



HANDBALL FEDERATION OF RUSSIA

HOW TO PROMOTE THE MATCH DAY

RUS – ITA 24.10.18

RUS – POR 28.09.17



MAJOR GOALS



- Sold out
- Increase of audience
- New emotion for fans



IGROPULO IN THE PARK

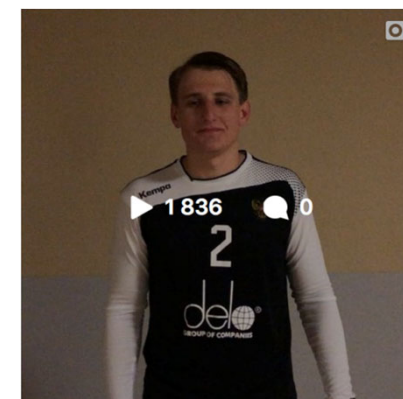
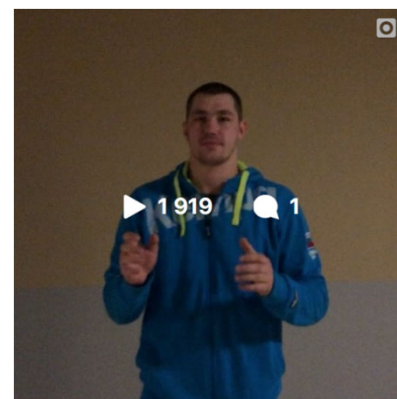
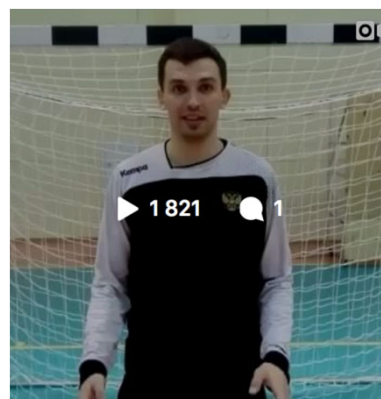
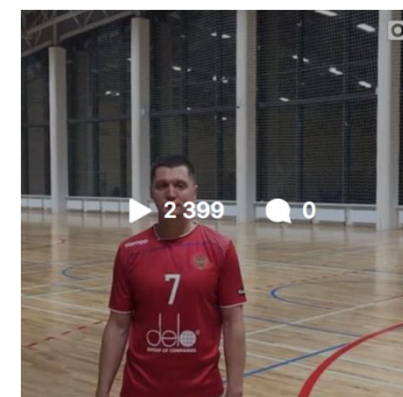
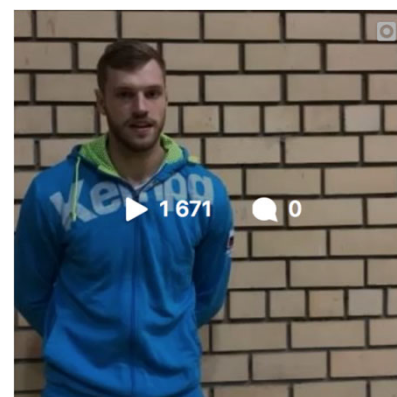
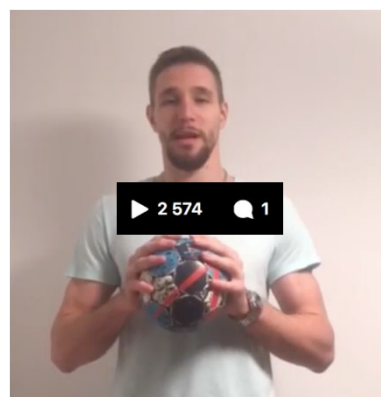
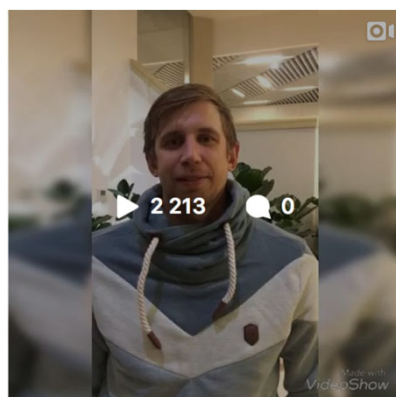


SOCIAL MEDIA



We need your support!

More than 16 500 views



Olympic champions on the Red Square



CINEMA COOPERATION



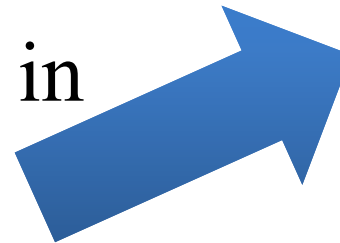
MEDIA COOPERATION



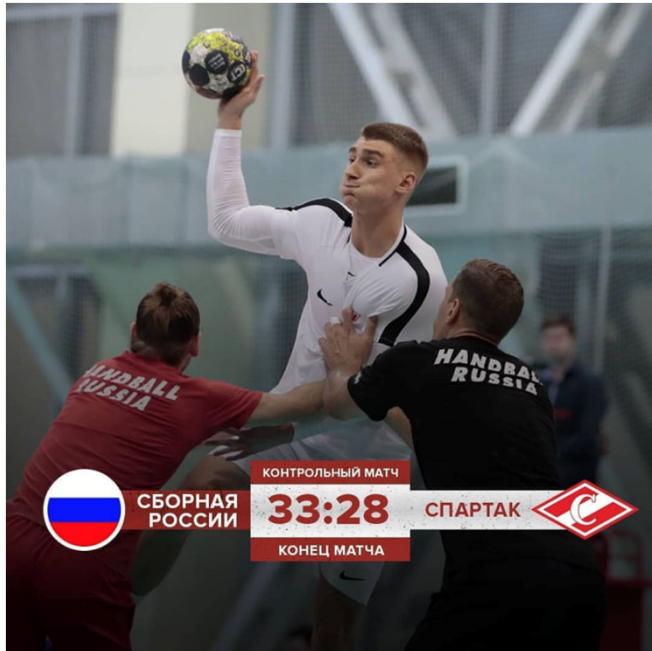
Training
session open
for media

- + Flash interviews with players and coaches
- + Journalists took part in 7m challenge

**Motivation to
write about
handball**



HANDBALL FAMILY



**Friendly match between
National Team and HC
Spartak – both training
and promo event**

- ✓ National Team players
- ✓ guest team and EHF social media
- ✓ other handball communities
- ✓ handball schools (coaches, kids, parents)



KALININA AND ROBOT



KEEP IN TOUCH ☺



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THANK YOU!