



**SQUASH**  
NEW ZEALAND

**Commonwealth Games**  
**Media Plan**



## Key Activation Periods

### Pre Games

- Building Profile and Engagement of Players and Gold Coast 2018

### During Games

- Presenting Information and Increasing Awareness of Players and Gold Coast 2018

### Post Games

- Increased Awareness and Fans of Squash alongside Increased Membership through celebration of success of Gold Coast 2018
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# Target Markets

## Current Fans

- Aimed at ensuring current fans of squash are engaged with CWG 2018 pre, during and post games. This includes getting them to actively promote squash on social media and helping them to engage new members through their local squash clubs.

## Lapsed Fans

- Aimed at re-engaging lapsed fans with the CWG 2018 pre, during and post games. This includes getting them to become actively involved on social media and potentially rejoining squash clubs.

## New Fans

- Aimed at building the profile of the sport through the CWG 2018 pre, during and post games. This includes getting more people picking up a squash racquet, more people becoming part of squash and getting more people picking up a racquet and potentially joining squash clubs.

## Methods to Engage

### SNZ Online Campaign (Social, Email)

- SNZ will run an online campaign targetted at Pre, During and Post Gold Coast 2018

### SNZ Hard Media (TV, Print, Radio)

- Media Contractor and NZOC Operations will ensure maximum promotion Pre, During and Post Gold Coast 2018

### Local Campaigns (Districts, Clubs)

- Physical campaigns run in Districts and at Clubs Pre, During and Post Gold Coast 2018 using SNZ templates and resources to ensure consistency nationwide

# The Campaign



# #LoveSquash



SQUASH

TRY IT. PLAY IT. LOVE IT.

## Goal - Building Profile and Engagement of Players and Gold Coast 2018

### SNZ Online Campaign (Social, Email)

- Social Media
  - #LoveSquash Campaign targetted at tying in with areas of NZOC
  - #EarnTheFern
- Email Campaign
  - Tied in with Social Media Campaign and provision of updates
- Key Activities
  - Pre-Announcement pulling on the Manifesto of #EarnTheFern
  - During Announcement profile videos and cross-posting with NZOC
  - Post announcement videos of players, support videos and competition
  - Mailchimp Email Campaign
  - District and Club Training of Social Media potential cross-posting

### SNZ Hard Media (TV, Print, Radio)

- Media Contractor operations as per agreement to increase coverage (Dave Worsley)
- BAU with NZOC as per detail set out in Joint Media Operations Plan.
- Key Activities
  - Selection announcement
  - Additional radio and media coverage prior to and leading up to event around Player Events
  - Final Training Camp

### Local Campaigns (Districts, Clubs)

- Physical campaigns run in Districts and at Clubs using SNZ templates and resources to ensure consistency nationwide
- Key Activities
  - Promotions and Activities by Districts and Clubs with resources provided by SNZ
  - National Open Day

## Goal - Presenting Information and Increasing Awareness of Players and Gold Coast 2018

### SNZ Online Campaign (Social, Email)

- Social Media
  - #LoveSquash Campaign targeted at tying in with areas of NZOC #EarnTheFern
- Email Campaign
  - Tied in with Social Media Campaign and provision of updates
- Key Activities
  - Social Media posts as results happen in line with NZOC manifesto of #EarnTheFern cross-posting
  - Daily video wrapups in line with NZOC manifesto of #EarnTheFern cross-posting
  - Continuation of competition
  - Daily Mailchip email wrapups
  - Posting of daily support for team
  - District and Club Social Media potential cross-posting

### SNZ Hard Media (TV, Print, Radio)

- Media Contractor operations as per agreement to increase coverage (Dave Worsley)
- BAU with NZOC as per detail set out in Joint Media Operations Plan.
- Key Activities
  - Daily releases and additional activity where possible

### Local Campaigns (Districts, Clubs)

- Physical campaigns run in Districts and at Clubs using SNZ templates and resources to ensure consistency nationwide
- Key Activities
  - Promotions and Activities by Districts and Clubs with resources provided by SNZ
  - Daily events at clubs for matches and live crosses with team

## Goal - Increased Awareness and Fans of Squash alongside Increased Membership through celebration of success of Gold Coast 2018

### SNZ Online Campaign (Social, Email)

- Social Media
  - #LoveSquash Campaign targetted at tieing in with areas of NZOC
  - #EarnTheFern
- Email Campaign
  - Tied in with Social Media Campaign and provision of success of games
- Key Activities
  - Social Media posts as return happens and celebration post events in line with NZOC manifesto of #EarnTheFern cross-posting
  - Wrap-up of competition
  - Final Mailchip email wrapups
  - District and Club Social Media potential cross-posting

### SNZ Hard Media (TV, Print, Radio)

- Media Contractor operations as per agreement to increase coverage (Dave Worsley)
- BAU with NZOC as per detail set out in Joint Media Operations Plan.
- Key Activities
  - Return Home Ceremony
  - Additional radio and media coverage around performances

### Local Campaigns (Districts, Clubs)

- Physical campaigns run in Districts and at Clubs using SNZ templates and resources to ensure consistency nationwide
- Key Activities
  - Promotions and Activities by Districts and Clubs with resources provided by SNZ
  - District and Club events to gain membership with resources provided by SNZ





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