

4<sup>th</sup> FIFA  
**Women's Football  
Symposium**

Shanghai, 28 and 29 September 2007

**Marketing, promotion and  
building awareness**

**In what ways can marketing,  
publicity and promotional  
campaigns help promote the  
development of women's  
football?**

**What are key factors for  
success?**

# General Findings

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Things are indeed changing. Why?

- The football landscape **is very crowded** with teams, athletes and sponsors
- More and more **associations – and partners** – are using their women's national teams as a way to **differentiate** themselves.

# What we know now about marketing and promoting women's football

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## Key finding 1: Develop and nurture strong media relationships to maximise opportunities for media exposure of women's football

- Build a **database** of **media contacts** (national, regional, local); **contact** them **directly**, rather than rely on media releases
- Appoint a media liaison person (officer) to **specifically develop** and **enhance relations** with the **media** on women's football
- **Get to know your players**; it improves your ability to promote them
- **Identify** at least one **member** of the **women's national team** to act as a **spokesperson** with the media
- **Monitor effectiveness** of your work

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## Key finding 2: Use integration with the men's game to maximise sponsorship opportunities and give added credibility to marketing and promotional campaigns

- **Using your male football stars** or your men's teams to position women's football has many benefits
- While particularly effective in countries with high recognition of men's football, **well-known male athletes** from other sports are also effective (e.g., FWWC 1999 campaign)
- Tactics include **cross-promoting** the women's team at **men's team matches** or in mailings to the men's team supporter groups, **and**
- Use **other media opportunities** such as kit launches, television commercials and printed material (e.g., team schedule)

# Who is Faye White?

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**ARSENAL**  
FOOTBALL CLUB  
SEASON 2004/2005  
**EXCLUSIVE  
POSTER**

**CHAMPIONS** 

**CLUBBING TOGETHER**



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## Key finding 3: Use national and international events to promote women's football at all levels

Provides a **platform to raise awareness** of women's football and provide a launch pad for further growth. Keys to maximising this opportunity include:

- **High level support** from the **Association** and from the **government**
- Enables **launch of promotional events** (selection process for your national team, events and festivals, use of celebrities as ambassadors, etc)
- Enables the **launch of development initiatives** to promote the event
- Opportunity to **change perceptions** about women's football

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## Key finding 4: Understand target markets of potential sponsors and know *how* women's football can speak directly to one or more target segments

- **Research is important!** Know **player participation** numbers, **growth rates**, TV viewing statistics, ticket sales information, and any demographic information on participants and fans of women's football.
- More and more examples show associations using women's football to offer **differentiated positioning** in the crowded sports and football space
- Understand the **target market** and **goals** of **potential sponsors**, and match that with what the women's football product can offer

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**Key finding 5: “Active sponsorships” with a commitment to implement publicity campaigns offer the best chance of success**

- **Active campaigns** – commitments to promote the campaign on TV, print ads and other visible promotions – **offer the greatest return**
- **Be proactive** – come to sponsors with creative **ideas**

# Case Study: Chile

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***Building effective relationships with the media to raise awareness and encourage participation in women's football in Chile***

# Harold Mayne Nicholls

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**President**  
***Chilean Football***  
***Federation***

**FIFA Development**  
**Officer**  
***Asuncion***



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**Promoting and raising  
awareness of women's  
football**

Building effective relationships with the media to raise awareness and encourage participation in women's football in Chile.

# Background & context

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## Chile

- Location: south-west coast of South America.
- Population: 16.6 millions. (capital: Santiago, 5,5 million)
- Independence Day: September 18th, 1810.
- Geography: long-shaped, 4,300 kms. long.
- Climate: hot/dry (North), temperate (central), cold/rainy (South).
- GDP per capita: US\$ 12.983
- Currency: peso.



# Background & context

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## Facing women's game before 2006...

- Football: a sport for men.
- Nine out of ten women have sedentary lifestyle
- 58% of women are overweight/obese
- Girls have limited access to pitches, disorganized leagues
- Women's football have low impact in media

# Background & context

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## 2006: Things changed for the better...

- Mrs. Michelle Bachelet: first-ever female President of Chile. (March 2006)
- New Government policies joined FA policies: football as a vehicle for social, cultural, educational, economic development.
- Chile: host of the IV FIFA U-20 WWC in 2008. (Sept. 2006)
- Key role: Local Organizing Committee (LOC).

# Key objectives

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- LOC main target: use the FIFA U-20 WWC as the launching platform of all women's football development in Chile.
- Three goals:
  - New infrastructure, new stadiums.
  - Promotion of the female game.
  - Activities before, during and after the event.

# What was done?

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## Step 1

### Preparing a plan

- 2-year plan of activities, including the FIFA U-20 WWC and the first-ever U-17 Women's South American Championship.
- Six phases: **1)** Initial research; **2)** Publicity campaign for the women's National Teams; **3)** Publicity campaigns in the selected host cities; **4)** A national publicity campaign; **5)** Tournament communication plan; **6)** Audit and review.

# What was done?

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## Step 2

### Research on media relations

- A media manager for women's football.
- First research conclusions: 1) Women's football: low priority for media; 2) Low awareness that Chile would be the host of the FIFA U-20 Women's World Cup. 3) No database of media contacts, no women's football in the FA official website.
- Turnover: first FIFA inspection visit. (Feb. 2007)

# What was done?

## Step 3

### National plan, local plan

- Chilean media needed a “face” of women’s football: the National team and its players.
- A bridge between media and women’s football: a media manager for National Teams.
- A new detailed database of national, regional and local media contacts (sp. host cities).
- A new and bigger space in the FA official website.

# What was done?

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## Step 4

Events to  
promote  
women's  
game

- Events and festivals in schools, universities and communities.
- *Video: U-14 tournament*
- FIFA Com-Unity seminar. (June 2007)  
*Video: Ministers vs. TV Hosts all-female match*

# What were the results?

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- Significant progress in promoting awareness of women's football.
- Publicity campaign is having a great impact on getting girls and women playing football.
- More physical activity for girls at schools.
- First Girl's National School Championship in progress.
- Strong links with Government.
- FA: 8 people working nowadays with women's football.
- TV coverage: 30 minutes daily.
- Strong and fluent relation with media.

# Key success factors

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- President Bachelet's full support.
- Strong links between the FA and government departments (sp. Education, Health and Sports).
- A dedicated media manager within the LOC with experience as a journalist.
- An up-to-date database of media contacts.
- A CREATIVE program of events and festivals.

# Getting started

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*'The U-20 World Cup provides a huge opportunity for Chileans to see the best female players in the world, the future stars of the women's game and to experience very exciting and high-quality football. It is our intention that this event should serve to leave a lasting legacy in Chile and especially to women's football in the country.'*

**Chuck Blazer**, Chairman of the Organizing Committee for the FIFA U-20 and U-17 Women's World Cups

*Video: FIFA U-20 WWC Chile 2008*

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