)
X netball clubs welcomes new members. Enjoy the game. Enjoy the win.
Get back into netball – fun and friendship guaranteed

Tennis:

Whoever said sport can't be stylish hasn't played tennis
White is the new black
Tennis = fitness + cute outfits + friendly clubs + drinks with friends = tennis
Great games, competition, coaching and clubhouse at X tennis club
Racket. Ball. Friends. Bar. Chat. Tennis
Break out that little white dress – get back into tennis
Get your court shoes on this summer
Take up tennis – because fitness doesn't have to be boring

Pilates:

Losing weight CAN involve lying down and daydreaming
Trim your tum and shrink your bum at pilates
Turn up and tone up – pilates can help you lose weight and feel fabulous

Running:

Taking up running means new footwear is required. Oh damn.

For lush legs leg it

Running wastes no time giving you a great waist. And toned legs. And arms

Weight loss doesn't have to be difficult – just hit the road

Boost your fitness levels – make a run for it

Swimming:

Grab a towel. Grab your cossie. Gather the girls.

- Fun sessions, after work times

The 'must have' sessions for toned supple bodies

Exercise like a celebrity

- Huge pool, great sauna, massage and treatment centre on site. With more 'after work-before evening out' sessions

Tone up in the pool - swimming sessions at times to suit you

From work suit to swim suit – try evening swimming sessions at xxx

Classes:

Brand new classes to choose from. Now if that's not an excuse for a new gym outfit.....

In ancient Greece gyms were full of the fittest young men in the land. Naked.

- But they didn't have our great evening classes for after work workouts!

Feel fabulous with friends

Who said keeping fit and look great had to involve a boring diet?

Exercise innovations to get your heart racing

- Classes that change every week. And we're open to your suggestions too!

Every night's different

Get in shape and have fun – classes for all at xxx

Make a regular date, fun guaranteed – classes for all at xxx

Rounders:

Getting a round in with pals

Make new friends in parks across London

Strike up some new friendships New players always welcome...

Find out why this friendly game is a hit with young Londoners like you

Grab the guys. Rounders. Park. Giggles. What weekends are made for.

Old school excitement

Nostalgic for rounders?

Round up the girls for a game – laughs guaranteed

Recipe for a great afternoon – mix one rounders bat with one ball and as many friends as you can lay your hands on

Get bat to basics – round up the girls for a game of rounders

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 tranSPORT
- ◆ Sessions that fit around the shops
- ◆ School-run sessions