

# Jamie – Sports team drinker



## About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since finishing the course he's been unable to find a related job, he works at the local supermarket full time, but hopes to find something better soon. He lives with his parents in the family home, still very much hangs around with his school-mates.

- 32% of Jamies do sport for 30 minutes 3 times a week
- 61% of Jamies would like to do sport more often
- 62% of Jamies are white, 20% are Asian, 12% are black and 3% are mixed
- 8% of Jamies are with limiting disability
- 53.3% of Jamies are aged 18-25, 45.2% 26-35, 1.5% 36-45.

## Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel.

## Sports he likes

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

# What works

## Messages that work to motivate him

### 1. Sociable, masculine, communal – tap into the natural existing social hub

*Jamie wants to belong to a team where he is regarded as one of the lads and where there is a real sense of camaraderie.*

*“Well-organised social club with satellite sports coverage & a well-stocked bar – an ideal place to remind your team-mates about that devastating break down the right wing while replacing those vital fluids at the end of the game”.*

### 2. Competition

*Competitive and serious play - not 'just for fun'*

*“join this successful adult rugby team & help defend the championship trophy they picked up last year”*

### 3. Pub afterwards

### 4. Easy and convenient

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

### 1. Are players going to play to win or are they just messing around. Jamie needs to fulfil his competitive side

*Me and a few mates could give them a try. They seem like a decent crowd who take it seriously.*

## 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 Jamie makes decisions?

He is very inquiring, meaning that he likes information and has an open attitude to new ideas and quite experiential, meaning that he is motivated by the search for entertainment and experience.

He likes to impress people and tends to spend without thinking, he also enjoys taking risks.

## He relates most strongly to marketing that is

- Young
- Funky
- Off-the-wall
- Cutting edge
- Experiential
- Transitory
- Relaxed
- Urban
- Edgy
- Informal

## 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 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.menter.org.uk](http://www.menter.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, 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:**

Walk London. It's yours  
Walk London. Clear your head  
Headclearingly good  
Your London scene. Best seen on foot  
'She did what?' 'He said \*%\$\*!' - *Don't wait 'til you get there to hear the latest*  
Reclaim the streets - walk to work

## **Cycling:**

Your streets. Your ride  
Time trial your mates  
What's your work – home PB?  
Urban jungle invites explorers  
*- See your city from a different angle*  
Always new, always fresh  
The street starts here  
Urban edge to green spaces  
*- your city - different from every angle*  
Cutting edge transport  
The feel fit, look great mode of transport  
Save the lycra for Superman  
Right here, right now. The quickest way to enjoy your city  
Reclaim the streets - walk to work  
Leave the traffic behind – hit the streets on a bike

## **Football:**

Street soccer. Coming to a street near you  
Park or club. Pride matters.  
Beer tastes better when you win  
Your club/league needs you  
Getting involved is easy txt  
Shirts or skins - the passion's the same  
'Get your kit on sunshine'  
It's kicking off across London  
The ultimate lads afternoon  
Get your kit off in the park  
Every minute counts; every game  
Bring. It. On  
All the info you need on all local clubs. [Here](#)  
Experience the pride and the passion at xxx football club  
You've got 90 minutes to prove yourself – are you up to it?  
Recipe for a great afternoon - twenty-two blokes, two nets, one ball  
Football's coming home – are you ready?  
The world's greatest game  
Football - England's passion, England's game

**Martial arts:**

Boxing. Karate. Judo. We've got free sessions and a great welcome - *What've you got?*  
Free try outs. 100% effort. Zero cost  
Some sessions are harder than others  
Because you like your sport with a bit of kick  
Get into the next thing now  
*New members always welcome*  
Played combat sports on a console? Welcome to the real thing  
Adrenalin sessions for less than a pint  
If you're up for it we want hear from you  
Meet your mates at our gaff  
Combating boredom  
Are you tough enough?  
Kick off a lifelong passion – try karate at xxx

**Boxing:**

Train with us. 7 days. Or any day  
Never less than 100%. Always less than a fiver  
Sport. Respect. Friendship  
Earn that mid-week pint the hard way  
Get your gloves on - *There are XX boxing clubs in London*  
No posing, just punching. And friends for life  
Boxing. Everything else is practice  
Prove yourself in the ring – try boxing at xxx  
Boxing – have you got what it takes?  
Love your gloves  
Two guys, one ring – the ultimate sporting test

**Basketball**

Shooting gallery  
Pay'n'play / Bring mates / Meet new ones  
Today we're shooting hoops with mates, tomorrow can wait  
One team. One game. Together. Today.  
We're playing the game. Right here. Right now.  
Work can wait  
- *Text/mail now & book a game with friends*  
Work can wait. We want to see you.  
- *Giving you a great south London welcome*  
Shoot some hoops at xxx  
Rise to the challenge – try basketball at ... (accompanied by picture of jumping basketball player)

**Rugby:**

Bring. It. On  
It's a dirty job  
Rugby clubs need heroes. We want you  
You love it. We love it. Let's join forces.  
Play unafraid. Play rugby @  
We know you'll give your all. We do.  
Great games. Great spirit. Great club  
It's crunch time – get back into rugby this season at xxx rugby club  
Experience the rush of rugby  
Rugby – it's more than a game

**Gym/weights sessions:**

PAYG weight sessions  
Weights with mates. Come as you are  
We're got great tunes, weights and a welcome. What have you got?  
Pump it up at xxx

# 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