



grassroots 18·26

Offensive Promotionelle Été 2020
Werbeoffensive Sommer 2020
Offensiva Pubblicitaria Estate 2020
Promotion Campaign Summer 2020

Goals

- ✓ Recruitment of new players in the age segment of 18 to 26 years.
- ✓ Creating a positive image for rugby, further actions should be able to benefit.

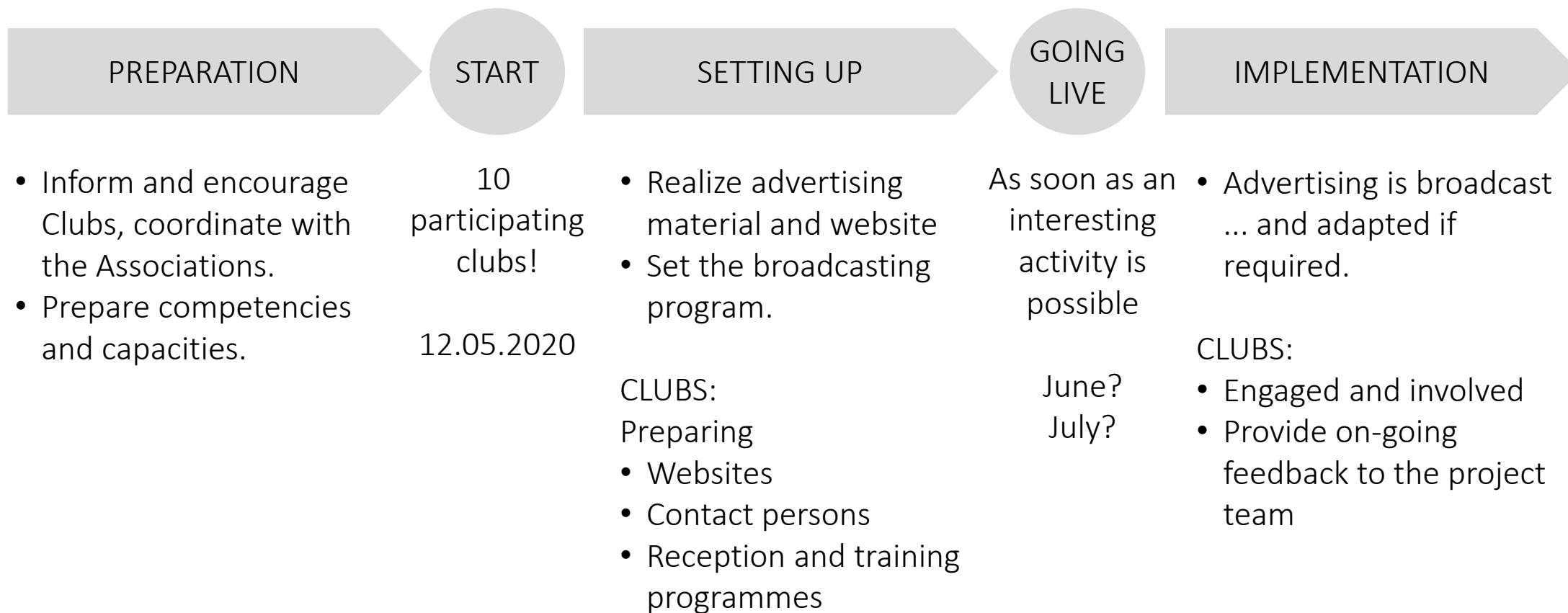
Almost all clubs need more players, especially young players. The current number of junior players is far from sufficient.

Our sport is attractive for people switching from other sports and for sport beginners - we want to reach these people at the start after the corona break.

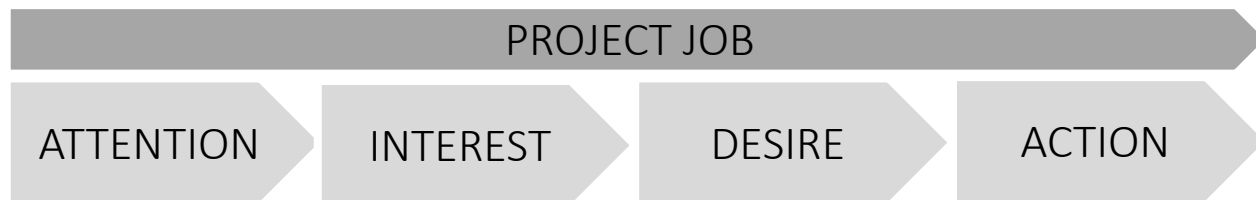
This "image-advertisement" should also be positive for people outside the target segment (parents, ...), so that we can build on it through further activities.

Positive images will also make our current sponsors happy and help us to find more.

Programme / Timeline 1



Programme / Timeline 2



Targeted placements on social media:

- Insta/fb
- Youtube
- ...

Picture, text, video - short and concise (key messages) ... lead to the website rugby.ch

Compact website for rugby outsiders targets emotions and values - shows Swiss rugby as a club community

Interested parties are directed straight to the appropriate contact page of individual clubs in their region.



We welcome newcomers without waiting time and detours - and look after them attentively in the first phase.

Every Club needs a contact person

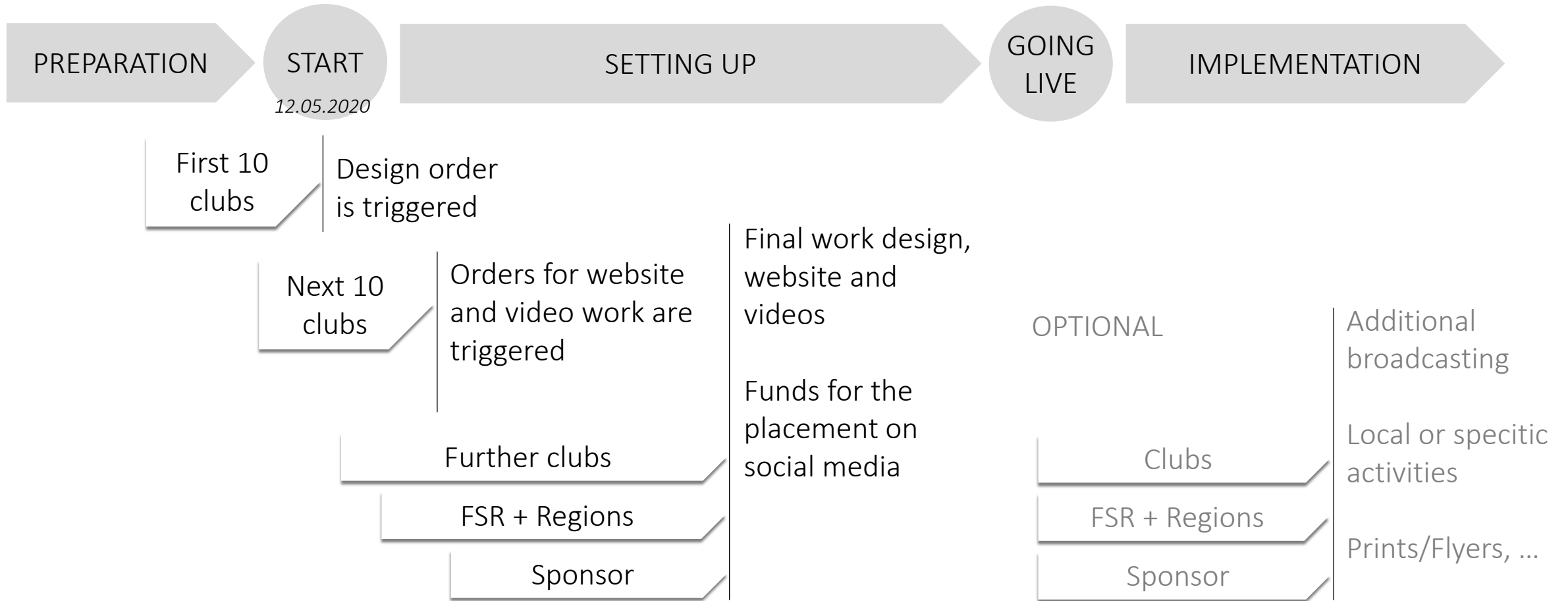
We show them perspectives and create trust with solid work on and off the ground.

Those who want to play must have the opportunity to play

Let's make them long-time members of the rugby community - within the team and beyond the Club's borders.

No comment

Finanzierungs-Roadmap



Role of the Clubs

The Clubs are the ambassadors and the owners of the campaign!

Let's make our appearance (website, ...) and our teams ready in time for a friendly reception!

Let's support each other – every new player is a collective gain for all of us. Let's compete on the pitch – not off it!

Starting fee per club: CHF 500.-

Further contributions optional for additional services.

The campaign website links directly to the clubs. The project team consults with the clubs to ensure that the interface works optimally.

Design material can be used for Club's own applications.

Communication is planned in four languages.