



HenleyCentreHeadlightVision

Increasing Participation in Sport Research Debrief

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Presentation Outline

- Introduction
 - Background and Objectives
 - Methodology & sample
- The context for all
 - Macro drivers across the sample
 - Cross-segment triggers and barriers to involvement in sport
 - Club sport – the challenge
 - Implications for concepts for all the segments
- Communication – generic and segment specific
- Concepts – generic and segment specific
- Segment briefs
 - Concepts and messages to help activate club membership
- Way Forward



Introduction

- BACKGROUND & OBJECTIVES
- METHODOLOGY & SAMPLE

BACKGROUND AND OBJECTIVES

To identify messages and concepts to help activate sport in 6 segments

Serving the wider objective of increasing participation in sport

Helping to inform Sport England's 2008-2011 strategy, boards and CSP's to get more people involved in organised sport

To form part of the Promoting Sport Toolkit, the web resource created to improve promotion and marketing of sport and active recreation

Building on the segmentation and providing actionable, practical insights to help better deliver sport

BACKGROUND AND OBJECTIVES

In the process, getting under the skin of each of the 6 key segments

'Getting to know' each and asking, in so many words...

What's your sporting 'back story' and what makes you 'tick'?

What excites you and what worries you about organised sport?

What do we need to tell you and how should we say it?

What kind of initiatives will work for you?

In effect, understanding the deeper emotional needs of our segments – and identifying how sport can respond to these

RESEARCH OBJECTIVES – SPECIFICS

Detailed question areas

1

Perceptions and appeal of organised sport

- What are people's **perceptions of club sport**?
- What could be done to make clubs more attractive to different segments?
- What would **attract people into participating in organised sport**? What is the **level of interest** in organised sport?
- What are the **barriers** to becoming involved in organised sport? (e.g. awareness, price, time commitment, scheduling, lack of interest, lack of relevant sporting offers)
- Types of sports that each segment would be more interested in participating in?

2

Triggers and barriers to club sport

- How do people define clubs and club membership? How are clubs perceived?
- What is the level of interest among each segment in joining a sports club?
- What does it mean to be a member?
- What are the **benefits of being a club member**?
- What are the barriers to joining a club?
- How could club membership be more attractive?



RESEARCH OBJECTIVES – SPECIFICS

Detailed question areas

3 Triggers and barriers to sustained participation

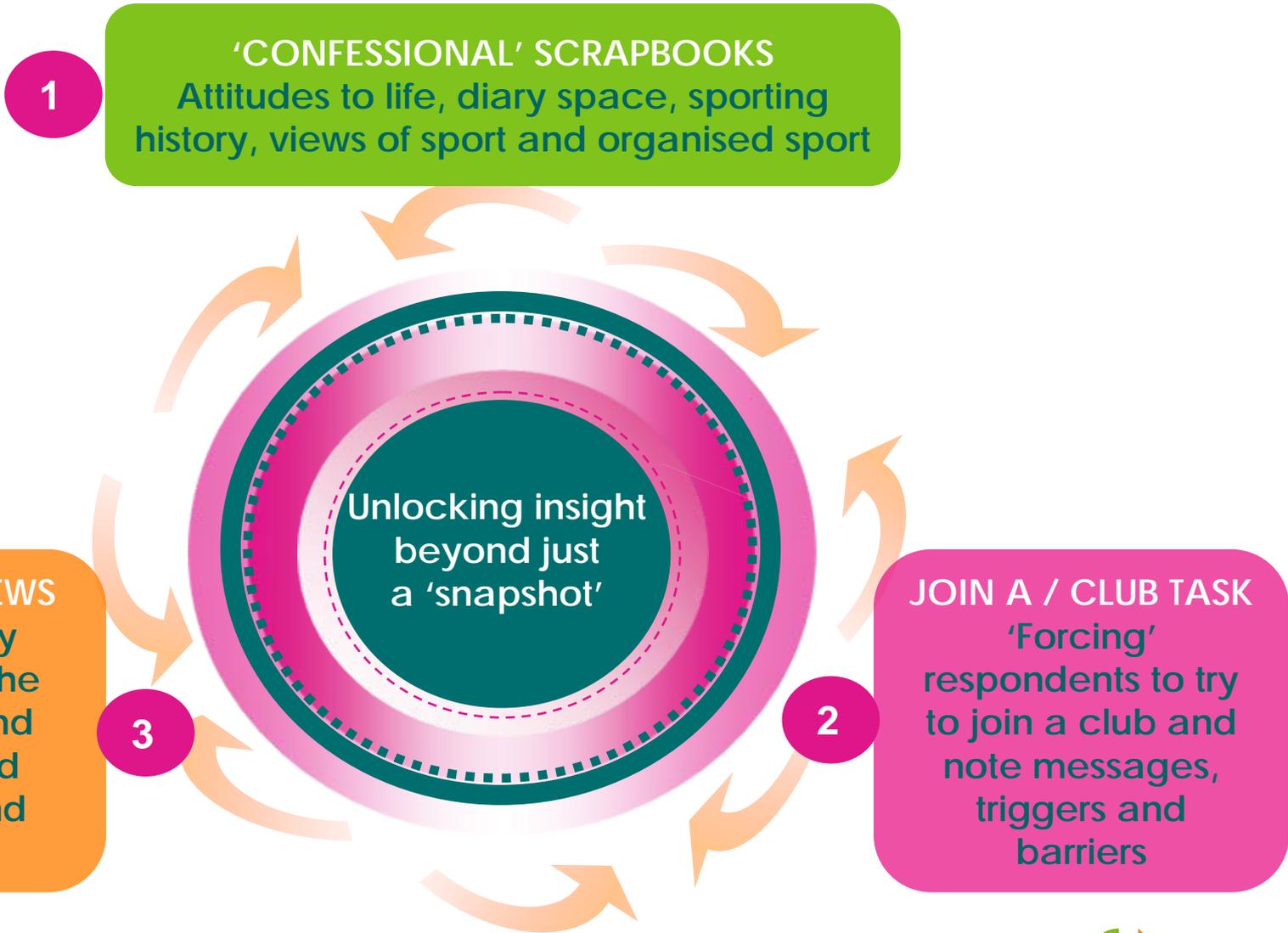
- What makes segments continue to take part in sport and what makes people drop out?
- What could be done to sustain participation?
 - Some work has already been done on this through the Henley Centre work. This research will expand this across the segments and specifically look at the impact of quality facility provision, coaching and volunteering

4 Response to key communication and activation projects

- Interest in existing projects aimed at different segments to encourage participation
- How successful are they in attracting people to take part?
- Which messages encourage and inspire each segment to do more sport? Why?
- Which types of messages / concepts do segments respond to positively?

METHODOLOGY – OVERALL APPROACH

A mixed methodology of scrapbooks, tasks and depth interviews



METHODOLOGY & SAMPLE – DETAIL

18 multi-tasked consumer ‘scrapbooks’

Scrapbooks were ‘confessional’ and closely charted attitudes to life, free time, club membership, sport and organised sport

	London	Birmingham	Norfolk / Cambs.	Total
A02	Current	Lapsed	Non	3
A03	Non	Non	Lapsed	3
A04	Non	Lapsed	Current	3
B07	Lapsed	Current	Non	3
B09	Non	Current	Lapsed	3
C11	Lapsed	Non	Current	3
Total	6	6	6	18

Lapsed and Non Organised targets were also given the task to ‘join a club’ and feed back on the experience. Existing club members reported back on the workings of *their* club.

METHODOLOGY & SAMPLE – DETAIL

12 x 1.5 hour face to face depth interviews

We chose 2 x respondents in each segment for interview – favouring those who weren't already member.

	London	Birmingham	Norfolk / Cambs.	Total
A02	Current	Lapsed	Non	2
A03	Non	Non	Lapsed	2
A04	Non	Lapsed	Current	2
B07	Lapsed	Current	Non	2
B09	Non	Current	Lapsed	2
C11	Lapsed	Non	Current	2
Total	4	4	4	12

Depth interviews directly explored messages and concepts – grounded in a much closer familiarity with respondent needs than any first time encounter would afford



Macro issues

- MACRO DRIVERS
- SPORT: TRIGGERS AND BARRIERS
- THE CHALLENGE FOR CLUB SPORT

THE CONTEXT

Unsurprisingly, lives are busy and diaries are well-packed

How they are *actually* 'packed' is entirely subjective



Playing - or playing *more* - is rarely a priority for this target. While they are easier wins, simply shouting 'sport' will not convert them.

THE CONTEXT

Free time is also in short supply and something closely guarded

Lifestyles may vary, but all tend to 'commoditise' their free time – and are often surprisingly reluctant to give it away

'My time'

'Wind down
time'

'Our time'

'Time without
the kids'

'Quality time'

Post-work
downtime

Organised sport needs to compete for this *free time* – there is no automatic 'white space' in diaries

THE CONTEXT

Moreover, sport is competing in a 'crowded market'

Few are short of leisure activities – and when time allows, these are just around the corner



Home
entertainment



Socialising



Gym



Shopping

Sport faces the challenge of being just such an activity - and needs to make its case as lifestyle choice to challenge these

THE CONTEXT

In this context, upfront 'commitment' is also less fashionable

With time shortages and mounting choices, consumers are wary of committing themselves to anything too soon.

Commitment needs to strike a balance

Embedded enough
to motivate
attendance and
offset occasional
lapsing...

Without being so
'demanding' or
lengthy to feel like a
burden before you
start

'Commitment is good', but organised sport needs to allow consumers flexibility and the chance to trial and observe – like any other sector



Indeed 'trial' and observe are very much the received wisdom

This is an age of 'looking before you leap'

moneysupermarket.com[®]
the price comparison site

RateMyTeachers.co.uk
Teacher Ratings By Students and Parents

MoneySavingExpert.com
FREE TO USE FREE OF ADS UK CONSUMER REVENUE

Comparison sites



'Play before you buy'



Virtual tours and user generated info

In many respects, club sport needs to offer this – just as the gym, spa or bank do!



There are a finite triggers to *playing sport for all*

Their weight varies according to any segment's needs

**DIVERSION /
RELEASE / ESCAPE**

The buzz of
exertion,
adrenaline and
'letting off steam'



PERFORMANCE

that feeling of
having played
well....and scored
a winner



**SOCIAL LIFE /
BELONGING**

the feeling of being
part of a unit
...togetherness,
banter, friendships



EXERTION / FITNESS

Feeling healthy
and sleeping well;
fighting 'the
wobble'



These are a useful template for highlighting what individual segments want needs to be 'dialled up' in concepts and messages for them

How these triggers then 'flex' varies according to the segment

Each of 4 components expand/shrink according to their importance



Diversion
Release
Escape

Performance



(Organised)
Sport

Exertion
and
fitness

Socialising
Belonging



We return to this model at the segment level to illustrate segment cues

Meanwhile, barriers to sport are more subjective and circumstantial

These are more arbitrary and less easy to fit to segments



Barriers that do have a bearing on specific segments are for Leanne – where FINANCIAL and FAMILY (childcare) combine. For Alison, FAMILY is also naturally a kind of barrier.

CLUBS AND ORGANISED SPORT

The prospect of sport 'clubs' raises real challenges *across* segments

Put crudely, 'clubs' or 'teams' can be contradictory creatures – and the bricks and mortar club is beginning to feel challenged

Clubs want new members...



...but they are also inherently 'exclusive' – especially when teams are strong and established

Clubs are a natural agent for activating sport as already in place. But their built-in limits need to be noted - with thought also given to more fluid, less formal structures... not just 'bricks and mortar'.



CLUBS AND ORGANISED SPORT

Indeed clubs present numerous barriers to clubs across segments

These are **GENERIC** *across* segments and can be heard from 'both sides of the fence': club members and non members

They're only for accomplished, committed players

They're likely to judge new faces and really scrutinise play

They only want *certain* new people

They're likely to be close knit and wary of new faces

They'll all be the really sporty ones that never gave it up



Trip hazard

"If somebody's not good, we won't talk to them" KEV

Any concept or communication that relies on 'clubs' hence needs to challenge these expectations as a matter of course



CLUBS AND ORGANISED SPORT

As such, ideas and messages need to reassure about club 'baggage'

Being transparent about level and opportunity – managing expectations

They're only for accomplished, committed players

We play at x LEVEL and we don't ask the earth

They're likely to judge new faces and really scrutinise play

Have a look, have a taste – bring a friend

They only want *certain* new people

We do want new members

They're likely to be close knit and wary of new shows

We are friendly...but not cliquey!

Addressing these barriers feels like good practice for any established clubs seeking to activate more club sport



CLUBS AND ORGANISED SPORT

We might also look beyond club sport to see what's happening elsewhere

Increasingly, the people are the club...not just 'members' of it

THE ALPHA COURSE
explore the meaning of life alpha.org

proclaimers
church without the boring bits!

Alternative
Religion



'Guerrilla' & grass roots
activities



I Knit



Book / hobby
clubs

It may be worth looking how other institutions create loose but real affiliation beyond bricks and mortar and then superimpose a club

CLUBS AND ORGANISED SPORT

Organised sport can work in a similar mould-breaking fashion

Many of these are consumer-led: created by or for a modern customer



Brighton & Hove
Running Sisters



BFA:UK
SPORTING BENGAL
UTD FC

Tuesday Work League Division 2									
Pos	Team	Pld	Won	Drew	Lost	For	Against	Points	Diff
1st	Sporting Arena	12	10	1	2	80	49	31	+31
2nd	T.S.A	12	8	2	4	77	52	27	+25
3rd	Adiaz Athletic	12	8	0	3	91	47	24	+44
4th	Bazza Royal Hal	12	6	0	7	59	81	18	-22
5th	100W Mission	12	5	0	8	64	73	15	-9
6th	Utd								+63



justgiving™



Branded 'plug in'
leagues

Identity sport

Work sports

Semi-official...
...to *cult* sport

Unlikely to activate in *large* numbers...but worth studying as a model for bypassing or supplementing the existing system

THE CONTEXT – IMPLIICATIONS FOR IDEAS AND MESSAGES

The context highlights some important lessons for ideation

1

Macro trends show consumers lack time and are less willing to commit. Organised sport can gain by allowing all segments – without exception – time to trial, observe and experiment...before signing up.

2

Concepts and messages need to play to generic sports 'triggers' – which flex according to segment but are present across each. Club Sport is a lifestyle option that needs to make its case as much as any other.

3

Clubs can be agents, but all segments need reassurance about them – something that feels like good practice. Other looser formats might also be explored – in line with a move away from 'bricks and mortar'.

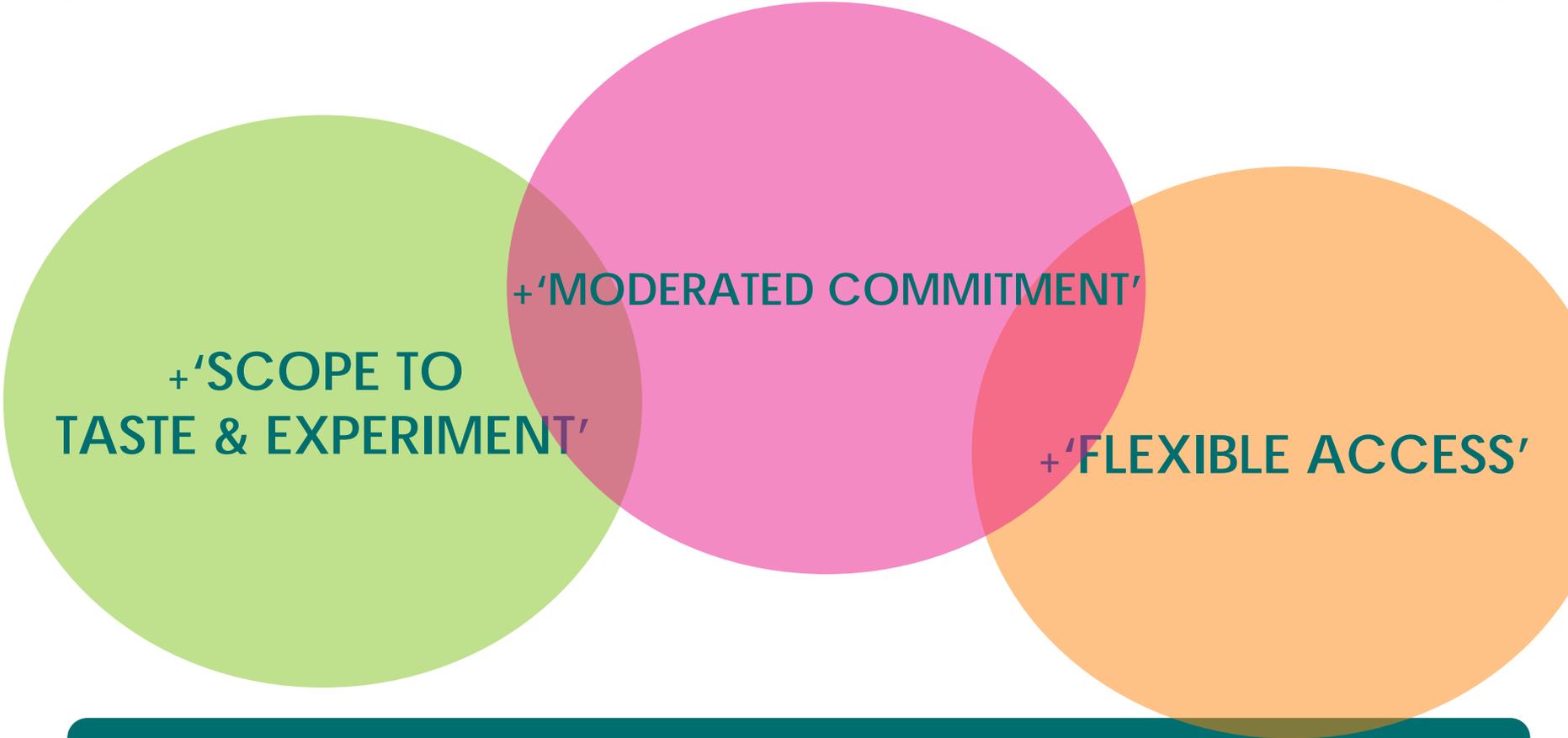


Concepts in general

-CONCEPTS THAT REACH
ACROSS SEGMENTS

Concepts / features which allow flexibility always resonate

There are numerous ways that this can be delivered in concepts



**+ 'SCOPE TO
TASTE & EXPERIMENT'**

+ 'MODERATED COMMITMENT'

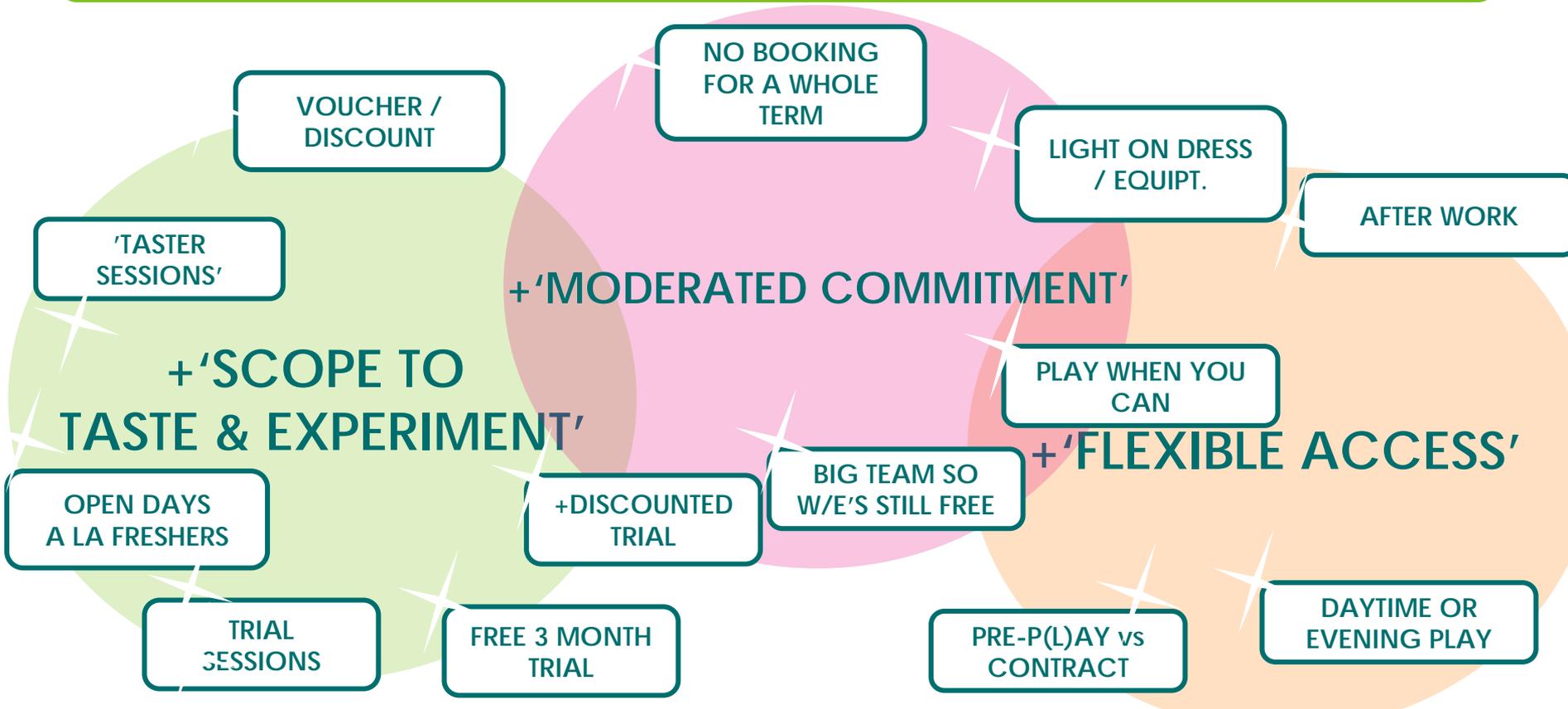
+ 'FLEXIBLE ACCESS'

In many ways, these feel like components of any rounded offer

CONCEPTS FOR ALL SEGMENTS

Concepts / features which allow flexibility always resonate

All told, making it more flexible and less of a hazard to play



These can be worked in almost any offer

The 'Get Back Into Formula' also plays across segments

Reminding segments of 'good times' – if good times there were – can have a powerful effect....WHEN conviction and belief are in place



Can successfully cue past known benefits of sport if these have been experienced....though for many, the benefits will need to be dialled up

Worth rolling out to all segments – though 'usual rules apply' in terms of those important generic reassurances about clubs, commitment, etc





Effective communication
across the segments

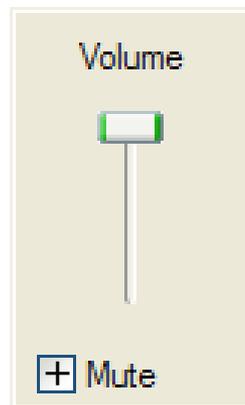
-THE CHALLENGE TO CLUBS
-GENERIC COMMS LEARNINGS

Tasking reveals that club communication tends to lack impact

Many rely on potential players being already *in the loop*, and tend to resort to very on 'low impact' communication

Channels almost always fall to :
WORD OF MOUTH and FRIENDS OF FRIENDS.

Communication assumes consumers are 'warm' and benefits *known...*



...and gaps abound re what's available in the area...and at what standard: at a sport or area level

"I don't want to be harsh, but most of the leaflets make parish magazines look like Cosmo"

Otherwise put, many are only spoken too when they're *already 'at the door'...*

This confirms the case for breaking moulds and focussing comms:
Why play club sport? What's available? Where would do it?



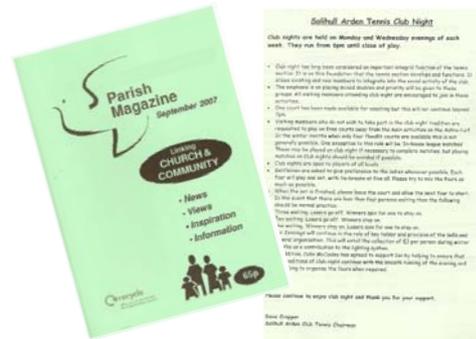
COMMUNICATION ACROSS SEGMENTS

To reach out to any of the six segments, comms needs to raise its game

1 Making the case for clubs: pushing benefits and reasons to believe

2 Exploring channels beyond flyer and notice board; new networks

3 Tackling the club sports competitor set: not other clubs but TV, GYM..etc



In all, standing out in a crowded market

Club sport needs to communicate credibly and motivate

There are a number of 'rules of thumb' for all segments

Strive for **CLARITY**
and **SINGLE**
MINDEDNESS in
communication:
less *is* more!

VS

It's the Parish
magazine

Avoid **GOADING**
or **PREACHING**
e.g. *"Think you
can cut it?"*; *"It's
time you shaped
up!"*

VS

I don't think I
can cut it, really

Be **CREDIBLE**:
hyperbole is OK-
but overpromise
e.g. turning
'sociable' into
Lonely Hearts

VS

I'll turn up and
look like Johnny
No Mates

Seek to
CHALLENGE THE
BAGGAGE around
club sport

VS

Gold medallists
only? (etc)

It's not enough to just 'open the doors' to segments: they need reasons to believe and reassurance



COMMUNICATION ACROSS SEGMENTS

Examples of hazards from comms across the segments



Get in the swing



A night on the tiles



If you can just about manage a round of golf, but not necessarily a round with Ricky Hatton, it's time to work on your fitness.



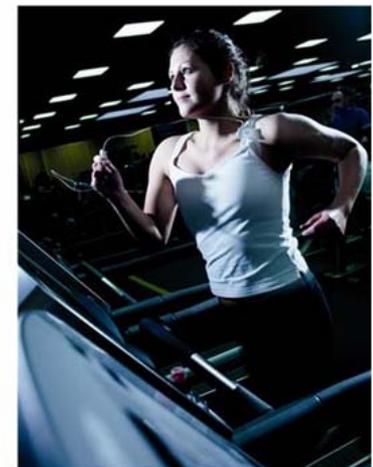
Got enough puff to actually play?

- GOADING or PREACHING



Make a pass at the boss

- NOT CREDIBLE



Life's a treadmill for a busy mum

- NOT CHALLENGING CLUB 'BAGGAGE'

- LACKS CLARITY and SINGLE MINDEDNESS... and little BENEFIT



COMMUNICATION ACROSS SEGMENTS

Meanwhile, gyms offer useful lessons for clubs and organised sport

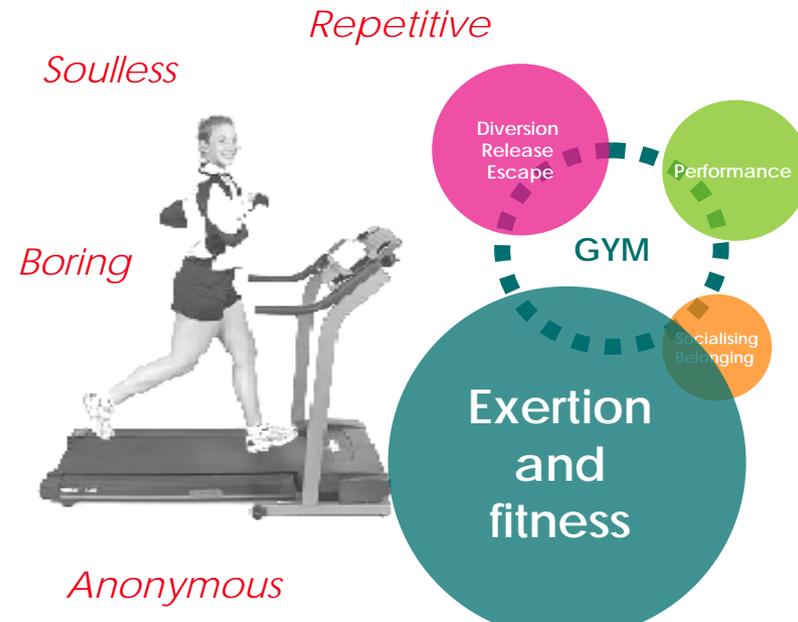
A competitor – but a source of inspiration and *contrast* too

Winning over
traditionally
activity-averse
audiences

Dialling up a
benefits – *diversion*
and *exertion*

Accommodating
time and family
pressures, childcare

Communicating
and engaging with
the target



While a competitor, gyms are a useful source for messages and concepts. A contrast can show sport's benefits in sharp relief!



Segment detail

THE 'BRIEF':
MINI BRIEF: NEEDS
-CONCEPTS AND MESSAGES

B09 KEV



I HATE TO LOSE IT
DAMPENS MY WHOLE DAY
I PLAY TO WIN



CORE NEEDS FROM CLUB SPORT

Kev is 'club sport' par excellence: sociable but *highly* competitive

Sport is about (still) competing and bonding

A strong need for **PERFORMANCE** – competition – and a desire for **COMMUNAL** feeling drives his involvement

Message and concepts need to dial these up – *though standard rules apply for any Kev outside the club*

Diversion
Release
Escape



Exertion
and
fitness

Performance:
a means to
show you
'still have it'

Socialising
Belonging :
sport is a time
to see friends...though
we'd never admit it

A very 'masculine' and forceful take on sport: a club natural!



CORE NEEDS FROM CLUB SPORT

Key considerations for successful concepts for Kevs



Allowing Kev to still believe that on the pitch, he's still Jamie



ACTIVATION CONCEPTS

Four specific activation concepts explored with Kev

Kev: idea 3

Xbox League

- Over 35s football 5 a side leagues through Xbox PowerLeague
- League already set up – the organisers do it for you
- Only play for 50 mins – less tiring
- Emphasis on fun but still get competition
- Teams from local pubs, work places
- Advertise in local pubs, social clubs, church groups and workplaces
- Use Friends Reunited or Facebook to hook up with old school friends
- Choice to play on weekday evenings or weekends
- Take part in league and get reduced tickets for local football teams
- Source: Hull case study

Kev: idea 4

Martial arts

- Can't commit to a team – try out martial arts
- Bring voucher for free taster session for you and a mate.
- Receive a discount for first five sessions

Kev: idea 2

Beginner's Golf

- Take up golf
- Free 8 beginner sessions at your local club
- Relaxed dress code; just need to wear trousers and polo shirt



Kev: idea 5

Box Circuit

- Try out “box-a-circuits”
- All the benefits of boxing, get fitter, tone up and release some of that aggression
- Sessions held on Monday and Wednesday at local authority centre; turn up to either
- Qualified boxing coaches ensure improvement
- Advertised at supermarkets, DIY shops, pubs and local newspapers



ACTIVATION CONCEPTS

Two play to Kev's desire to stick to what he knows – and be competitive

COMMUNAL and COMPETITIVE ideas shine through

+++

Xbox League

- +++**SOCIABLE, MASCULINE COMMUNAL**...per se and via social hubs: pub / work
- ++Competitive
- +Sport I am good at
- +Flexible and OFF-THE PEG
- +Shorter games: 50 minutes



++

Beginner's Golf

- +++**SOCIABLE, MASCULINE, COMMUNAL**
- ++**TALKABLY COMPETITIVE** but private - so 'unexposed' as a novice
- +Relaxed dress code

- Just for Fun? Never!!!!!!
- Suspicions that 'bribes' e.g. tickets attract 'just anybody'

"Golf is the footballer's other sport. It's football with silly trousers." KEV



ACTIVATION CONCEPTS

Those which strike out from the social crowd are less compelling

Martial arts play to Kev's masculine AGGRESSION...but lack the SOCIAL hooks he tends to crave from organised sport

+?

Martial arts



- +++**MASCULINE**: i.e. fighting and self defence
- ++**AGGRESSION**-release
- ++No team letdowns
- +A practical skill

- NO SOCIAL / BELONGING
- Fear of being a novice / beginner as OUT OF SPORTING COMFORT ZONE
- Self consciousness
- Heavy on the spiritual

-?

Box-a-circuits

- ++**MASCULINE**: boxing brand halo and kudos
- +**AGGRESSION**-release?
- +A top-up sport?

- Novelty sport
- Fear of exposure
- Self consciousness
- NO SOCIAL / BELONGING



Comms should note that Kev is the most club-oriented of our segments

WHO IS HE?

Kev is Jamie 20 years on: he has family responsibilities and a tiring job – but is still fundamentally a ‘lad’ and a consummate ‘man’s man’.

He preferred sport to most other things at school – and still feels he can show ‘flashes of magic’.

WHAT IS THE INSIGHT?

There is nothing quite like the laugh you have with a team when everyone’s playing well together and we get a win.

**YOU FEEL THIS
FRIENDSHIP – BUT
YOU’D NEVER SAY IT
ALLOUD.**

WHAT IS THE CLUB PROPOSITION?

A place where we win, let off aggression – and laugh.

WHY BELIEVE IT?
Competitive and serious play - not ‘just for fun’

*Friendly and communal- but not in each other’s pockets.
Open to new joiners.*

Kev can be pushed – but until he's 'in' he is as shy as any other segment

**WHAT IS THE DESIRED
RESPONSE?**

They seem like a decent crowd who take it seriously... but they're not a closed shop. They won't 'rip me to pieces' if I'm not perfect from day one.

**WHAT TONE OF
VOICE?**

Challenging - but encouragingly, not intimidating.

Humorous and light banter - not in-joke.

Uncomplicated and gimmick-free.

'Bloke', not lager lout.

A delicate balance between exclusive and inclusive

COMMUNICATION – LESSONS FROM THE EXECUTIONS

A number of useful pointers from example communication



When did you last score at the weekend?



Got enough puff to actually play?
 Alright, we're not exactly the Premiership, but we have a good laugh and a kick about. If you think you can still hack it, come and prove it at xxxxxxxx FC.



Get in the swing

++Playing well to Kev's 'inner lad'.
 ++Masculine, bantering humour

- GOADING
 Can you hack it?
 ...perfect for members – intimidating to potentials!

+SOCIAL / BELONGING is 'take out', not message

- Lacking sense of any BENEFIT
 - Gentle 'Dad pun' feels very off target



COMMUNICATION – LESSONS FROM THE EXECUTIONS

Other points from copy / mock up proposition

“Looking for something more inspiring this weekend than a wander round the supermarket and an evening in front of Big Celebrity Jungle Dancer on Ice?”

+Placing club sport in its competitor set!

“There will be free refreshments and a chance to watch that evening’s UEFA Cup semi-final on the big screen at the end of the session”.

+Dialling up COMMUNAL

“Matches will be played at a variety of venues ...all of them will be near enough to a local hostelry to allow thirsts to be quenched at the close of play”.

+SOCIAL AND *PUB*

- Off target: olde worlde turn of phrase undermines resonant SOCIAL / COMMUNAL message! →

A04 LEANNE



NEEDS FROM SPORT IN GENERAL

Leanne is more intimidated by club sport than any other segment

She needs most reassurance on club sport and is not a club 'natural'

Looking for a rewarding **SOCIAL** – dimension from sport, tapping the fun remembered from sport past

Driven too by body-image related **FITNESS** needs: striving to regain that pre-childbirth glamour

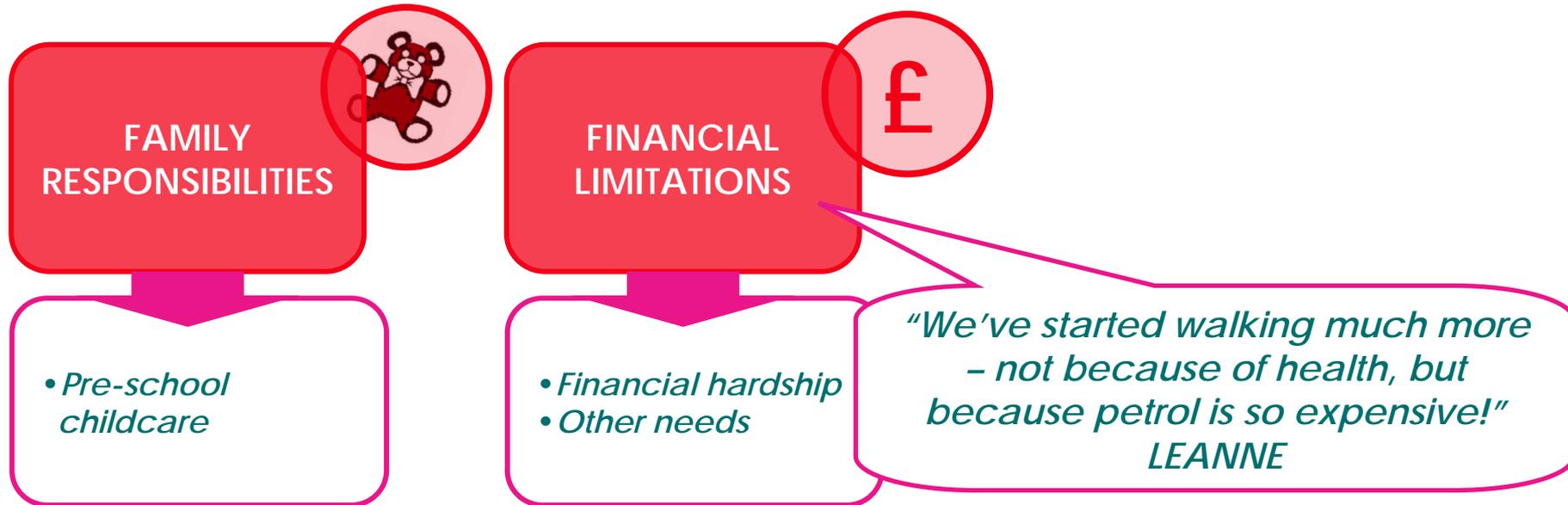


A challenge to win over, but 'once in', one to really benefit

NEEDS FROM SPORT IN GENERAL

Leanne also has specific barriers to consider: childcare and cash

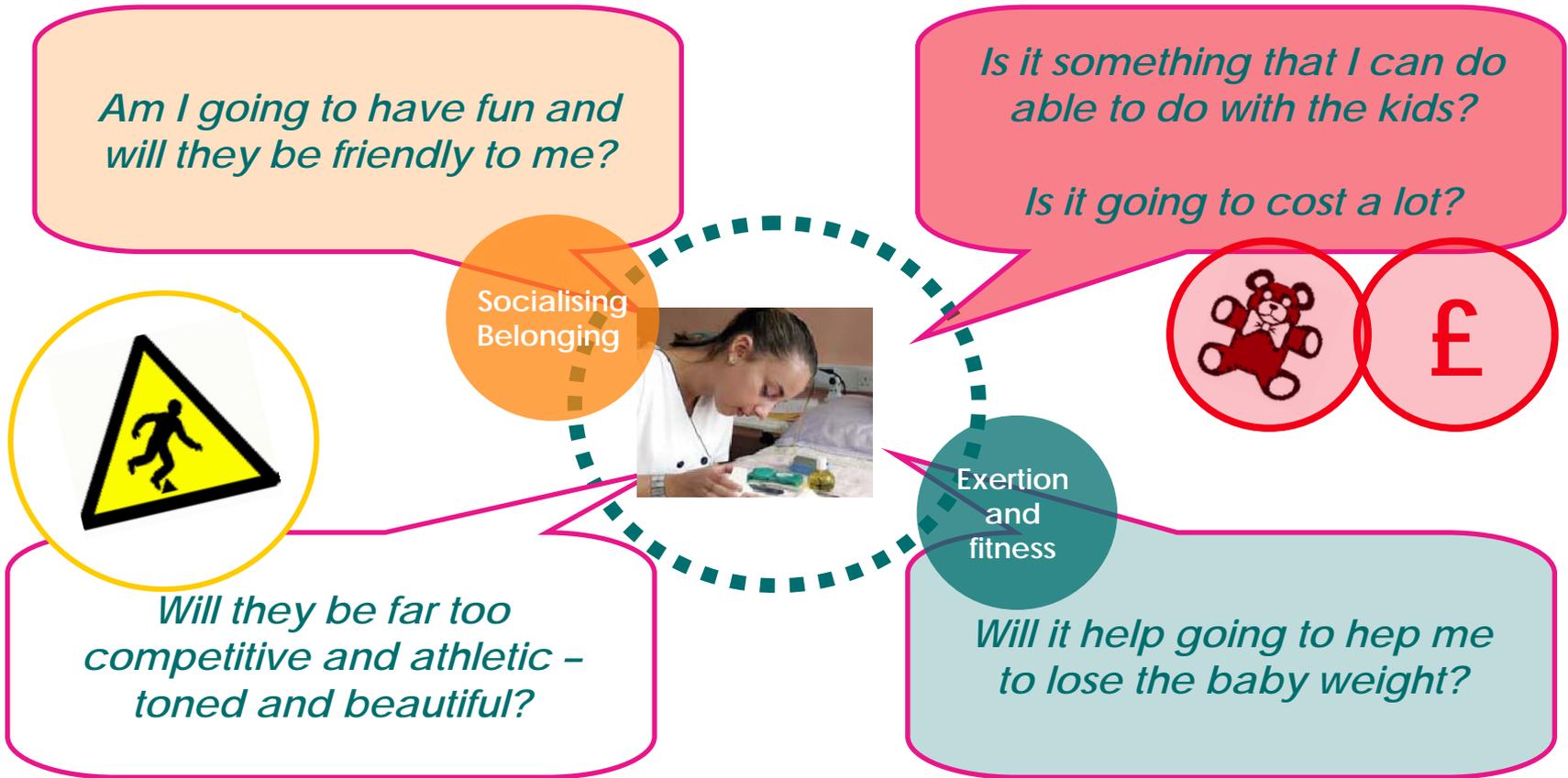
Cover for childcare; affordable and few 'sunk costs'



These are enough of an issue that they very much merit being addressed by activation concepts and messages

CORE NEEDS FROM CLUB SPORT

Key considerations for successful concepts for Leannes



Reassurance is the watchword here.

ACTIVATION CONCEPTS

Five specific activation concepts explored with Leanne

Leanne: idea 1

Women only sessions

- Women only sessions at your local centre
- Play badminton or tennis – all you need is trainers, equipment provided
- Local coaches there to support you, not to push you
- Classes are for women like you – it's about fun not ability
- Don't need to book for a whole term – juts play when you can
- Day or evening classes
- Concession rate available (£3 per hour)
- Westway case study

Region Title Heading xxx/xxx/xxxx

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Leanne: idea 2

Leisure card

- Need motivation?
- Motivate yourself with "x" leisure card system, £2 a swim
- Swim or go to aqua fit classes 10 times in six weeks and get free dance exercise class and a copy of a dance exercise DVD so you can practice at home.
- Or alternatively you can cash in your classes for vouchers for the centre café
- From: Inspiring

Region Title Heading xxx/xxx/xxxx

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Club + Creche

Discounted membership

Leanne: idea 3

- Can't afford gym membership
- Join local private or public gym free for three months – there will be one in your area
- Includes classes
- After three months join gym on discounted price
- Receive booklets outlining exercise programmes to fit your needs
- Advertised through posters in local area, web and local media
- Regular motivational texts and emails – join Facebook groups to discuss progress
- ISSF project

Leanne: idea 4

- Leannes with children
- Young mum classes and crèche facilities
- Run early weekday evenings or at the weekend
- You can take part in swimming, aerobics, gym with other young mums while kids can go to the crèche or if they are a bit older take part in supervised sports activities
- From as little as £1.30 an hour
- If you are a leisure centre member, 2 hours per week in the crèche for free
- Training

Region Title Heading xxx/xxx/xxxx

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Get back into

Leanne: idea 5

- Want to get back into sport
- Try out a new sport or get back into one you use to play
- Local opportunities for relaxed non competitive sessions – from there can continue in social, fun sessions or got into more competitive environment
- Fine out more through www.getbackinto.co.uk
- Source: Get Back into Campaign

Region Title Heading xxx/xxx/xxxx

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ACTIVATION CONCEPTS

Concepts that dial up social and 'fun' play very well with Leanne

Emphasis on 'women like you' – in it for fun first

++++

WOMEN ONLY SESSIONS

++**SOCIAL**: 'women like you'
 ++REASSURES RE COMPETITION
 ++**FINANCE**: no racket needed
'Fun'... 'support'
 +Flexible access

+++++

GET BACK INTO

++**GENERIC APPEAL** of 'G.B.I.'
 +++**SOCIAL**
 ++REASSURES RE COMPETITION
 i.e. 'at your own pace'...

In effect, making sport not a chore but a social outlet



ACTIVATION CONCEPTS

Leanne's material / practical pressures are important to address

FINANCE and FAMILY well addressed by these concepts

+++++
CLUB & CRECHE

+++FINANCE-friendly: £1.30/h
+++FITNESS-related sport
++SOCIAL: Other young mums
++Flexible times
+Children at close rein

+++
Discounted
membership

++
Leisure card

+++FINANCE-friendly
+Motivational texts

This said, important not to let finance obscure her benefits / triggers.

Leanne is the most sensitive of the segments - softly, softly.

WHO IS SHE?

Leanne is a full-time mum but is on top of things enough that she admits she's often bored.

She has good friends – but her world, is 'kids, kids and kids'.

Leanne was good at sport at school – but dropped everything when the children entered the story.

WHAT IS THE INSIGHT?

Leanne 'needs Some fresh air'.

She's lost a bit of her 'spark' since becoming a mother.

She feels less confident and wants to still catch a look across the room on evenings out with the girls.

WHAT IS THE CLUB PROPOSITION?

A friendly, fun social outlet that's fighting baby weight.

WHY BELIEVE IT?

*Mums like you – not athletes.
Never judge you – in it for the fun.*

Child friendly / flexible and not expensive.

Communication needs to work hard to reassure and not intimidate

WHAT IS THE DESIRED RESPONSE?

They're a normal crowd and they have great fun. Who needs a gym?

That's something I could do and talk about that isn't just about the kids.

WHAT TONE OF VOICE?

Empathic and 'Can-do' and empowering.

Understanding but not patronising.

'Down to earth – but not 'kitchen sink'.

In many respect, 'club first, sports club later'.

COMMUNICATION – LESSONS FROM THE EXECUTIONS

A number of useful pointers from example communication



At least something is free



A night on the tiles



If your Dad is still playing tootie at titty, why shouldn't you keep playing netball? Keep fit, have fun and meet new friends without having to join an expensive gym. Call Tina on xxxxx for more details

- Raises fears about high standards
- Low on *reassurance*

+Relevant cost message

- Very cryptic
- Benefit buried

+Social cues i.e. 'another side of me'

+Relevant 'return to' message
+'Can do' tone

COMMUNICATION – LESSONS FROM THE EXECUTIONS

Other points from copy / mock up proposition

"You stopped thinking of yourself when your baby was born, and now life's a real juggling act".

+Strong empathy

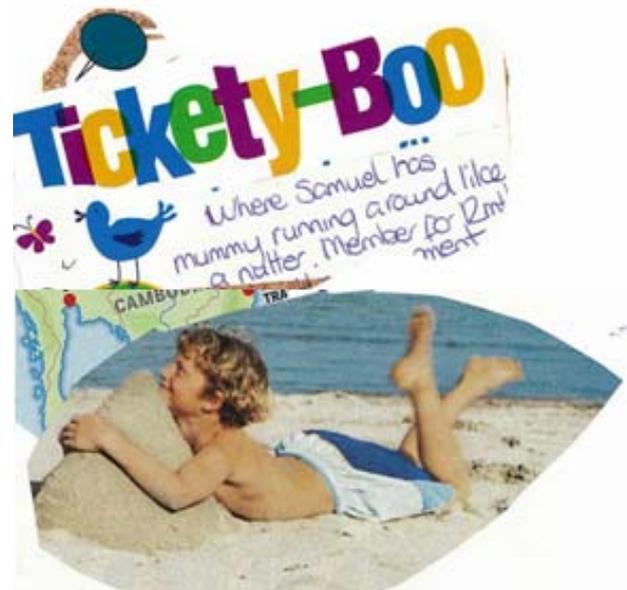
While you concentrate on toning up that tummy...
The crèche is available so that mums can take an hour for themselves
...We know how expensive parenthood can be we've kept our charges low.

+Empathy

Make the most of the time you have, and stay fit for both your sakes.

- Urgent, over competitive feel

B07 ALISON



CORE NEEDS FROM CLUB SPORT

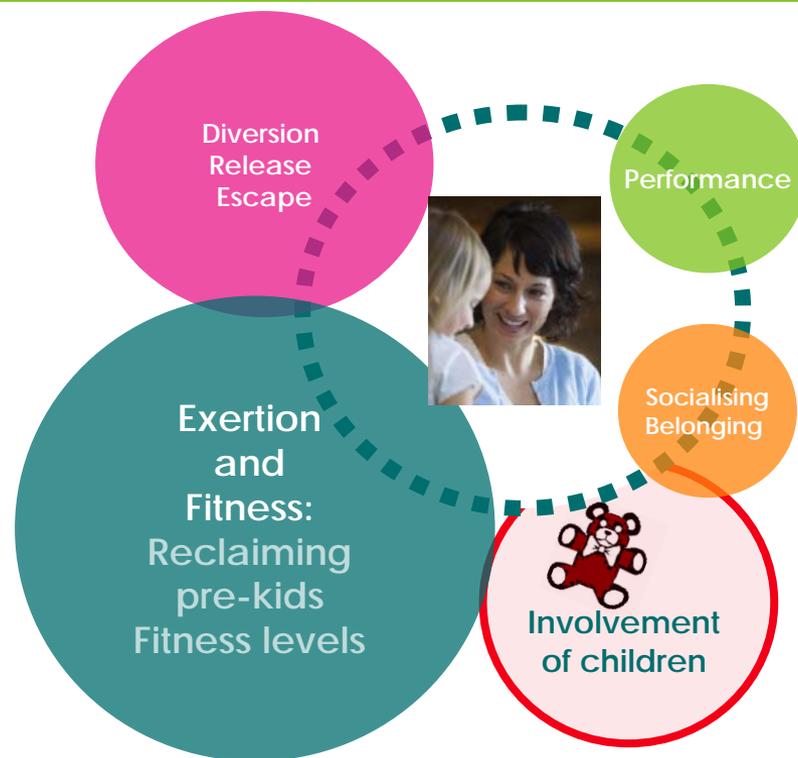
For Alison, club sport can be a complement to a fulfilled home life

As with Leanne, post-maternity fitness and children remain central

Looking for gentle **EXERTION**
and **FITNESS** – the idea of
regaining fitness after
motherhood

Simultaneously seeking club
experiences relevant too for the
CHILDREN

A sense of down time and
RELEASE – 'down time'. Unlike
Leanne though, the **SOCIAL**
benefits of sport less relevant.



All told, the club is for fitness and child-oriented fun



CORE NEEDS FROM CLUB SPORT

Key considerations for successful concepts for Alison



Looking for practical benefits rather than deep emotional rewards

ACTIVATION CONCEPTS

Six specific activation concepts explored with Alison

RUNNING SISTERS

Alison: idea 1

- Join "Running Sisters"
- Running club, run by local women like you
- Sessions all about fitness, self-confidence and most importantly enjoyment.
- Anyone welcome, can either walk, jog or run
- Small groups very friendly
- Only cost £2 per session, £18 membership and get discount in local running shop

• Hal Aitken case study



Welcome to
Brighton & Hove Running Sisters

Home
News
Who/What/When
Beginners Course
Regular Runs
Contact Us
Events
Jinks
Trailblazers 2008
Forum

Welcome
We are a women-only running group, based in the city of Brighton and Hove.
Our aim is to provide a sociable, fun and safe environment for women of all ages and abilities to participate in healthy exercise.
If you would like to join us please feel free to come along to our weekly session on Thursday evenings. We meet at 7pm at Hove Rugby Club, Hove Recreation Ground, Old Shoreham Road, Hove for a leisurely run.
Our next beginners course will start on Thursday 24th April 2008 at - Hove Rugby Clubhouse, Hove Recreation Ground, Hove.



Region Title Heading xxx/xx/xxxxx

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EVENING BADMINTON

Alison: idea 2

- Escape kids – evening badminton
 - Just turn up and play
 - Don't need partner, loads of people to play with
 - Opportunities to join in local leagues – but only if you want
 - Always time for a glass of wine afterwards
- Source: Training / Get back into campaign



Region Title Heading xxx/xx/xxxxx

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ACTIVATION CONCEPTS

Six specific activation concepts explored with Alison

Alison: idea 3

COACHING,
KIDS TO HAND

- Tennis coaching at your local tennis club
- 10-12 on weekday – women only
- Includes coaching and matches
- You join, kids get discounted membership for after school sessions
- While the kids are playing you could either catch up with your friends or have another game
- Training / Westway

Region Title Heading xxxxxx/xxxx

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Alison: idea 3, Example of women only tennis sessions

FLEXIBLE
COACHING

- Women-only sessions
- These are suitable for beginners and intermediates. These are coach-lead, run twice a week and are not bookable. Just come along and play!
Monday 10am – 12 noon (16 player sessions)
Wednesday 10am – 12 noon (16 player sessions)
Price: £10 (£6.50 concessions)

Evening session:

Thursday 6pm – 7pm (4 player session)

Price: £8 (£5.20 concessions)

Alison: Idea 4

GET BACK INTO

- Want to get back into sport
- Try out a new sport or get back into one you use to play
- Local opportunities for relaxed non competitive sessions – from there can continue in social, fun sessions or got into more competitive environment
- Fine out more through www.getbackinto.co.uk

Alison: idea 5

AT SCHOOL
PLAY

- Turn up an hour early to pick up your kids from school
- Take part in badminton in the school hall for an hour
- Stay afterwards for coffee and a chat with the other mums



ACTIVATION CONCEPTS

Concepts which 'wrap around' or involve children resonate well

Any ideas which allow this feel resonant to Alison

+++++
AT-SCHOOL PLAY

+++EXERTION/FITNESS via gentle sport
- *Badminton is beginner-friendly*
+++ Built around **CHILDREN'S** routines
+++ **CHILDREN** close to hand
+Light **SOCIAL** element: 'chat'

++++
COACHING –
KIDS TO HAND

+++EXERTION/FITNESS with guidance
+++ **CHILDREN** directly benefit
++ **CHILDREN** close to hand
+Light **SOCIAL** element

Representing club sport that is not an escape from parenting but its complement - offering a benefit to mother *and* children

ACTIVATION CONCEPTS

Likewise, as elsewhere, any ideas which offer flexibility resonate

Flexible access can help sport break into child-dominated diaries

++++
EVENING
BADMINTON

++
FLEXIBLE
COACHING

+++EXERTION/FITNESS
+++ Accommodates **CHILDREN**
+*Light* **DIVERSION** i.e. 'escape the kids'
+*Mild* **SOCIAL** element: 'glass of wine'

+++EXERTION/FITNESS
++Reassures on competition via
beginners and intermediates i.e.
i.e. not expecting champions

Flexibility is a cross-segment driver, but especially resonant for parents of young children

ACTIVATION CONCEPTS

Informality and 'easing in' to sport to can also reassure

Two ideas help challenge the club's 'hard exterior'

++++
RUNNING SISTERS

++++A powerful, textbook challenge to fears that clubs are elite and/or uninviting : *'women like you', 'for enjoyment', 'walk or run'*

++EXERTION/FITNESS

++Mild SOCIAL element: friendly

++
GET BACK INTO

++Generic appeal of 'G.B.I.' – provided past club sport experiences are positive

++Reassures re COMPETITION
i.e. 'at your own pace'... 'for fun'

++Source of EXERTION / FITNESS

While less instinctively wary of clubs than Leanne, Alison is equally drawn to ideas that help tackle the ingoing club 'baggage'

Alison's needs from sport are pragmatic – fitness and kids

WHO IS SHE?

Alison is a 'full-time mum' but thoroughly enjoying it. The children are a proxy career – tiring but highly rewarding.

She has a good social life and doesn't feel financial pressure.

Alison had mixed experiences of team sport at school – though remained active until childbirth.

WHAT IS THE INSIGHT?

Alison is pragmatic and wants to recover the levels of fitness she knew before having children.

While 'me' still counts, the best activities include or benefit the children – rather than 'escape' them.

Alison doesn't need a new social life – as she is very content with her circle.

WHAT IS THE CLUB PROPOSITION?

A place for fun and fitness – and something I can easily fit around the children.

WHY BELIEVE IT?

A gentle workout. A crowd who can be 'in it for the fun'.

Child-flexible...and the kids can even get involved sometimes.



Communication can present sport as an extension of parenting

WHAT IS THE DESIRED RESPONSE?

That's where I can get a fix of fitness and a little 'down time'.

That wouldn't mean sacrificing time for the children – and it might even benefit them too. Why not?

WHAT TONE OF VOICE?

Inviting and open handed: 'why not?'

*Practical and pragmatic.
Appealing to the parent – not just the individual.*

Not embattled or 'escapist' - attuned to the pleasures of parenthood.

Club as fitness provider and part of the parenting toolkit

COMMUNICATION – LESSONS FROM THE EXECUTIONS

A number of useful pointers from example communication



Keeping one thing in the air is easy!



+ 'Can do' feel
+ Resonates with
'realities of the job'

- Low on benefit



Life's a treadmill for a busy mum



+ Empathic...

- An embattled vs happy mother(!)
- Low on benefit
- Suggests a very competitive scene



COMMUNICATION – LESSONS FROM THE EXECUTIONS

Other points from detailed copy / mock up proposition

“Our off-peak memberships are just right... for those who want to fit in an aerobics class between dropping off the children and picking up the dry cleaning”.

“Most of our dance and fitness classes don't start until 9.30am to suit those with school runs to cope with, while our afternoon sessions end at 2.30pm”

+
Flexibility around children

“We have informal sessions at 8pm every Thursday, so come and dry out those demon drop shots and long-lost lobs. And if it rekindles that competitive urge we can offer coaching sessions, an internal league and even a chance to play for the centre's own team.

+Emphasis on informality
+Playing down the *obligation* to compete

“At the end of the session, whatever the final score, you can relax with a glass of wine and your new friends in our comfortable bar”.

- Labouring the social dimension 'New friends' and 'glass of wine' – less relevant to Alison vs Leanne

A03 CHLOE



makes me feel happy and
in control of my weight
(means I can eat
chocolate + puff pastry and
not feel too bad!)



CORE NEEDS FROM CLUB SPORT

Chloe's heartland is the gym – the point of comparison for club sport

Club sport can deliver fitness - with emotional gains the gym lacks

Looking for **EXERTION** and **FITNESS** to meet the needs of a very body-conscious phase in life – something the gym already delivers.

A need for **DIVERSION** and 'time out' from a pressurised working life that's starting to take off.

A sense of **PERFORMANCE / COMPETITION** can also appeal, tapping into past success.



Organised club hence becomes the 'gym with a soul'

CORE NEEDS FROM CLUB SPORT

Key considerations for successful concepts for Chloe



The gym's 'work out' and 'release' are central.

ACTIVATION CONCEPTS

Five specific activation concepts explored with Chloe

Chloe: idea 1

DISCOUNTED GYM

- Join local private or public gym free for three months – there will be one in your area
- Includes classes
- After three months join on discounted price
- Receive booklets outlining exercise programmes to fit your needs
- Advertised through posters in local area, web and local media
- Regular motivational texts and emails – join Facebook groups to discuss progress
- W8FF project

Chloe: idea 2

GET BACK INTO

- Want to get back into sport
- Try out a new sport or get back into one you use to play
- Local opportunities for relaxed non competitive sessions – from there can continue in social, fun sessions or get into more competitive environment
- Fine out more through www.getbackinto.co.uk

• Source: Get Back Into Campaign

Chloe: idea 3

OPEN DAY

- New to the area?
- Club open day
- Remember freshers fair?
- Open day for different clubs, representing a wide number of sports, held at your local leisure centre, local park or shopping centre
- While you are there pick up flyers for free taster session

Chloe: idea 4

TRIAL SESSIONS

- Saturdays in April
- Turn up for trial sessions in a number of sports, tennis, badminton or table tennis
- No need to book or commit



Five specific activation concepts explored with Chloe

Chloe: idea 5

WORKPLACE SPORT

- Workplace schemes
- Try out mixed softball and netball
- Get to know your colleagues outside the meeting room
- Don't need to commit for the whole season – just play when you can
- And it's free – work pay (and organise)

ACTIVATION CONCEPTS

Ideas that encourage 'trial' appeal - though no more for *Chloe* than others

These feel like 'good sense' rather than distinct activation ideas

++
TRIAL SESSIONS

++
OPEN DAYS

++Offering valued TASTE & EXPERIMENT
++Lightening the commitment load
++Offsetting assumed CLUB BAGGAGE

+
DISCOUNTED GYM

+Hard to argue with a bargain...!
+Chance to TASTE & EXPERIMENT
+Lightening commitment burden

BUT Chloe is not *notably*
budget conscious: 'free' can
indeed suggest 'low budget'

As elsewhere, these feel like supporting features open to any concepts rather than specific concepts for Chloe *only*



ACTIVATION CONCEPTS

Similarly, ideas that circumvent club baggage also resonate

Work sport and 'Get Back Into' both break down club barriers

+++
WORKPLACE PLAY

+++Work is a prime focus for Chloe
+++Offers EXERTION/FITNESS
++'Shortcuts' CLUB BAGGAGE
++PERFORMANCE / COMPETITION are ready built-in...and easier to surface

+++
GET BACK INTO

++Generic appeal of 'G.B.I.'
++TAPPING into Chloe's often positive memories of sport...which carry her through to the gym

While both are relevant to Chloe, these are likely to have generic appeal since they challenge club baggage, by being more about participants than club



COMMUNICATION MINI-BRIEF

For Chloe, club sport needs to challenge the gym

WHO IS SHE?

Chloe is career minded and independent – with a full social life and few responsibilities.

She is disciplined about gym-based activities and works hard to stay slim and fight the effects of good nights out.

She enjoyed sport at school – and was rather good at netball.

WHAT IS THE INSIGHT?

For all of its service in helping Chloe keep fit, the gym is purely functional and rather soulless – with few emotional benefits. It can be boring.

Chloe also has positive memories of sport at school which she is beginning to feel nostalgic about.

WHAT IS THE CLUB PROPOSITION?

*The gym with a soul.
The fitness the gym gives, with the added lift of really getting away from work and the thrill of winning.*

WHY BELIEVE IT?

*Vigorous exercise
Work-friendly access
Scope to compete – not just fun.*

Goals not treadmills.



While in communication can afford to be less timid about sport in general

WHAT IS THE DESIRED RESPONSE?

That's what I could do instead of a gym session – getting the same intense exercise in a more rewarding environment.

That's where I might recapture my old competitive streak.

WHAT TONE OF VOICE?

'Can do' and motivating

Gently challenging the trappings of the gym

Credible, professional vs girliness, frivolity, sauce

Club sport hence is more varied and more *rewarding* than the gym

COMMUNICATION – LESSONS FROM THE EXECUTIONS

A number of useful pointers from example communication



Make a pass at the boss



+ Work context
appeals in principle...

- BUT 'saucy' humour
lacks credibility



Same gossip – different water cooler



+ Work context...

- BUT lacks credibility
by playing to 'girlie'
stereotypes e.g.
'gossip'

COMMUNICATION – LESSONS FROM THE EXECUTIONS

Other insights from detailed copy / mock up proposition

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.

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.

A range of classes and activities that are designed to fit in with your busy lifestyle and put you in control of your own fitness.

+
Flexibility around children

+Emphasis on informality
+Playing down the *obligation to compete*

- Labouring the social dimension
'New friends' and 'glass of wine' – less relevant to Alison vs Leanne

A02 JAMIE



THIS SUMS IT
UP!!!



Jamie feels more attuned to club sport than any other segment

Sport is about self-achievement, acceptance and camaraderie

A strong need for
PERFORMANCE –
competition & glory –
and commitment from
players who do play.

A pleasure in
SOCIALISING and
BELONGING – on and
off the pitch.

FITNESS for a body-
conscious stage in life.

Diversion
Release
Escape

Performance:
Airing the
competitive streak

Exertion and fitness:
A way to feel and
look good

Socialising
Belonging :
A meeting place for
friends

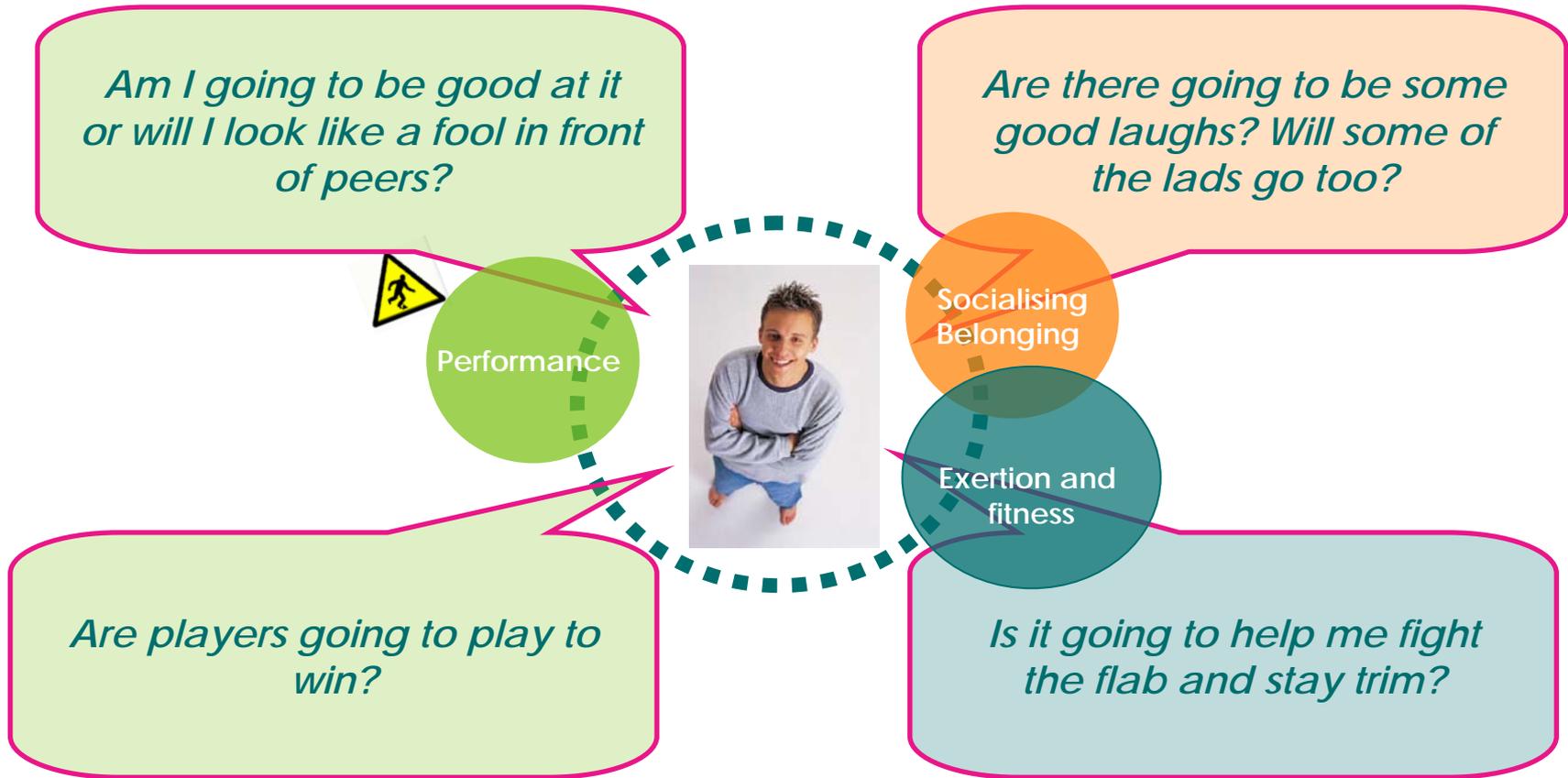


Like Kev, Jamie is in many ways a club natural



CORE NEEDS FROM CLUB SPORT

Key considerations for successful concepts for Jamies



Jamie wants the opportunity to 'belong' to a successful team where he can show effort and success on pitch

ACTIVATION CONCEPTS

Five specific activation concepts explored with Jamie

Jamie: idea 1

Pub League

- Yates, Weatherspoons, Lloyds, Revolution; do these sound like your typical Friday night out?
- Join football leagues organised by these pubs
- Five-a-side leagues; all you need to do is sign up at bar and fixtures list sent to you
- Games every Thursday / Wednesday
- Visit the pub afterwards for discounted food and VIP queue jumping at the weekend
- From training materials

Jamie: idea 2

Meet Girls

- Do you want to meet girls?
- Mixed gender sessions including running, volleyball and basketball
- Mainly 18-25 year olds, all local people
- Find out more through local gyms or up-to-date website
- Every session is followed by drinks in the bar
- Take place weekday evening and occasional weekend trips – fancy Bournemouth beach in the sun?
- From training materials / Get back into campaign

Jamie: idea 3

Summer Cricket

- For Jamies playing football
- Learn more about playing cricket in the summer and running clubs to improve your fitness during the season
- Opportunities advertised through football leagues (websites, changing rooms, club bars)
- Cricket and running clubs welcome any standard – teams cater for all abilities
- Go with a football mate, it will be more fun
- Turn up for the first four sessions; it's free, then pay and play – manage your expenses, just like you manage your mobile phone
- From training materials



ACTIVATION CONCEPTS

Five specific activation concepts explored with Jamie

Jamie: idea 4**Work Sport**

-
- Want to play football with work mates?
 - No hassle or long term commitment
 - Play when you can
 - Company manager organises
 - Leagues happen straight after work
 - Beat your local rivals
 - From training materials

Jamie: idea 5**Extreme Sport**

-
- Don't like football or rugby?
 - Try out extreme sports such as power kiting, bouldering
 - If there are no local opportunities, weekend trips away are possible
 - Costs are affordable



ACTIVATION CONCEPTS

Socially-based offers hold plenty of appeal to Jamie

Ideas that 'reverse' existing social/ interest groups into sport are perceived as an 'easy', natural way in

+++++

Pub League



+++++

Work Sport

- ++**SOCIABLE, MASCULINE COMMUNAL**...taps into natural existing social hub
- ++Competitive
- ++Easy & convenient – it is organised by the pub & local
- +Frequent weekly games
- + Celebratory drinks at pub after
- + Appealing incentives – food discounts & queue jumping

- +++**SOCIABLE, COMMUNAL** – taps into existing interest group
- ++Innately **COMPETITIVE** – creates rivalry between companies and strengthens working relationships
- +**ACCESSIBLE/ CONVENIENT** – organised for you, around you
- + Circumvents club 'baggage'



Some concepts fail to deliver to Jamie's key needs

Summer cricket has niche appeal while extreme sport seems more of a *blue sky* offer

-?

Summer Cricket

+ **FITNESS** – maintaining physique off season
 + **FREE TRIAL SESSIONS** – affordable - doesn't place demand on limited finances

- Why play cricket?
 'Any standard welcome' is weak on **PERFORMANCE / COMPETITION**
 - **LACKS SERIOUSNESS** – 'fun' vs 'playing to win'

-?

Extreme Sport

+ **EXERTION** – opportunity to do something extreme & challenging

- **LACKS RELEVANCE** – what Jamie *doesn't* like football?
 - **IMPRACTICAL** – not local; infrequent opportunities
 - **PERFORMANCE** – do I need prior experience? What if I'm no good?



Others are felt to be inappropriate altogether

While clearly a daily interest, the idea of consciously seeking partners via sport *wholly* lacks credibility

"Are you serious?!... it sounds like a dating service! I can manage on my own thanks!"



-
Meet Girls

+ Interesting *in principle, but...*

- Latent self-consciousness
- Lacks PERFORMANCE cues – unable to show aggression 'with girls around'; sports likely to be 'watered down'
- Sacrifices COMPETITION – No prospect of 'going into battle and conquering'

Jamie is generally confident and, like Kev, a potential 'club natural'

WHO IS HE?

Jamie is a 'classic' carefree lad. His focus in life is socialising with his 'mates' and going out 'on the pull'.

He has self-confidence and belief in his ability to play sport – having only recently left school where he played to a high standard.

WHAT IS THE INSIGHT?

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.

He wants to be respected and praised by his peers.

He also wants to look good and get noticed by girls

WHAT IS THE CLUB PROPOSITION?

A place where we come together, give it our everything and have a laugh

WHY BELIEVE IT?

Competitive and serious play - not 'just for fun'

Friendly and open minded to new players - but you have to be committed.



Communication can be provocative but needs to avoid intimidating

WHAT IS THE DESIRED RESPONSE?

Me and a few mates could give them a try.

They seem like a decent crowd who take it seriously.

It might help with the six pack, too.

WHAT TONE OF VOICE?

Challenging - but encouraging, not intimidating.

Humorous and light banter - not in-joke.

Uncomplicated and gimmick-free.

Laddish.

In many ways, Jamie is a 'young Kev'

COMMUNICATION – LESSONS FROM THE EXECUTIONS

A number of useful pointers from example communication



Give yourself a lift this weekend



+ **RELEVANT** –
acknowledges the
performance and
exertion 'high' that
Jamie gets from
sport



Tackle that big issue this weekend



- **IRRELEVANT** for
Jamie – he is
young & care-free
and has no 'big
issues'



OK, don't forget XBOX as it's brilliant, but try Kick Boxing anyway for speed, strength and stamina. It feels good and it looks even better. New classes with expert tuition at xxxxx Leisure Centre.



+ **Competitive,**
exertion, fitness

- Lacks social group
aspect
- Preaches/ dictates
'parent speak'



Other points from copy / mock up proposition

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



- + COMPETITIVE – playing for trophies and wants to defend title
- + CHALLENGING - adult, over 18yr club so not child’s play

“keep fit and replace
flab with muscle”



- + RELEVANT MESSAGE that conveys the importance Jamie places on of FITNESS and self image

“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”.



- +SOCIAL
- +Dials up the appeal of rivalry camaraderie & banter

C11 PHILIP



it allows,
you to burn
off calories
that you
eat.

It allows you
to bond with
other people



NEEDS FROM SPORT IN GENERAL

Philip seeks a combination of fitness and emotional benefits

Staying fit as a long term 'insurance policy' is the main driver

Looking for sport to improve **HEALTH & FITNESS** as well as offering **SOCIALISING / BELONGING** – expanding the social.

All the while, seeking **PERFORMANCE / COMPETITION**



A balanced approach to club sport – drawing in similar measure on each of sport's functional and emotional benefits

CORE NEEDS FROM CLUB SPORT

Key considerations for successful concepts for Philips

Are they going to be a welcoming bunch? Could the two of us play as a couple?

Will there be other people of my standard?

Socialising
Belonging

Performance:

Escape

Exertion
and
fitness

Is this going to be more stress – or is it going to be ‘down time’ from work?

Is this the workout I need to fight the middle age decline?



Combining fitness with the well mapped emotional benefits of sport

ACTIVATION CONCEPTS

Four specific activation concepts explored with Philip

Philip: idea 2

Everyday
Cycling

- Everyday cycling
- Downloadable local routes for you and your family
- Keep a record of all your activities, routes and events through www.everydaycycling.com
- If you want to take it more seriously use the site to find out more about competitive opportunities and cycle clubs

Philip: idea 3

Sport with Partner

- Missing playing team sport?
- Veterans teams in football, rugby or cricket
- Emphasis on the social aspect and not the winning
- A large squad so you don't have to give away all your weekends
- Still enter competitions with other vet teams
- Many players have sons and daughters that play for junior teams – it's a great way to meet other Dads

Philip: idea 4

Vet Teams

- Want to play golf but no one to play with?
- Turn up at your local club, on a pay and play basis and the secretary will organise someone to play with you
- No need to book
- Advertised in local gyms, workplaces and through the web

Philip: idea 5

Solo Golf

- Children getting older? Can spend more time you partner?
- Mixed tennis doubles on Sunday mornings at your local tennis club
- Coach will ensure you play couples of similar standard
- Great way to meet new people
- Book for 5 or 10 week sessions



ACTIVATION CONCEPTS

Sport 'a deux' plays very well

Ideas that can allow sport to be enjoyed as couples meet a lifestage need to find new interests and *reconnect*

++++
SPORT WITH PARTNER

+++ Offers **EXERTION & FITNESS**
 +++ **SOCIABLE**: mixed doubles subtly implies scope for new friends
 ++SHARED WITH PARTNER
 +CONVENIENT – via local, Sundays
 +**PERFORMANCE** is an option via potential for coaching to improve

+++
EVERYDAY CYCLING

++SHARED WITH PARTNER and able to accommodate divergent levels of fitness
 +Offers **EXERTION & FITNESS**
 +Option for **PERFORMANCE AND COMPETITION**

ACTIVATION CONCEPTS

Other concepts are less appeal...

Concepts that imply that Philip needs a helping hand at making friends are shrugged off

+
VETS TEAMS

+Scope for PERFORMANCE – /
COMPETITION... within limits
+ SOCIAL / BELONGING
+ 'Large squad' lightens sense of
COMMITMENT – removing the
fear of 'letting others down'

- DISONANT SOCIAL ANGLE: little
interest in 'meeting other Dads'
(vs *other couples*)

-
SOLO GOLF

- LACKS A SOCIAL DIMENSION –
perpetuating if not celebrating
solo play(!)
- LACKS CREDIBILITY – Common
doubts about the quality of any
offer that would truly allow
customers to turn up and ride...

Philip seeks health and social benefits - think of partner as much as self

WHO IS HE?

Philip has been has long been committed to career and to sport. His work is still demanding, but the children 'fleeing the nest' has released more time for reconnecting with his partner.

He has always been sporty and fairly fit and he worries about getting old and ill health

WHAT IS THE INSIGHT?

Philip is committed to sport because of anxieties about long term health – family history focussing the mind.

He and his wife have more time together now since the children left – and would like to find interests and activities to share as a couple – whatever the pace.

WHAT IS THE CLUB PROPOSITION?

A relaxed, sociable set up that for fitness and sociable time together as a couple.

WHY BELIEVE IT?

A good work-out

Activities for both abilities

Sociable crowd



Not hence needs to be taken of the partner alongside Philip

WHAT IS THE DESIRED RESPONSE?

They take their sport fairly seriously – not just doing it for a laugh – but at the same time they are enjoying themselves and they are a sociable crowd.

That's something for my wife too – not just me. .

WHAT TONE OF VOICE?

Aspirational and respectful – not chatty or 'matey'.

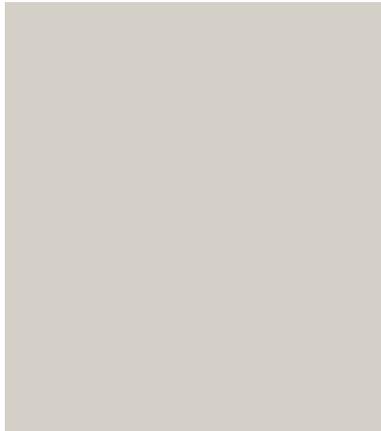
Encouraging and reassuring - appealing to a less sport-savvy partner

Avoiding goading – 'can you still cut it'?

The most mature of the segments , meriting a 'gentle' approach

COMMUNICATION – LESSONS FROM THE EXECUTIONS

A number of useful pointers from example communication



If they claim you're over the hill, just race them to the bottom



Try some blue-sky thinking



If you can just about manage a round of golf, but not necessarily a round with Ricky Hatton, it's time to work on your fitness. Join the gym at xxxxxxxxxxxx Health Club and one of our experienced team will tailor a programme to enhance both your fitness and your performance in your chosen sport.



+ Relevant fitness message – 'still got it'

- Can Instil fear - implies he is old and perhaps past it

+ Suggests 'escape from work' - a trigger for sport

- Rarely understood as being about sport...vs holidays1

- URGENT tone tends to unsettle
- Some sense of 'goadings'



COMMUNICATION – LESSONS FROM THE EXECUTIONS

Other points from copy / mock up proposition

"You already know that staying fit is important... we want to help you to do just that..."

While that well-deserved retirement may still seem a long way off, staying fit now is a good way to make sure you are able to enjoy it when it arrives".

- ✓ EMPATHIC – conveys an understanding of the importance of health and fitness
- ✓ RELEVANT – a healthy retirement is one of Philip's aspirations

"Early morning, adults-only swimming sessions means you can fit in as many lengths as you like on the way to the office...our executive club members are entitled to priority bookings with our personal fitness trainers between 12 & 2pm, giving you a chance to work out before going back to work"

- ✓ CONVENIENT & FLEXIBLE : work is still a priority, so sport needs to fit around it

"If your idea of a mid-life crisis is trying to decide whether to play football for the office five-a-side team or go for a long Sunday run, then welcome to the club"

- ☆ Disliked as presumptuous:
- ☆ Mid-life crisis is about HEALTH



The Way Forward

- ACTIVATING CLUB SPORT

ACTIVATING SPORT

The context suggests clubs need to accommodate today's lifestyles

Macro trends show consumers lack time and are shy of early commitment. Clubs can gain by allowing all segments to TRIAL, OBSERVE & EXPERIMENT. There is everything to gain by building such features into concepts.



ACTIVATING SPORT

Concepts and messages need to really make a case for sport

Concepts and messages need to play to generic sports 'triggers' – which flex according to segment but are present across each. Club Sport is a lifestyle option that needs to make its case as much as any other.



ACTIVATING SPORT

Clubs can be the 'agents'....but 'baggage' needs to be addressed

All segments need reassurance on club 'baggage' – something that ought to be good practice. Any club seeking new members needs to communicate its presence, its openness, its 'offer' and its level.

1 Communicating per se and: **benefits** and **reasons to believe**

2 Being listed and visible – relying less on word of mouth

3 Tackling club baggage: we do want you...come and join us

4 Competing against other lifestyle choices – not just other clubs



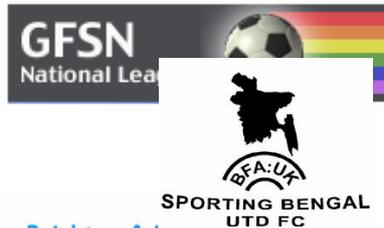
City	Rating	Star
London	★★★★★	4.4
Blackburn	★★★★★	4.1
Huddersfield	★★★★★	4.1
Coltham (Surrey)	★★★★★	4.0
Brighton	★★★★★	3.9
Blackpool	★★★★★	4.0
Birmingham	★★★★★	3.8
Brighton	★★★★★	4.0
Edinburgh	★★★★★	4.2
Blackpool	★★★★★	4.0
Windsor	★★★★★	4.1
Cheshire	★★★★★	4.0
Dublin	★★★★★	4.0
Glasgow	★★★★★	4.0



ACTIVATING SPORT

Worth also thinking about activating sport aside the cub system

Looser formats based on interest group or workplace - away from bricks and mortar - are likely to reap benefits.



Tuesday Work League Division 2

Pos	Team	Pld	Won	Drew	Lost	For	Against	Points	Diff
1st	Sporting Arena	13	10	1	2	80	49	31	+31
2nd	L.S.A	13	8	0	4	77	38	27	+39
3rd	Adiaz Athletic	13	8	0	5	91	47	24	+44
4th	Sacra Royal Hall	13	6	0	7	53	51	18	+2
5th	102W Union	13	5	0	8	64	73	15	-9
6th	Lib								+83



Branded 'plug in' leagues

Identity sport

Work sports

Semi-official...
...to outright *cult* sport



ACTIVATING SPORT

Meanwhile, gyms are a helpful lesson...and a revealing contrast

Worth learning from gyms – the *other* organised 'sport'!

Winning over traditionally activity-averse audiences

Dialling up a benefits – *diversion and exertion*

Accommodating time and family pressures, childcare

Communicating and engaging with the target

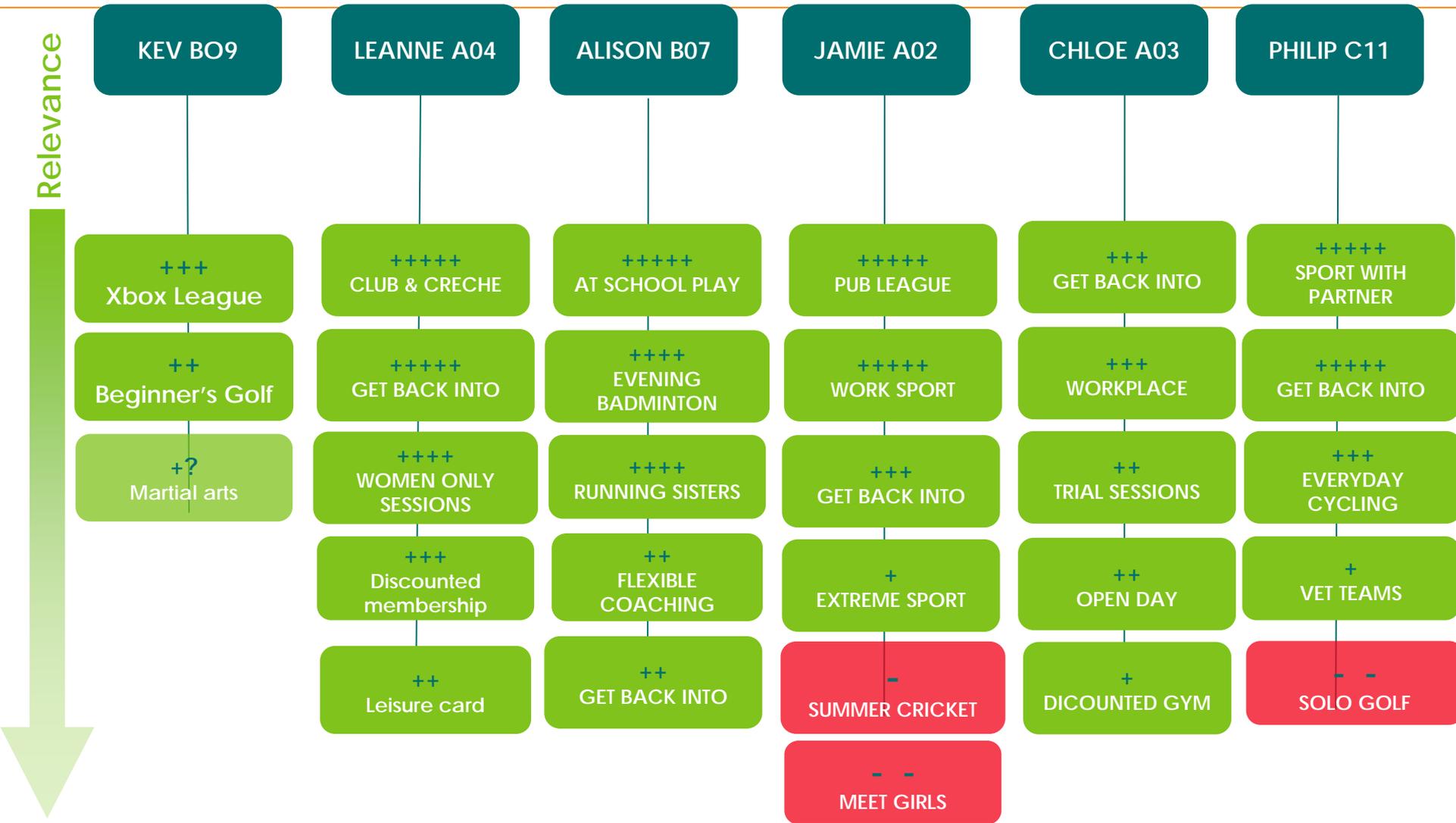


Exertion and fitness

They feel ripe for a challenge.

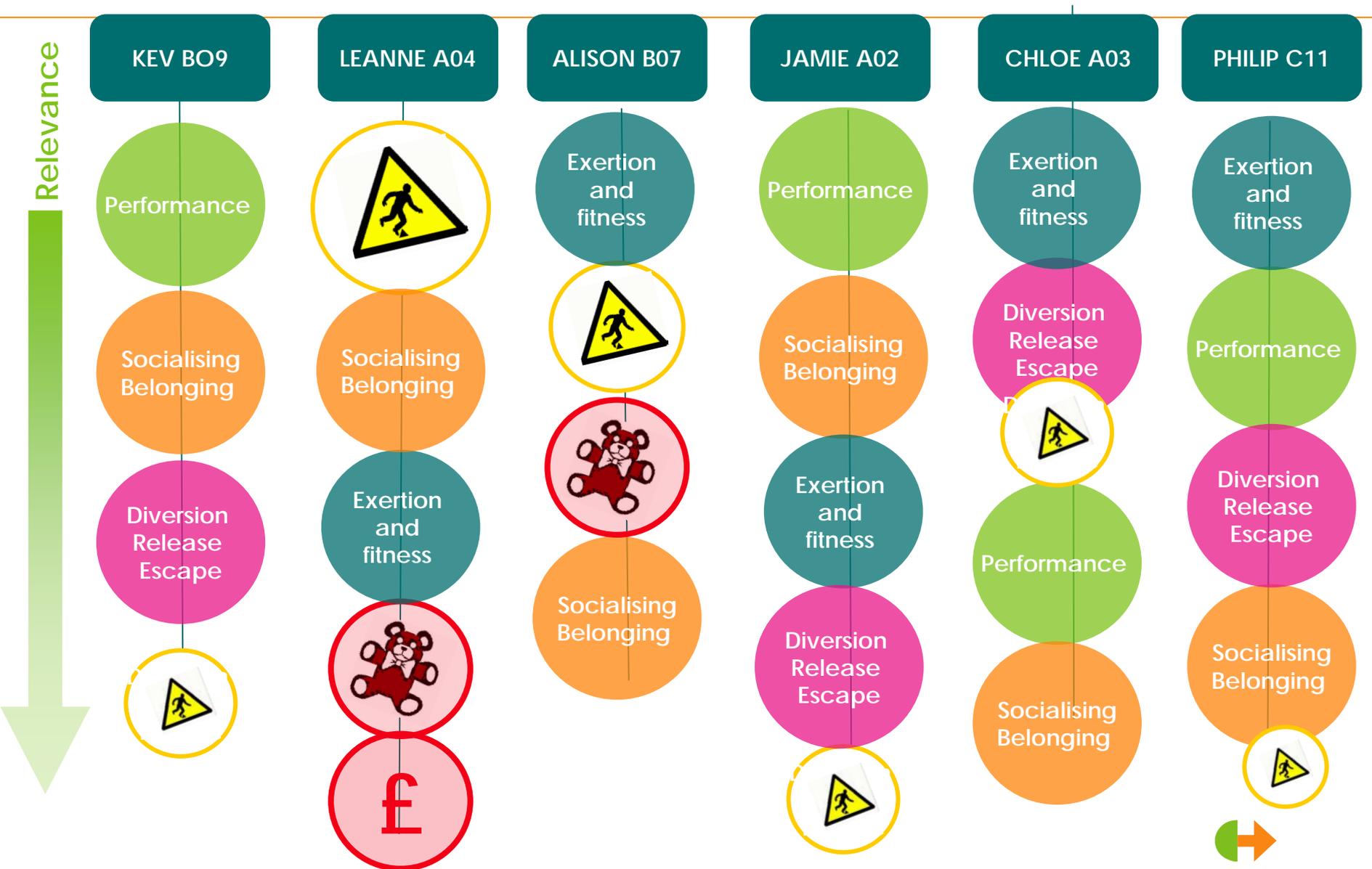
ACTIVATIION CONCEPTS

In sum, several of the concepts show potential to activate club sport



ACTIVATIION CONCEPTS

Going forward, new concepts should seek to play to segment needs



Lastly, communication in general needs to avoid common bad habits

All communication could benefit from observing a few 'rules of thumb' across our segments

Strive for **CLARITY** and **SINGLE MINDEDNESS** in communication: less *is* more!

Avoid **GOADING** or **PREACHING**
e.g. *"Think you can cut it?"*; *"It's time you shaped up!"*

Be **CREDIBLE**: hyperbole is fine - but overpromise
e.g. Don't turn 'sociable' into Lonely Hearts

Seek to **CHALLENGE THE BAGGAGE** around club sport



Club Sport needs to make its case as lifestyle choice, just as any other.



HenleyCentreHeadlightVision



Increasing Participation in Sport Research Debrief

Prepared by Jake Goretzki, Amy Esser
and Rachel Claydon

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