

# Cardio Tennis

## Marketing and Communications 2012–2013 Overview





# Cardio Tennis

Tennis Australia partnered with Forethought Research to gain a better understanding of the consumer landscape and to formulate recommendations to maximise participation in the Cardio Tennis program.

These insights have formed our past and current campaigns.

**Research identified young professionals and young parents as a primary segment to grow tennis participation, via a non-traditional tennis program.**

- Most parents' exercise activities revolve around their children.
- Parents are less likely to hold gym memberships, compared to young professionals.
- There is a real need for flexible exercise options to fit around busy schedules.
- Consumers highlighted time and confidence as major barriers to individual exercise activities.
- When choosing a sporting activity, respondents mentioned anxious feelings, stemming from:
  - Failure to commit to a workout.
  - Embarrassment from their perceived lack of skill / fitness ability.
- Professionals were influenced by recommendations, word of mouth and trial offers.
- Professionals were the sole decision maker in the process, whereas parents make decisions based on their partners' support by taking care of the children.
- Parents expressed more optimism and willingness to trial the program compared to professionals.
- Potential participants need to see the program, by either viewing an actual class or a TV commercial, to determine its appeal.
- A key driver to encourage participation was a free trial.
- Respondents agreed that the Cardio Tennis concept had to be represented visually via:
  - Their children's schools.
  - Health and women's magazines.
  - A Scoopon deal to encourage sign up.
- Cardio Tennis needs Tennis Australia's endorsement, as this is a reputable and trustworthy brand for both parents and professionals.

Sources: Forethought Research, Qualitative consumer insights July 2011. Gemba Group, Tennis Participation Marketing March 2011

# Past Campaigns

Three major campaigns were run from January to June 2012, targeting both parents and young professionals.

## Presence on social media via Facebook (January 2012 - Ongoing)

- Click through link on Facebook page to an exclusive Women's Health offer to trial a Cardio Tennis workout.
- Facebook provides a great platform for Cardio Tennis consumers and coaches to stay up-to-date with Cardio Tennis news and information.



## Pacific Magazines coverage (January – April 2012)

- Competition run on Women's Health and Prevention magazine with a prize pool of over \$10,000 – including a year's worth of Cardio Tennis workouts, a Suunto heart rate monitor and a Rebel Sport gift voucher.
- Integrated activity – including advertorials, editorial support, social media (Facebook and Twitter) and exclusive 'trial offer' insert.
- Almost 270% additional media value.



**Nova radio campaign  
(January – February 2012)**

The primary objective was to launch the brand and drive brand awareness of Cardio Tennis off the back of the Australian Open.

- The campaign drove mass reach with the core target audience through media coverage, street activations and commercial activity in each metro market.
- Additional 93% in media value was achieved.



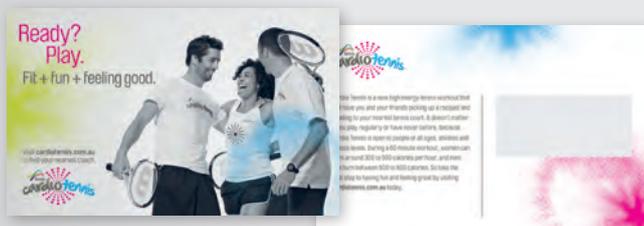
**News Limited ‘Easter’ and ‘Mother’s Day’ campaign  
(March – May 2012)**

- Run across four titles: Sunday, QWeekend, STM and The Adelaide Magazine.
- Reaching over 4.6 million readers with one insertion.
- Average viewing frequency x 1.7.



**Local Area Marketing**

Cardio Tennis coaches have also been provided with a suite of customised templates, images and guides to download on bounce. A range of marketing collateral and signage has also been produced for events.



# Future Campaigns

To ensure continual engagement with our core target audience, all future campaigns will drive brand awareness and encourage participation and trial.

## Wimbledon (June – July 2012)

- Inclusive of on-air commercial activity, integrated billboards, recess screens and live commentary.

## Pacific Magazines major campaigns (2 x October 2012)

- Targeting young adults and young families.
- Magazines consistently drive deeper connections with men and women, a medium that they trust and act upon.
- Full details of all campaigns will be provided closer to launch time, including a media schedule.
- Drive awareness of Cardio Tennis nationally.
- Engage and deepen the connection with core target audience.

## Local Radio Campaign (October – November 2012)

A radio campaign will be developed across ACT, TAS and NT where there has typically been lack of media presence. This ensures a maximum reach nationwide and an opportunity to integrate coaches at a local level.

## Online/Digital activity (October – November 2012)

- Targeting young adults and young families.
- Driving traffic to [www.cardiotennis.com.au](http://www.cardiotennis.com.au) to encourage increased participation and trial.
- High reach and measurable data capture.
- Drives engagement with target audience.



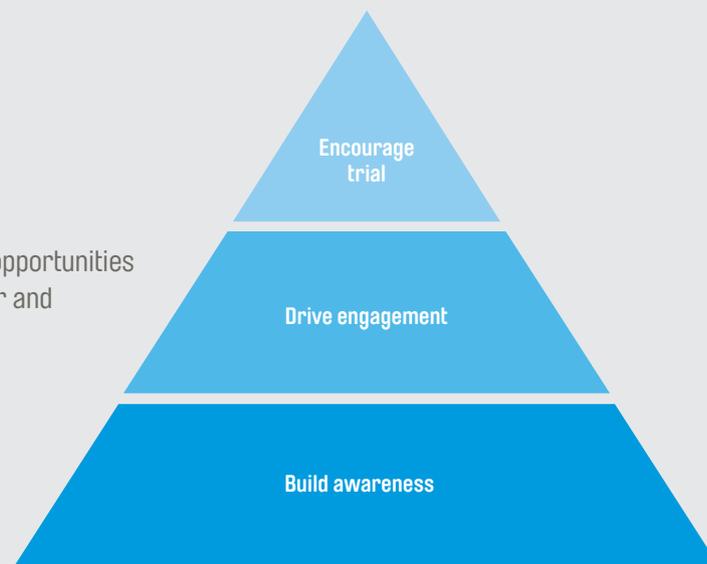
### Nova Radio activity (October – November 2012)

- Listeners register online for their chance to play Cardio Tennis with Hughesy.
- Online users will be able to view Hughesy doing a Cardio Tennis workout.
- One listener and a friend will be selected in each metro capital to head to Melbourne and attend a Cardio Tennis event .
- Melbourne listeners will be invited to attend the event for their chance to win prizes.
- Hughesy will drive listeners to the Cardio Tennis website for a buy-one-get-one-free voucher and also enter a draw to win Australian Open 2013 tickets.



### Experiential campaign nationwide (December 2012 – January 2013)

- Activations and local area marketing opportunities to take Cardio Tennis to the consumer and encourage participation.



### Local Area Marketing (Ongoing)

Tennis Australia will continue to provide a new suite of Local Area Marketing templates, tools, guides, all of which will be available on Bounce.

# Communications and PR Activity

Australian Open activations including Brisbane International, APJA, Australian Open and National Heart Week.



Cardio Tennis showcase at MLC Kids Tennis Day



## Cardio Tennis booth and Federation Square at the Australian Open



## Media coverage



Television



Newspaper



Social Media



Magazine



Magazine



Australian Government  
Australian Sports Commission

