

# Helena – Career focused female



## 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, 2% are black and 1% are mixed
- 11% of Helenas are with limiting disability
- 47.8% of Helenas are aged 26-35, 35.9% 36-45, 16.2% 46-55, 0.1% 56-65.

## Alternative Names

Claire, Tamsin, Fiona, Sara, Joanne.

## Sports she likes

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

## What works

### 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”.*

## 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>

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

### **Raise your game**

- Goals: Increase participation frequency
- Targets: Infrequent participants

### **Going for green**

- Goals: Stimulate contemplation to become physically active
- Targets: Groups less interested in physical activity

### **Chance to dance**

- Goals: Prompt dance activity
- Targets: Participation contemplators

### **Stroll ‘n’ roll**

- Goals: Prompt activity
- Targets: Participation contemplators

### **Cultural Carnivals**

- 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 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.

## She relates most strongly to marketing that is

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

## 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](http://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](http://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](http://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, 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:**

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  
Discover London the calm way – take a walk  
Walk away your worries

## **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  
Get on you bike for some cycle-ogical therapy  
Get a passion for pedalling

## **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*  
A date for the diary every week  
Fit in some fitness each week

## **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  
The best kind of board meeting  
Boarding – never boring

## **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  
Legs go – get back into running

**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  
Dancing – have you forgotten how good it feels?  
Dance your way to fitness  
Be a dancing queen – get back into dance at...

**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  
Feed your inner self – try Tai Chi  
The calm way to keep fit  
Take a trip to Tai land at ...  
Tai-m for you

**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?  
Horsing about never felt so good  
Reign supreme – try horse riding

**Climbing:**

Scale new heights outside work too  
You're at the top of your game *Join us at X*  
Try climbing something other than the career ladder  
Reach new heights – try climbing

# 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