

FAST5

Netball World Series

MARKETING & COMMUNICATIONS PLAN

Submitted to the Ministry of Economic Development

JULY 2012



NETBALL NEW ZEALAND
Poitara whiti Aotearoa

The purpose of this document is to provide detail around the Marketing and Communications activity in relation to the Netball World Series, Fast5 event to be held at Vector Arena, 9-11 November 2012.

This document is accurate at the time of submission, however, as we are still in the early stages of planning there is more detail to be included in time.

We are still in discussions with potential partners, and others have been identified. We intend to talk to them in the coming weeks.

We look forward to updating you as we progress.

This document features two key sections:

MARKETING

COMMUNICATIONS

MARKETING

MARKETING OBJECTIVES

- Create a dynamic and engaging international event
- Position Fast5 as an exciting new entertainment experience ... a three day festival of netball, friends and fun!
- Optimise stadium attendances relative to the various sessions of play and/or stages of competition
- Attract audiences from Auckland, New Zealand, Australia and abroad
- Educate the public about Fast5 as a new version of the game, promoting the various opportunities to engage (i.e. spectator, future player)
- Work with our partners and sponsors to create an event that meets their needs. Work collaboratively with them to create leverage plans aligned with these key objectives

CHANNEL SUMMARY

AGENCY	RADIO	PRINT	MAGAZINES	BROADCAST	WEBSITE	SOCIAL MEDIA	TRAVEL PROVIDERS
CONFIRMED							
	  					  	  
IN-DISCUSSIONS							
		TBC	TBC				

BRAND AND LOGO

The INF Fast5 World Series name was approved at the INF Board Meeting and we are currently working on a new logo.

With the proposed rule changes to 5-aside, entry into a new market and our desire to launch an exciting event targeting a new audience, we believe it is timely to update the event's identity.

AGENCY

NNZ has appointed Y&R as the Official Advertising Agency for the event.

We are currently working with Y&R to finalise our campaign, both design and media.

Their initial brief is to create the tournament... its look, its feel, its identity. In the coming weeks our focus will turn to sales, targeting both existing and new audiences to the event.



TARGET AUDIENCE

Target Audience is split into **In-stadium** and **Broadcast**, then further defined into **Existing** and **New** categories.

In-stadium

Existing

- Netball and sport enthusiasts - players (youth/ students / social / mature), administrators and volunteers
- Current purchasers of netball (attend ANZ Champs, Test Matches and travellers to World Championship events)
- Females - can for the most part be defined in one of the following categories:
 - *Mum* – Takes daughters along to see the action live (one to two sessions)
 - *Fanatic* – Will make own way to the event, will purchase a three-day pass
 - *Groupies* – Purchase a travel package with a sports travel provider ... want it to be easy, social and to be entertained
 - *Social* – May have attended live netball before, are interested in seeing something new, want something social

New

- *Gen X&Y* – Female and male, engage in social media, want to be entertained, like a social outing, like attending events together, want to go to the 'next big thing'
- *Sports Nut* – Predominantly male, sports enthusiasts wanting to keep up with the 'latest' game
- *Wined & Dined* – male & female purchasers of corporate hospitality, companies purchase as staff and/or customer rewards.

Broadcast

Existing

- Netball enthusiasts - players /youth / students / social / mature, administrators & volunteers
- Current viewers of netball (attend ANZ Champs, Test Matches & travellers to World Championship events)

New

- Sports enthusiasts interested in live sport, male and female

TIMELINE

- Y&R briefed
- Y&R creative presentation

- Ticketing strategy confirmed
- Ticket pricing confirmed

- Travel Providers**
- Pre sell
- Sell period post public launch

- Launch Event**
- Tickets on sale
- Announce rule changes

- Radio**
- Launch (nationwide / high volume)
- Time Saver Traffic
- All markets (excl Auckland / Christchurch)
- All markets (excl Wellington / Tauranga / Hamilton)
- Auckland only
- Promotions [TBC]

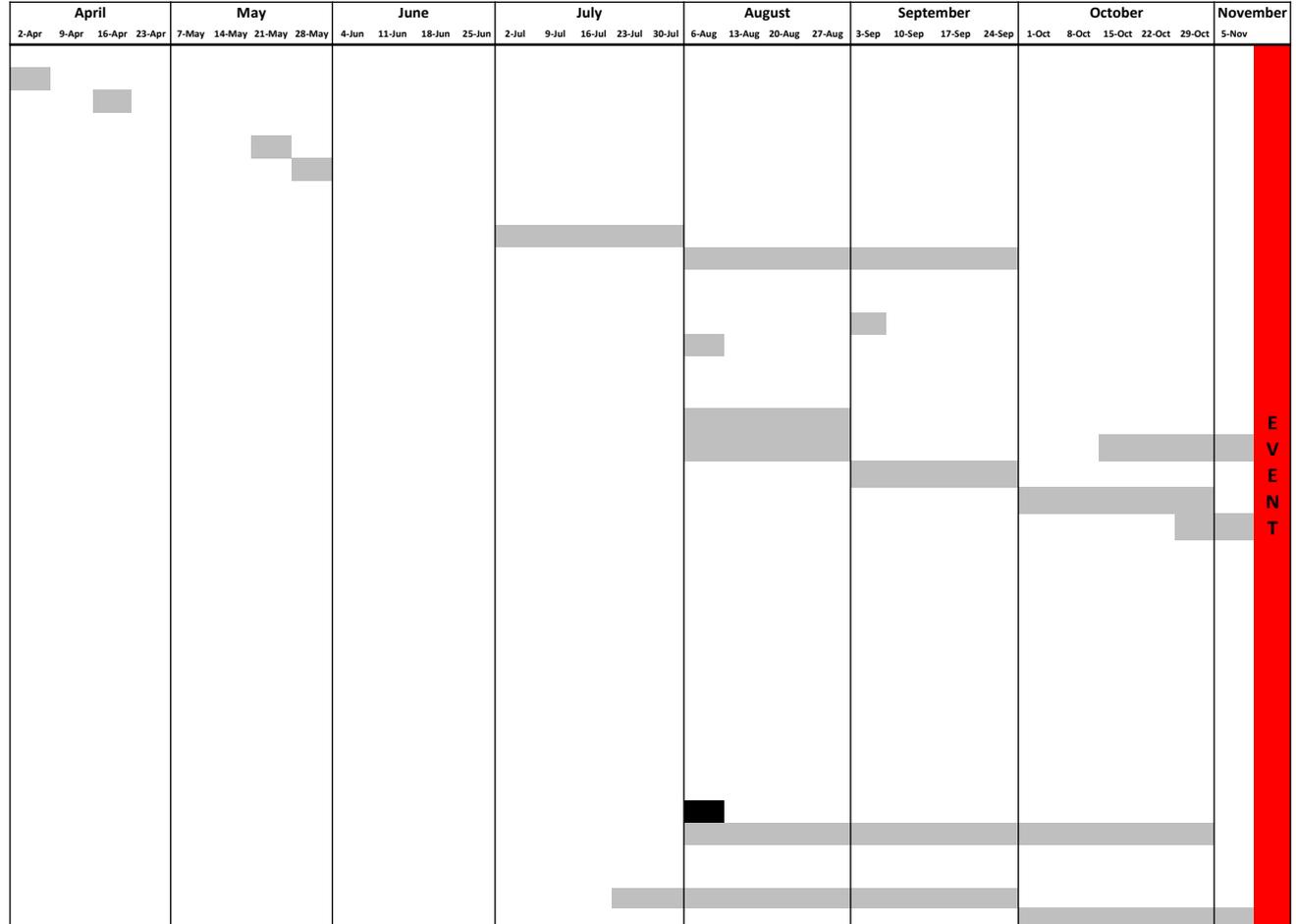
- Newspapers**
- TBC

- Magazines**
- TBC

- Collateral**
- TBC

- Website**
- Launch
- Activity

- SKY**
- Initial promotion
- Targeting promotion (lead up to event)



EVENT

RADIO

Netball New Zealand's current radio partner is The Radio Network. TRN will be the Official Radio Partner of Fast5, Classic Hits and Radio Sport will be the two stations utilised.

Proposed activity includes (but is not limited to):

- Radio promotion across New Zealand advertising the event
- Station promotions (ticket giveaways, listener competitions, money-can't-buy experiences)
- Provision of DJ's for the Fast5 tournament itself and external events where appropriate
- Live radio shows from the stadium during the event
- Live radio coverage of all Fast5 Ferns matches, plus Semis and Finals

radio network® |



NEWSPAPERS

Our intention is to partner with either APN or Fairfax for the Fast5 Event. We are currently working through which publications are better aligned with our key objectives (reach V frequency).

Intended activity includes:

- Press advertising (straight sales focused)
- Editorial opportunities (feature articles)
- Promotion of the Tournament (advertising / official programme and/or poster insert)
- Promotions (ticket giveaways, money-can't-buy experiences)

We would look to secure a relationship with the digital business offering of whichever partner we secure.

MAGAZINES

Our intention is to partner with a weekly women's magazine. We are currently in discussions with ACP and APN publications.

Intended activity includes:

- Advertisement of the tournament
- Promotions (ticket giveaways, money-can't-buy experiences)
- Feature articles

COLLATERAL

Below-the-line initiatives we are considering are as follows:

- Official programme and/or poster insert (see 'newspapers')
- Official in-stadium programme (featuring draw / teams / what's on in Auckland etc)
- Flyers
- EDM's (utilise NNZ, regions (12), franchises (5), sponsor and partner databases)
- Posters (TBC)
- Email footers
- Stickers (TBC)
- Downloadable Draw Card
- Screensaver (TBC)

WEBSITE

The Fast5 website will be a one-stop shop for all information relating to Fast5. The website will sit independent to NNZ's official website and will contain the following content:

- Rules
- Draw
- Teams (including Player/Coach profiles)
- Live score updates
- Match reports
- Social media links
- Blogs / video (player content)
- Tickets
- Travel Providers
- Corporate Hospitality
- Merchandise (we are investigating options to sell online, may not be possible in year one)
- 'What's on' in and around the event/Auckland
- Other events

NNZ's official website will also contain up-to-date information, but will not be as in-depth as the official Fast5 website.

NNZ have partnered with Yahoo who will design and produce our Fast5 website.

We are currently exploring options for a mobile version of the website.



YAHOO TIMELINE

Date	Action	Responsibility
31-Jul	Wireframing Review (Marcus, Alex & Tania)	Netball NZ & Yahoo!
3-Aug	Wireframe Amendments Due	Netball NZ & Yahoo!
8-Aug	Phase 1 content & Design assets due or earlier if possible	Netball NZ
13-Aug	Content for phase 2 and 100% of creative due today.	Netball NZ
13-Aug	Phase 1 Splash page goes live	Yahoo!
14 Aug - 7 Sep BUILD STAGE		
3-Sep	Earlybird tickets available (splash page updated). Content for this due	Netball NZ & Yahoo!
10-Sep	Site ready for sign-off	Netball NZ
12-Sep	Due date for changes/feedback on site	Netball NZ
16-Sep	LAUNCH OF PHASE 2	Yahoo!
17-Sep	Begin PHASE 3	Yahoo!



SOCIAL MEDIA

The three Social Media platforms we intend to utilise are:

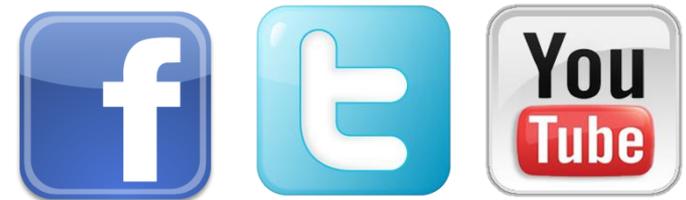
Facebook
Twitter
YouTube

The Social Media activity will be broken down into three stages:

1: Awareness – Utilising the current Netball Social Media accounts to raise awareness of the new Netball World Series accounts: Netball New Zealand, Netball Australia, Australian Diamonds, Netball Jamaica, Netball England, Netball SA, World Netball Championships, ANZ Championship, sponsors and partners.

2: Activity – Working with the Marketing team to create engaging online concepts that will increase numbers and engage the interest of our target audience

3: During Event – Use Social Media Channels to create buzz around the event: results, opinions, news stories, photos of fans



SKY

With SKY as Official Broadcaster of the Fast5 Netball World Series, plans are already underway between NNZ and SKY to produce a unique product, different to that seen during an International Test Match and the ANZ Championships.

SKY will cover all 20 games live on SKY Sport, along with additional magazine shows both in the lead-up to and during the event.

SKY will provide wrap-up pieces of each day's play which will be posted on the Fast5 website, NNZ website and will be available to our partners should they wish to access the content.

We are working with SKY to showcase Auckland City as a vibrant event destination. We will work with our partners to identify and secure suitable content.

SKY's promotional plans are still in development and we are working with them to ensure this event is promoted in their existing netball programming that features throughout the year.



TRAVEL PROVIDERS

Netball New Zealand is working with Orbit Corporate Travel, Stars Travel and Williment Sports Travel to finalise agreements surrounding travel packages and determine release dates for these.

Both Stars Travel and Williment Sports Travel have offshore travel agency partners and we are currently in discussions as to how these relationships can be utilised to encourage International visitors. NNZ will also ascertain interest from other Australian Travel Operators such as SportsNet and Sportsbiz . We would enlist Netball Australia's support in promoting these packages to their relevant databases.



EXTERNAL EVENTS

Proposed events as follows: (please note these are initial ideas and are subject to change)

	PRESS RELEASE	LAUNCH FUNCTION	CAPTAINS CALL	WELCOME DINNER	CLOSING PARTY
DATE	Monday 2 July	End of August Time TBC	Thursday 8 November midday	Thursday 8 November Evening	Sunday 11 November Conclusion of Final
LOCATION	N/A	TBC	TBC	TBC	TBC
INTENT	Release the new event name and event partners	Official launch "100 days out" Media launch showcasing the new shooting rules	Media function providing access to key players of all participating countries	VIP function showcasing Auckland to International guests.	Opportunity to celebrate conclusion of Fast5 and offer quality New Zealand hospitality to international teams and guests.
ATTENDEES	N/A	NZ Media, Fast5 Ferns, partners, sponsors, Government Officials, ATEED	NZ & International Media, Team representatives, Dignitaries, ATEED, Key sponsors	Government Officials, ATEED, sponsors, partners	Teams, Officials, Government Officials, ATEED, Sponsors, Partners

COMMUNICATIONS

COMMUNICATION OBJECTIVES

The Fast5 Netball World Series will generate a vast amount of media interest and the Communications team aims to expand and complement this by integrating all communications channels across the event, occasions and announcements.

- Create media opportunities that lead to a consistently high and positive Media Profile before and during the event
- Create a cohesive online strategy utilising website, EDMs , Social Media to promote and engage fans and media
- Identify and manage any potential media opportunities and issues that arise
- Respond in a timely and accurate way to media requests in order to maximise opportunities for increased media profile
- Encourage positive media coverage of the Netball World Series and pre event media opportunities
- Endeavour to create opportunities that will reinforce the sponsorship of the event
- Establish the new Fast5 brand within the media – new name, new rules, new location, new partners
- Increase the profile of all participating Fast5 teams
- Extend media and fan knowledge of the Fast 5 Netball World Series history
- Launch Fast5 Netball World Series website and Social Media Strategy successfully

STAKEHOLDERS

- Media (print, TV, web, radio) in New Zealand, Australia and abroad
- Netball fans in New Zealand, Australia and abroad
- Netball players in New Zealand, Australia and abroad
- Netball officials and administrators
- Netball Coaches and Managers
- Netball World Series staff
- Sponsors, Strategic partners and suppliers
- Netball National Bodies: Netball Australia, South Africa, Malawi, England, Jamaica, New Zealand
- Online fan-base – Twitter, facebook, youtube
- External bodies – Government, Auckland City Council, ATEED, Universities, Charities

TARGETED MEDIA FAMILIES - PRINT

FAIRFAX	APN NEWSPAPERS
Sunday News	NZ Herald
Sunday Star Times	Herald on Sunday
Dominion Post (Wellington)	Aucklander
The Press (Christchurch)	The Listener
Waikato Times	Woman's Weekly/New Idea
Stuff.co.nz	APNZ
Regional Titles Manawatu Standard, Taranaki Daily, Nelson Mail, Marlborough Express Southland Times, Timaru Herald	Regional Titles The Daily Post, Bay of Plenty Times, Northern Advocate, Hawkes Bay Today, Wanganui Chronicle

TARGETED MEDIA FAMILIES - TV

TVNZ	Maori TV	SKY/Prime	MEDIA WORKS
One News	Te Kaea (news)	Sky Sport	3 News
Close Up/Sunday	Hyundai Code	On Court	Sports Tonight
Breakfast	Native Affairs	SKY News	Campbell Live
Good Morning	Indigenous Insight	Crowd Goes Wild	60 minutes
SKODA Game on!	Willie Jackson's Newsbites	Prime News (5.30pm)	3news.co.nz
TVNZ 7 TV2 Te Karere Maori News		Deaker on Sport	Nightline
Erin Simpson Show, What Now TVNZ.co.nz		AM Sportsline Netball Zone	FOUR C4

TARGETED MEDIA FAMILIES - RADIO

MEDIA WORKS	THE RADIO NETWORK
Radio LIVE	Radio Sport
LIVE Sport	News Talk ZB
Kiwi FM	Classic Hits
The Rock	ZM
Mai, The Edge, George, More FM, The Breeze, Solid Gold	Radio Hauraki, Coast FM, Flava

TARGETED MEDIA FAMILIES - INTERNATIONAL

Sydney Morning Herald (AU)	ABC Radio (AU)
Adelaide Advertiser (AU)	The Age (AU)
The Guardian (UK)	The Herald Sun (AU)
Jamaican Gleaner (Jamaica)	The Jamaican Observer (Jamaica)
The Nation (Malawi)	Nyasa Times (Malawi)
The Star (South Africa)	BBC (UK)
Independent Online (South Africa)	Star Africa.com
The Citizen (South Africa)	Reuters.co.uk

INTERNATIONAL Fast5 MEDIA CENTRE

We plan to accommodate working space for thirty, including a lounge area, conference area as well as a reception and a working area for staff involved in website and media coverage. NNZ will work with AUT Communications Department to access Outside the Square resourcing to support the Fast5 Media Manager.

Stadium seating: Approx thirty courtside seats will also be made available. These will be fully equipped working stations for those wanting to be closer to the action.

MEDIA GUIDE

This will include Competition rules, IFNA messages, history, list of all teams, profile on each team, results and draw section, officials, features. Most key information will be in the programme as well as on the website. A guide will also be produced to assist International media with information about Auckland, including travel, transport, lead-up games, functions etc

MEDIA RELEASE SCHEDULE

- Event Launch via press release announcing new event name and event partners
- Social Media Launch
- Launch Function: showcasing new shooting rules
- Legacy Programme announcement
- Captains Call / Team Call

(Timings to be finalised alongside Marketing/Sponsor Leverage plans)

THANK YOU