

Goal II – Promotion of the Sport – Overview (DRAFT at 110814)

Objectives and Projects

Objective 1: Marketing – Promote the values of rowing and our rowers in all FISA activities

- 1.1 Use a combined and coordinated approach for marketing and communications
- 1.2 Communicate the values in all activities: TV images, photos, commentary and written text
- 1.3 Communicate with all communities of rowers and fans around the world
- 1.4 Communicate with all these communities on all channels including their preferred channels.
- 1.5 While prioritising the core elements of the sport, introduce less-emphasised elements which will interest new audiences
- 1.6 Promote rowing “365 days a year”

Objective 2: Commercial / Partnerships – Attract and retain partners that complement rowing’s values and the World Rowing brand

- 2.1 Approach the market differently by changing over to values-led partnerships from “TV-exposure” led partnerships.
- 2.2 Attract one over-arching major partner that will complement our sport and brand
- 2.3 Support with values-led partnerships to help us reinforce and showcase our unique selling points
- 2.4 Create opportunities for partners to activate their investments
- 2.5 Create properties for partnership activation and special promotional events

Objective 3: Television – Strengthen traditional television and expand video streaming

- 3.1 Solidify and further strengthen the relationship with traditional broadcasters while gaining more control over the production and direction of the sport aspects of the broadcast.
- 3.2 Expand the distribution of broadcast images through custom-made content such as customised news, interviews in mother-tongue and alternative means of broadcast.
- 3.3 Continue to build on the consistency and quality of the host broadcast by having more control over the means and the direction.
- 3.4 Expand the audiences for live video streaming, video on demand for racing content and interviews with key persons in the sport.
- 3.5 Accumulate rights-owned content that can be used world-wide to promote our sport.

Objective 4: Communications – Integrate Communications on all Platforms and Channels

- 4.1 Ensure that all communications activities are integrated across all channels
- 4.2 Establish a management system for text and content to ensure an integrated proactive messaging approach across all communications channels
- 4.3 Review and develop all key internal and external target audiences and tailor information to their channel and needs.
- 4.4 Promote the new website which has been designed to highlight our brand values, feature our events and promote the communities
- 4.5 Develop a pro-active public relations strategy to better communicate what we do and influence what others say about us.

Objective 5: Develop and expand Social Networking Media through “Communities”

- 5.1 Provide a place or each community that allows them to feel respected as a member of world rowing.
- 5.2 Engage these rowing communities on widely used social media platforms to stay connected.
- 5.3 Provide each community with unique content, relevant information and news related to their community.
- 5.4 Drive audiences from one platform to another.
- 5.5 Use Social Media as a means to have a two-way relationship with the members