



### Marketing Beach Handball



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European Handball Federation





## **Presentation topics**

Marketing mix **Responsibilities and Expenses** Important people **Common objectives** Branding Event production **Competition guidelines** Tips for effective events 2



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## Beach Handball: The Story of a Hype!





Marketing mix

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Española de Balonmano

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Cádiz 2008



#### The four P's:

- Product
- Price
- Place
- Promotion





## Responsibilities and Expenses

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## **Responsibilities and Expenses**

- General (local transport, visas, VIPs etc.)
- Venue
- Personnel
- Accommodation
- Press and TV
  - Marketing and Equipment

Publication, Production and Promotion



andball Responsibilities and Expenses (continue)

- Medical
- Regulations
- Accreditation and Security
- Others (electricity, water, internet, office, communications, signage, sanitary etc.)



## Important people

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## Beach Handball Important people

- Promotion director
- Press Director
- PR Director
- Announcers -Producers
- Photographer









Important people (continue) **Promotion Director** 

- Prepares detailed & effective marketing plan (including promotion, Press & PR actions)
- Acquires advertisement space in the Media
- Contacts radio & TV for promotion
- Responsible for production & distribution of all printed matters (brochures, invitations, posters etc.)
  - Promotes ticket pre-sales









Important people (continue)
Press Director

- Collects historical data
- Prepares detailed & effective marketing plan (including promotion, Press & PR actions)
- Circulates info from LOC to Media
- Content of Official Program
  - Organizes press conferences
- Writes & sends press releases





Important people (continue)

Press Director

- Coordinates interviews & photographers
- Updates results in the Press Center
- Collects press clippings



## PR Director

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Important people (continue) PR Director

- Prepares detailed & effective marketing plan (including promotion, Press & PR actions)
- Organizes side events
- Invites & handles VIPs (& Media)
- Observes protocol
  - Prepares Award Ceremony



## Announcers - Producers





#### Important people (continue) Announcers - Producers

- Collect competition & athlete info
- Call teams
- Provide score info
- Interview athletes & VIPs
- Play music

Coordinate entertainement activities on court

Assist ref communication with audience

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## Photographer

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#### Brach Handball Important people (continue) Photographer

- Coordinates & supervises photographers
- Provides photos for official website, sponsors, Media etc.
- Is sport specific







#### Common objectives







### **Common objectives**

- Grow commercial value of BH
- Create a strong BH image
- Generate business for all partners
- Create productive & long-term sponsorship programs
- Attract audiences





Common objectives (continue)

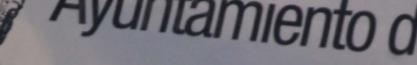
- Project attractive values, concepts & principles (Fair Play, athleticism, glamour & lifestyle, healthy image, handsome athletes, wonderful venues etc.)
- Generate opportunities for athletes become stars, pros
- Evaluate TV exposure value of the sponsors





#### The EBT: A Strong Brand for international & national sponsors





## Branding

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Branding is the total sum of a company's identity. From its name and logo to every piece of communication, internal or external





#### Branding (continue) **Promoters' product categories**

- Audio-viual
- Automobile
- Beer
- Chemical products
- City & Region
  - Clothing

#### Computers

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- Construction
- Court equipment
- Energy
- Event organization
- Export Co.
- Films/cameras
- Flowers

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#### Branding (continue) Promoters' product categories

- Food
- Furniture
- Luggage
- Mail services

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- Medical services & devices
  - Non-alcoholic drinks



- Pharmaceutical
- Public services
- Retail
- Schools
- Security services
- Sunglasses
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Branding (continue)

Promoters' product categories

- Telecommunications
- Tourism
- Transportation
- White good & electrical appliances
- Office equipment

#### Others





Branding (continue)

Promoters' product categories

- Telecommunications
- Tourism
- Transportation
- White good & electrical appliances
- Office equipment
- Others







Branding (continue) On-site events brand opportunities

- Trade Village (tents)
- Point of Sales (P.O.S.)
- Camp for Beach Handball fans
- On-site entertainement
- Public address recognition
  - Local Press Conference

Giveaways and spectator contests





Branding (continue)

On-site events brand opportunities

- Promotional activities & merchandising opportunities
- Mascots





#### Branding (continue) Printed material brand exposure

- Official Program
- Official tournament billboards and flyers
- Press releases
- Promoter press releases
- Other printed material
- EHF publications
- VIP packages





Branding (continue)

Printed material brand exposure

- Hospitality advantages
- Accreditation cards
- Tickets
- Food coupons





### Branding (continue) Broadcasting marketing opportunities

- Host Broadcaster
- BH TV higlight programs
- TV graphics
- TV commercial opportunities





#### Branding (continue) Other marketing opportunities

- Player awards and banquets
- Seasonal kick-off Press Conference
- Official website
- Additional opportunities & special events
- Side events
- Promoter's website





## Event production

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## Event production Key elements

- Producer
- Announcers
- Music
- Entertainement
- Sound system
  - Intro athItetes & officials

#### Scoreboards

- Video board
- Info/research
- Communication
- Venue look
- Attendance





## Competition guidelines

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## **Competition guidelines**

- Great athletic performance
- Competition format to meet audiences' needs
- Fair and open system to enter the EBT events
- Consistency in the implementation of Rules & Regulations makes BH a Strong Property





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# Marketing the Event or...

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## ...marketing the Area?

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## Tips for effective events

- Look for opportunities to promote athletes
- Ensure high quality of everything
- Provide essential background info
- Effectively communicate in local language & English
- Continuously supply Media with up-to-date info
- Support BH journalists
  Arrange interviews







Tips for effective events (continue)

- Provide audience with info
- Provide assistance in interview translation
- Use press releases
- Study the target group and provide user-friendly info
- Hire clipping service for Media monitoring
- Keep local Media up-to-date

Respect the spectators and give them what they came



## Thank you for not looking at your watch too many times!...