

Final Report



Prepared for:



Prepared by:



Football Federation Victoria

Summer Sevens Product and Brand Research

Final Report

July, 2016

TABLE OF CONTENTS

Topic	Page
Introduction	3
Phase 1: The Qualitative Research	5
• The Material Tested and Reviewed	7
• The Game and Social Football	11
• The Creative and Concept Testing	17
• Some Closing Thoughts and Implications	31
Phase 2: The Quantitative Research	34
• Key Findings	36
• Initial Reactions	39
• Overall Preference	47
• Taglines	52
• Respondent Profile	55

INTRODUCTION

Background

Summer Sevens is FFV's off-season social format of the game. The program has been in existence since 2011 and was focused on ensuring artificial pitches were utilised across 12 months of the year.

In 2012, the focus shifted to a participant based approach, ensuring that existing, and potentially new players had the opportunity to engage in the sport during the off-season in a more social and relaxed environment.

Summer Sevens has grown from 598 participants and 4 competition nights in year 1 to 3,524 participants and 18 competition nights in year 5.

Currently, Summer Sevens runs from October to December, with marketing and promotions commencing in August. Over time, the concept of Summer Sevens could extend to a year-round proposition.

Required research

In 2016, FFV approached SBP with a desire to conduct market research that seeks to address the following objectives:

- Gain a deeper understanding into the **drivers and barriers of participation** amongst **existing and potential customer segments**.
- Explore perceptions towards the **Summer Sevens brand**, and what **messages, imagery** and **brand values** appeal most to specific customer segments.

- Consider whether there is a need for **Summer Sevens to be rebranded**, or whether more **segmented communication and messaging is required for different target customer segments**
- Inform the optimal **marketing plan** (including communication channels and timeframes) for promoting Summer Sevens

This document

This document reports upon the research findings from phase 1 (qualitative research) of the project, which involved 15 depth interviews across targeted customer segments of:

- Current Winter Players who play Summer Sevens (n=3)
- Current Winter Players not playing Summer Sevens (n=3)
- Football Fans who play Summer Sevens (n=3)
- Lapsed Winter Players who play Summer Sevens (n=3)
- Lapsed Winter Players not playing Summer Sevens (n=3)

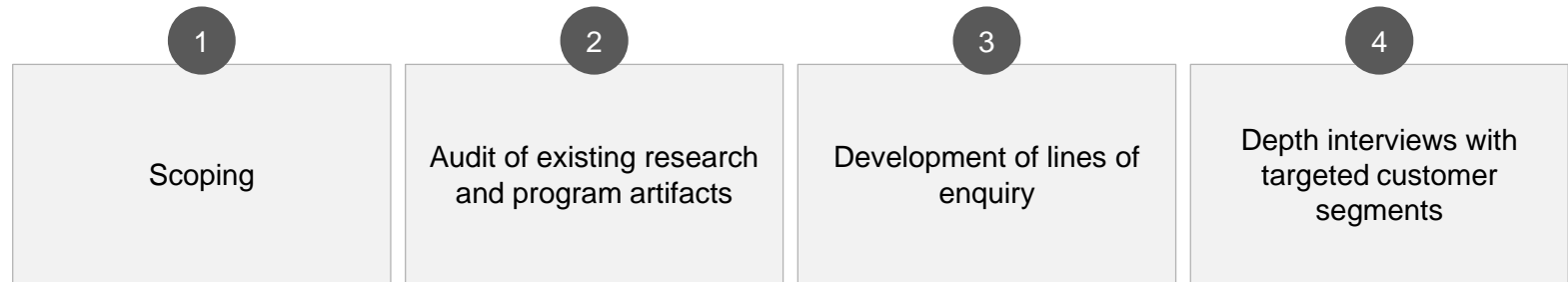
It also reports on the research findings from phase 2 (quantitative research) of the project, which involved an online survey with current, former and non-Summer Sevens participants.

METHODOLOGY OVERVIEW

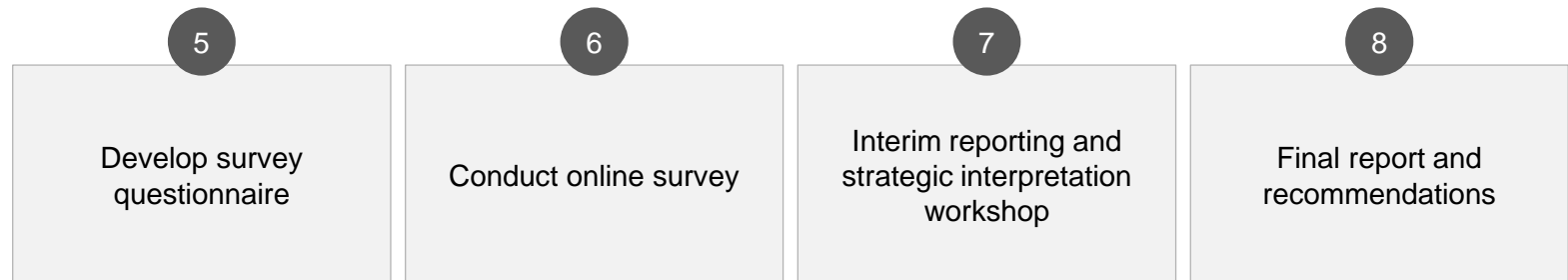
This project consisted of the following eight distinct stages of work.

This de-brief document deals with the first four phases of work – prior to an additional concept design and survey phase.

PHASE 1 – QUALITATIVE PHASE



PHASE 2 – QUANTITATIVE PHASE



Phase 1: The Qualitative Research

Interviewee segments

This stage involved 15 depth interviews across targeted customer segments of:

- Current Winter Players who play Summer Sevens (n=3)
- Current Winter Players not playing Summer Sevens (n=3)
- Football Fans who play Summer Sevens (n=3)
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Lines of enquiry

The issues and topics discussed with interviewees included:

- Lifestyle preferences
- Participation experience (for existing players)
- Key products features and benefits
- Brand personality/values
- Brand name/slogans/taglines
- Visual elements/representations
- Communication channel preferences

Product names tested

- Social Sevens
- Soccer Sevens
- Football Sevens
- Summer Football
- Social League Soccer
- Summer Soccer

Taglines tested

- Football in the sun
- Let your feet do the talking
- There is no off-season anymore
- Half the players, half the pitch, double the fun
- More touches, more goals, more saves, more fun
- Kick-off your Summer right
- Give Summer football a shot
- The world game in your neighbourhood
- Get fit, have fun, make friends, play football
- Football year round
- All year round ball
- Register for the off-season
- Get on board the off-season

The Material Tested and Reviewed

Leaflets/Flyers

SPORTSMART SUMMER SEVENS

RECEIVE EARLY BIRD DISCOUNT BY REGISTERING BEFORE AUGUST 27 2014

SEVEN A SIDE FOOTBALL

SPORTSMART

LEAGUE COMMENCES **MID OCTOBER**

Thornbury | Brunswick | Fawkner | Hume | Brimbank | Knox | Cheltenham | Lara

- MENS
- WOMENS
- JUNIORS
- MIXED

For more information regarding Summer Sevens please visit our website or scan the QR code

Call 9474 1808 or 9474 1807 or email summersevens@footballfedvic.com.au

www.footballsevens.com.au

REGISTER BY TUESDAY 1 SEPTEMBER TO WIN YOUR TEAM A FREE KIT AND GET \$50 OFF YOUR TEAM FEE*

SUMMER SEVENS

SEVEN A SIDE FOOTBALL

REGISTRATIONS CLOSE FRI 25 SEPTEMBER

LEAGUE COMMENCES **MID OCTOBER**

Multiple Venues across Metro Melbourne & Regional Victoria

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*We will draw 10 registered teams to win a free kit on Wed 2 September

VicHealth

SUMMER SEVENS

7-A-SIDE FOOTBALL

LEAGUES COMMENCE MID OCTOBER

MENS
WOMENS
JUNIORS
MIXED

THORNBURY | CHELTENHAM | BRUNSWICK | ALBERT PARK | KNOX | GEELONG

REGISTER NOW ONLINE AT FOOTBALLSEVENS.COM.AU

RECEIVE EARLY BIRD DISCOUNT BY REGISTERING BEFORE AUGUST 23

FIRST 60 TEAMS TO REGISTER

RECEIVE A FREE GOVO BALL

CALL 9474 1808 OR EMAIL SUMMERSEVENS@FOOTBALLFEDVIC.COM.AU

GOVO ...oid

Current Information Sheet

FOOTBALL FEDERATION VICTORIA

SUMMER SEVENS

SEVEN-A-SIDE SOCIAL FOOTBALL

COMMENCING MID-OCTOBER



FREQUENTLY ASKED QUESTIONS

WHAT IS SUMMER SEVENS?

SUMMER SEVENS IS 7-A-SIDE, SOCIAL FOOTBALL TRADITIONALLY PLAYED FROM MID OCTOBER - DECEMBER. IT RUNS FOR 7 WEEKS AND COMPETITIONS ARE OFFERED THROUGHOUT METROPOLITAN MELBOURNE AND REGIONAL VICTORIA.

WHAT COMPETITIONS ARE OFFERED?

BOYS AND GIRLS UNDER 12, UNDER 14 AND UNDER 16 COMPETITIONS ARE OFFERED ALONG WITH MEN, WOMEN AND MIXED.

WHEN DO REGISTRATIONS OPEN?

REGISTRATION OPEN IN JULY AND CLOSE LATE SEPTEMBER.

CAN WE RUN SUMMER SEVENS OUT OF OUR CLUB?

YES. WE ARE ALWAYS LOOKING FOR ADDITIONAL SUMMER SEVENS VENUES. IF YOU HAVE THE CAPACITY TO ALLOW FFV TO RUN SUMMER SEVENS FROM YOUR CLUB GROUNDS PLEASE CONTACT SUMMERSEVENS@FFV.ORG.AU

DO YOU NEED TO BE REGISTERED TO PLAY?

NO, SUMMER SEVENS IS OPEN TO NEW AND EXISTING PLAYERS. NO REGISTRATION IN MYFOOTBALLCLUB IS REQUIRED TO PARTICIPATE.

WHAT IS THE COST?

TEAM REGISTRATION COSTS \$450 - THAT IS LESS THAN \$10 PER PLAYER PER WEEK! A DISCOUNT OF 10% APPLIES FOR THOSE THAT REGISTER EARLY. ALL PAYMENTS MUST BE MADE UPON REGISTRATION TO SECURE YOUR BOOKING.

WHY SHOULD WE SIGN UP?

SUMMER SEVENS IS SOCIAL, ALLOWS PLAYERS MORE TOUCHES ON THE BALL AND IS THE PERFECT WAY TO KEEP PLAYERS ENGAGED OVER THE OFF-SEASON. IT IS ALSO THE PERFECT INTRODUCTION TO FOOTBALL FOR NEW PLAYERS.

WANT MORE INFORMATION?

PLEASE VISIT WWW.FOOTBALLSEVENS.COM.AU OR E-MAIL SUMMERSEVENS@FFV.ORG.AU

CALL 9474 1807 OR E-MAIL SUMMERSEVENS@FFV.ORG.AU

Photo Collages



The Game and Social Football

Key Findings

- While the quantitative research will be more decisive on the leisure time pursuits of social footballers, **the dynamics of life today highlight the diversity of choices and offers** – and the fact that **life is jam packed** with the mix of work, leisure, social, sport activities and rest time...and trying to balance life and its challenges
- Younger adults involved in this research have **full and active lives** and outside of work and career, are constantly weighing up their choices around varied social activities, fitness/health, family and friends
- Many older players/adults are **typically moving into career and family mode** and while they are often still physically active, family life often comes first - and if time allows activity or some level of sport. Those on the **march with their career** will endeavour to make the most of their time and many of the adults we interviewed are committed to some level of physical activity
- **Keeping fit is a common theme** for many – and even for the lapsed players, maintaining some contact with the game is still important – even if playing outside of the ‘official FFV tent’
- Leisure time is about socialising, being active, maintaining a level of fitness. mateship/friendship, games, drinking, the challenge of sports, live sport, chilling out, movies, food, hanging...and so forth

Key Learning

Summer 7s is an offer that resonates if timing lines up. Part of the long term viability will be around venue and time convenience for potential participants – and increasing the focus on the promotional campaign.

Social Football Benefits/Drivers...and Offers

- While many have played the game within the confines of the Club system (in fact most had at some point) there are a range of elements or benefits that social football provides...and they are not limited to the following...
 - The ability to stay in touch with the game and keep fit and active
 - The low level of commitment – training, game time and overall engagement...in and out
 - The ability to fit it in during a week reasonably easily
 - Socialising, seeing friends and close colleague, old school buddies – often after the game
 - Simple ‘fun and enjoyment’ – the release of endorphins
 - Teammates/team environment
 - Keeping in touch with friends
 - More goals/more action
 - The ‘love’ to compete and win – but less serious than ‘outdoors’ – this is still in the background for many despite the social offering
 - The mixed opportunities – grades and genders

Key Learning

Social football – it is about being active in a fun and lively environment...getting out, having a run and kick and enjoying the moment - and the real social environment.

Key Findings

“Darebin is socially competitive.”

“I do not know of a soccer team that plays traditional football that would not want to do this over the summer.”

“Social football is keeping fit without thinking. You sneak your exercise in without thinking.”

“You don’t know it is Summer Sevens when you are there.”

“It is to catch up with mates and have a drink after that is what it is all about.”

“It is fun, a small game, flicking the ball, a few volleys – and then dinner and beers afterwards.”

Overall perceptions

- | | |
|---|--|
| <ul style="list-style-type: none"> • Not surprisingly, it is very difficult for players on the periphery to say too much about the Summer Sevens brand...typically the play back is... <ul style="list-style-type: none"> • I have heard of it... • I know it is played at Darebin etc. • Some friends played it • Or...I might try it...it is interesting | <ul style="list-style-type: none"> • Those that have sampled it...say...It is that blend of being not too casual and not too serious • A mix of people play – and not super elite • Everyone can have some fun • It is a great balance of serious and social • Great length (could be 10 weeks) • Easy; warm; relaxed....it is a great lead into summer and Christmas |
|---|--|

STRENGTHS

- 3 Sounds interesting; sounds intriguing
- 3 Payment up front – generally good as it gets the hassle out of the road

WEAKNESSES

- 7 You may have to have played the game before to be involved
- 7 On the pitch it is more serious than you think
- 7 Need to make more of the event night

Key Learning

This offer has some legs – the main concern is finding the right level for teams and players alike. Those that currently play S7s believe that you have to have played the traditional game in the past, to get the most out of this product.

The Key Barriers and Challenges are...

- At this stage, the **barriers** to growth are...
 - Visibility and promotion
 - Those that have not tried Summer Sevens simply want to know more (even if it is not for them) – it is compelling
 - The spread of locations and time convenience – all about making it as convenient as possible to the most people
 - The quality of the location and venue – there is a need to make the game day experience and atmosphere better...bring more life into the venue – make it feel different on game day through banners, noise, music....make a statement that Summer Sevens is here
 - The number of teams (some that have played talked about the lack of teams) – but this is about the growth and visibility
 - The lack of grading and the spread of competition – this is the scale/growth piece...more teams mean more action
 - Darebin...not a lot to do around it...unlike say a Royal Park or Carlton where there are some pubs and good food venues...

Key Learning

Branding, visibility, venue experience and quality are critical to future growth. As is a focus on girls and women...

The Creative and Concept Testing

Current Information Sheet

FOOTBALL FEDERATION VICTORIA
SUMMER SEVENS
SEVEN-A-SIDE SOCIAL FOOTBALL
COMMENCING MID-OCTOBER



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Overall perceptions

- Sounds like fun; Mix of competitive and social
- Not too long (game)
- Simple and easy to digest – it is organised (yet the background image is not)
- Imagery needs a re-fresh – but has good elements
- Targets seasonal players – and the semi-competitive
- Images are young (say under 18)

STRENGTHS

- 3 The FAQ – hits most of the key questions and points
- 3 The celebration image
- 3 Younger audience target (imagery based)
- 3 Under 18s/youth focus
- 3 Mixed genders
- 3 The price point
- 3 The yellow summer

WEAKNESSES

- 7 Background imagery sharpness and vibrancy
- 7 Lack of sunshine/brightness that inspires or reinforces the summer aspect/timing
- 7 Make sure images do not look like a training session
- 7 Junior image focus
- 7 More summer vibe required

Key Learning

The FAQ information is spot on; the imagery needs a touch up. More energy and vibrancy in the background image is required. If wider audiences are to be targeted, needs greater breadth in demographic.



SUMMER SEVENS

SEVEN A SIDE FOOTBALL

REGISTRATIONS CLOSE FRI 25 SEPTEMBER

LEAGUE COMMENCES **MID OCTOBER**

Multiple Venues across Metro Melbourne & Regional Victoria

• MENS • WOMENS • JUNIORS • MIXED

REGISTER BY TUESDAY 1 SEPTEMBER TO WIN YOUR TEAM A FREE KIT AND GET \$50 OFF YOUR TEAM FEE*

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 Visit www.footballsevens.com.au to see all our venues and register today

*FFV will draw 10 registered teams to win a free kit on Wed 2 September

 VicHealth 

Overall perceptions

- Feels serious, a bit traditional
- Generic – the photo shop!!
- Google images
- A bit manufactured
- Cheesy/Daggy – even sterile
- Does not connect

STRENGTHS

- 3 The yellow logo
- 3 The font on the LHS
- 3 Key information/key facts/enticing offer
- 3 Both genders used
- 3 FFV logo
- 3 Vic Health
- 3 Cleaner layout

WEAKNESSES

- 7 Looks fake
- 7 The images lack impact
- 7 Too serious...through to...daggy
- 7 A 2002 Kmart Catalogue!
- 7 Photo-shopped
- 7 Sterile

Key Learning

Too static and too serious. Fake, cheesy and sterile....Although it is a cleaner layout – the text stands out.



SPORTSMART
SUMMER SEVENS

RECEIVE EARLY BIRD DISCOUNT BY REGISTERING BEFORE AUGUST 27 2014

SEVEN A-SIDE FOOTBALL

SPORTSMART

LEAGUE COMMENCES MID OCTOBER

Thornbury | Brunswick | Fawkner | Hume | Brimbank | Knox | Cheltenham | Lara

- ★ MENS
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- ★ MIXED

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FOOTBALL FEDERATION VICTORIA

Overall perceptions

- Feels older
- Traditional game offer – through the main image
- No females
- Gives the impression that it is for professional players/better players/you have to be a player
- A hard edge – it is FIFA
- Mixed messaging/image is confusing to some

STRENGTHS

- 3 Early bird discount
- 3 Information/discounts/website
- 3 Call to action

WEAKNESSES

- 7 Serious
- 7 One gender
- 7 Not/no social push (image based)
- 7 Missing social media (note: this is 2 years ago)
- 7 The image is serious...
- 7 Evokes the competitive edge

Key Learning

One dimensional, no mixed gender, no social messaging, a more traditional offer. It is for one demographic and one style of player.

SUMMER SEVENS
7-A-SIDE FOOTBALL
LEAGUES COMMENCE MID OCTOBER

MENS
WOMENS
JUNIORS
MIXED

THORNBURY | CHELTENHAM | BRUNSWICK | ALBERT PARK | KNOX | GEELONG
REGISTER NOW ONLINE AT FOOTBALLSEVENS.COM.AU
RECEIVE EARLY BIRD DISCOUNT BY REGISTERING BEFORE AUGUST 23

FIRST 60 TEAMS TO REGISTER

RECEIVE A FREE COVO BALL

CALL 9474 1808 OR EMAIL SUMMERSEVENS@FOOTBALLFEDVIC.COM.AU



Overall perceptions

- Faded
- The 90s
- Old and retro
- Serious; not social
- Too busy
- The blue background/sky (a plus)

STRENGTHS

- 3 The yellow haze/coloring
- 3 The fonts are ok
- 3 The key information comes through
- 3 The FFV logo
- 3 Incentive to register
- 3 The blue....sky

WEAKNESSES

- 7 Old/outdated
- 7 Old fashioned
- 7 The brand is hidden
- 7 Hard to make out the background image
- 7 Still for serious players
- 7 A lot is happening
- 7 11 a side...not social

Key Learning

From another era – the logo needs greater elevation. More serious than social – a tough game every week! This lacks a strong story.



STRENGTHS

- 3 The elation, hand slapping, happy
- 3 Embracing, celebration, hugging, getting along/coming together
- 3 After the game – socialising; not too serious
- 3 Some do like the team photos – but they lack some dynamics
- 3 The mixed genders
- 3 Teamwork/interaction

WEAKNESSES

- 7 Make sure that static images are avoided
- 7 Use of full goals?



STRENGTHS

- 3 The mixed genders
- 3 The after game celebration
- 3 The dynamics of a game
- 3 More action
- 3 The chatter socialising

WEAKNESSES

- 7 Can look a bit serious – more serious than social
- 7 Looks like traditional football
- 7 Standard football shots
- 7 Nothing says ‘Sevens’
- 7 More competitive

Key Themes

Product names tested

Remain in the mix....

- Social Sevens – The double S (a plus); may put club's off engagement (too easy/light)
- Football Sevens – This is the product; this is the brand, has a ring, familiar, open ended
- Summer Football – that's what it is....has appeal...bright uplifting

Least Preferred – often due to the 'old name' of soccer

- Social League Soccer
- Summer Soccer
- Soccer Sevens

Key Learning

Soccer is out – and goes against the whole football brand and positioning. At this stage, Summer Sevens is the stand-out.

Keep these in the mix...

The Better Ones...

- Football in the sun – matches the season, summer, warmth
- There is no off-season anymore – all year offer, for the players
- Half the players, half the pitch, double the fun – it is what it is, more touches. More action and fun
- More touches, more goals, more saves, more fun – delete the ‘saves’, it is the action and fun, activity
- Kick-off your Summer right – leads in, connects, resonates, summer is an exciting time; get out there, get out there, get active, all over before Xmas, call to action

Key Learning

There are at least five tag lines worth pursuing – the key will be if this FFV product is for all year – or just a seasonal offer.

Leave these for now...

- Let your feet do the talking – lacks connection, no social meaning, more serious, no interaction
- Give Summer football a shot – rates OK but not at the top end and tends to talk to new player only
- The world game in your neighbourhood – is it? - Not believable at this stage
- Get fit, have fun, make friends, play football – that is the essence, may not be the tag line
- Football year round – lacks punch or description
- All year round ball – as above
- Register for the off-season - lame
- Get on board the off-season – has potential, an intro, re-engage

Some Closing Thoughts and Implications

Considerations for the future...

- The **FFV brand provides a level of credibility** to many – and should be part of the communication platform – outside of usual politics, the FFV brand says that the Sevens offer is legitimate. It is an endorsement – and even the Refs should be better...
- The key to growth will be **social media and penetration** of the message – and while this may be stating the obvious, Facebook and Instagram need to be well utilised this year
- **Linkages and promotion via outdoor clubs** must go to another level – this is the immediate growth pool
- **The brand should be seen** at venues – and you must add to the ambience; and state/show that this is something different; make it an event
- At this stage, **the appeal is in the summer offer** – the balance is that current (club) players are still engaged with the traditional offer
- **Targeting Universities** and the student population might be worthwhile – the issue will be the exam period and getting the message into this segment
- This could be a great Masters product as well....

Considerations for the future...

- **Marketing automation**...needs some strategic consideration to increase profile and penetration
- Some do suggest that 7 weeks is almost too short – with play-offs, 10 appears to have some appeal..
- **Use celebratory images, both genders, mixed standards and social feel around fun and enjoyment..**
- The Tournament is a great lead in to the new season... it provides word of mouth promotion and a teaser...prize money helps too
- The **Summer 7s name has some resonance** – and at this stage differentiates from the traditional offer

Phase 2: The Quantitative Research

Respondent segments

This stage involved an online survey with a wider sample of the same segments which were interviewed during stage one:

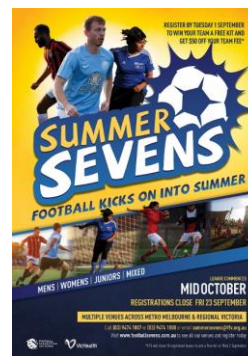
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In total 2,801 invitations were sent and 192 responses were generated. The survey specifically tested six taglines and six advertising concepts.

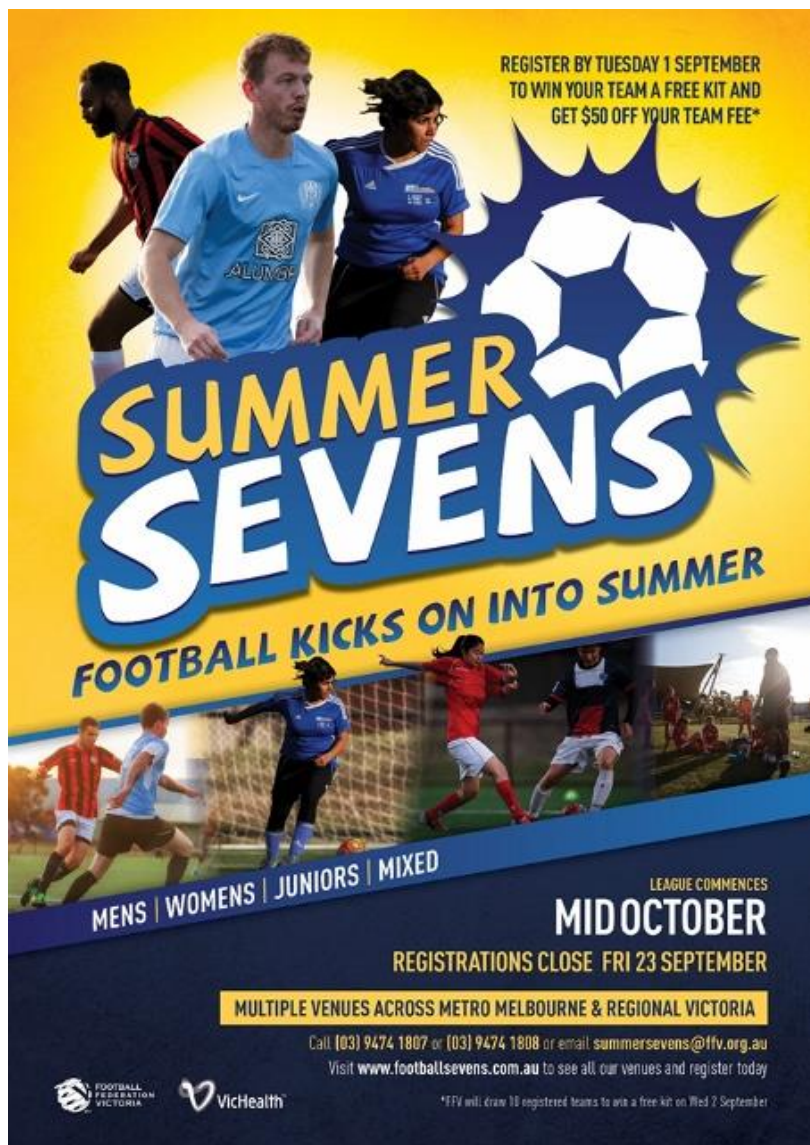
Taglines tested

- ‘Football in the sun’
- ‘Football Kicks on into summer’
- ‘Half the players, half the pitch, double the fun’
- ‘Kick off your summer right’
- ‘More touches, more goals, more fun’
- ‘There is no off-season anymore’

Advertising Concepts Tested



Key Findings



REGISTER BY TUESDAY 1 SEPTEMBER
TO WIN YOUR TEAM A FREE KIT AND
GET \$50 OFF YOUR TEAM FEE*

SUMMER SEVENS

FOOTBALL KICKS ON INTO SUMMER

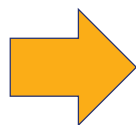
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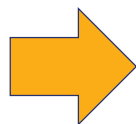
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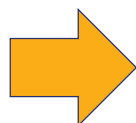


This was the most preferred advertisement on initial reaction by all segments (mean score = 3.9/5)



Equally, the most preferred choice after viewing all options:

- 50% of respondent's favourite choice (and no. 1 choice for all segments)
- 72% chose as either first or second favourite choice (male 69%, female 75%)



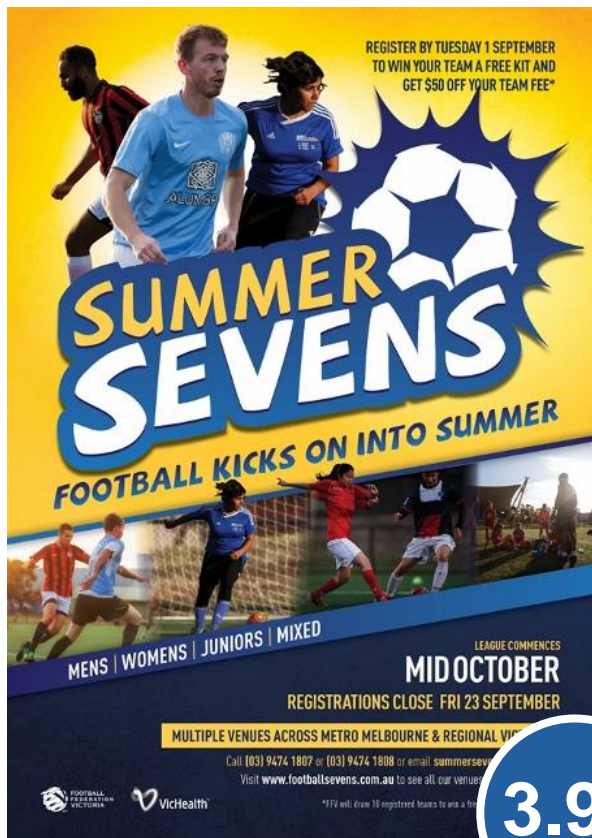
Potential Improvements:

- No repeat images
- Incorporate a junior player
- Replace far right image in the strip
- Reduce clutter of information at the bottom

- Top 4 taglines:
 - More touches, more goals, more fun
 - Football Kicks on into summer
 - Kick off your summer right
 - Half the players, half the pitch, double the fun
- Each of these have resonated with the target audience
- General themes on positive aspects of all concepts:
 - ‘Summer look and feel’ – brighter colour schemes
 - Bold, eye-catching logo and tagline
 - Easy to read layout
 - Variety of images representing diverse player segments and friendly/competitive/social images
 - General themes on negative aspects of all concepts :
 - Lack of diversity and ‘action shots’ among player images
 - Darker colour tones dominating the advertisement
 - Too busy / too much clutter

Initial Reactions

Level of Appeal (mean score out of 5) – All responses



3.92



3.29



3.26



3.23



3.07



2.99

Q10. How appealing or not appealing is the above advertisement to you? (Please make your selection on your initial reaction)



3.26

- Likes** ✓
- Bright, colourful imagery gives a summer vibe with competitive football action
 - Clear, easy to read writing
 - Good balance between images and text
 - Free kit and discounts stand out

Segment	Initial Reaction (out of 5)
2016 FFV outdoor winter player who also played Summer Sevens in 2015	3.22
Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	3.37
Played Summer Sevens in 2015 but has never played FFV outdoor winter football	2.89
2016 FFV outdoor winter player but has never played Summer Sevens	3.37
Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens	3.43

- Dislikes** ✗
- Lack of female or junior representation
 - Football looks aggressive and competitive - not very social
 - Image / creative too bright and “glary”

Q10. How appealing or not appealing is the above advertisement to you? (Please make your selection on your initial reaction)

Q. For the above advertisement, please tell us what you like/dislike about it.



2.99

- Likes** ✓
- Clear text and information. Easy to grasp at a glance
 - Female representation in the creative promoting women's football
 - 7-A-Side communicates the social nature of tournament

Segment	Initial Reaction (out of 5)
2016 FFV outdoor winter player who also played Summer Sevens in 2015	3.06
Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	3.15
Played Summer Sevens in 2015 but has never played FFV outdoor winter football	3.00
2016 FFV outdoor winter player but has never played Summer Sevens	2.78
Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens	2.71

- Dislikes** ✗
- Only female representation in the photo
 - Creative was considered 'bland' due to choice of colours and non-dynamic player picture
 - Image lighting and player attire suggests its cold, and not summer

Q10. How appealing or not appealing is the above advertisement to you? (Please make your selection on your initial reaction)

Q. For the above advertisement, please tell us what you like/dislike about it.



3.23

Likes ✓

- Highlights the mixed competition and provides gender and ethnic diversity
- Easy to read layout - tagline catches the eye
- Good image with full-screen layout

Segment	Initial Reaction (out of 5)
2016 FFV outdoor winter player who also played Summer Sevens in 2015	3.28
Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	3.05
Played Summer Sevens in 2015 but has never played FFV outdoor winter football	3.22
2016 FFV outdoor winter player but has never played Summer Sevens	3.20
Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens	3.29

Dislikes ✗

- Design and/or photo is very dark, especially in top half of the creative
- Brighter or warmer colours would create a 'summer feel'
- Summer Sevens logo does not stand out or jump off the page



3.29

- Likes** ✓
- Bright image with warm colours - indicative of summer
 - Variety of images, showing diversity of participants - mix of serious and fun images
 - Action shots with players enjoying the sport
 - Logo colour and positioning is eye-catching

Segment	Initial Reaction (out of 5)
2016 FFV outdoor winter player who also played Summer Sevens in 2015	3.36
Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	3.45
Played Summer Sevens in 2015 but has never played FFV outdoor winter football	3.33
2016 FFV outdoor winter player but has never played Summer Sevens	3.09
Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens	3.00

- Dislikes** ✗
- Some respondents felt the creative was too busy and slogan was too small
 - Dominance of men’s football photos
 - Top right image was not clear or enough

Q10. How appealing or not appealing is the above advertisement to you? (Please make your selection on your initial reaction)

Q. For the above advertisement, please tell us what you like/dislike about it.



3.07

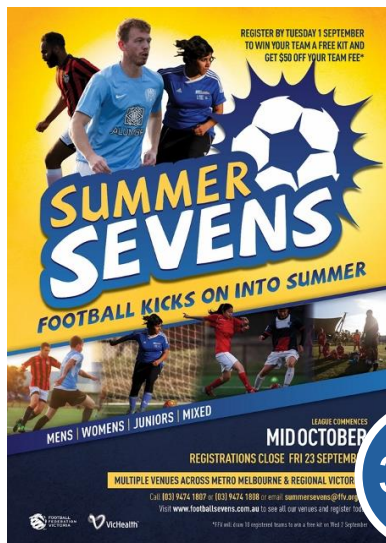
Likes ✓

- Clear, simple layout with easy to read colour combinations (dark text on light background).
- Prominent representation of female player in creative design
- Representation of diverse participation

Segment	Initial Reaction (out of 5)
2016 FFV outdoor winter player who also played Summer Sevens in 2015	3.09
Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	3.05
Played Summer Sevens in 2015 but has never played FFV outdoor winter football	3.11
2016 FFV outdoor winter player but has never played Summer Sevens	3.06
Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens	3.00

Dislikes ✗

- Blue filter and darker colour schemes doesn't represent summer and makes it seem 'boring' and not 'fun'
- The women's image was not considered an action shot by some respondents
- Looks too serious and competitive. Doesn't represent social aspect



3.92

Likes ✓

- Eye-catching layout, large logo and good colour scheme (communicates summer)
- Variety of images covering diverse profile of participants (gender and ethnicity)
- Action shots and image placement created nice balance

Dislikes ✗

- Repeat use of the female image
- No clear images of juniors
- Right image on the strip was not clear.
- Compressed and busy information text at the bottom

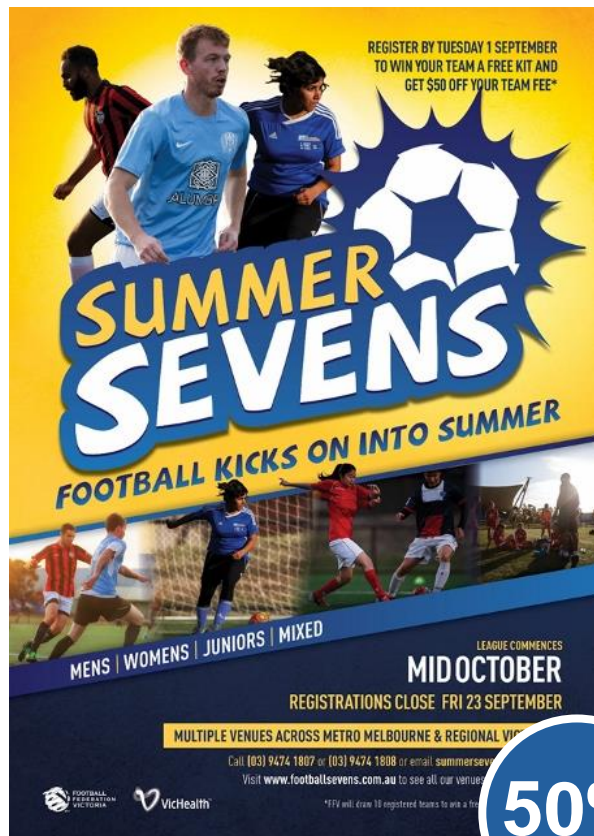
Segment	Initial Reaction (out of 5)
2016 FFV outdoor winter player who also played Summer Sevens in 2015	4.02
Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	3.45
Played Summer Sevens in 2015 but has never played FFV outdoor winter football	3.89
2016 FFV outdoor winter player but has never played Summer Sevens	3.89
Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens	4.29

Q10. How appealing or not appealing is the above advertisement to you? (Please make your selection on your initial reaction)

Q. For the above advertisement, please tell us what you like/dislike about it.

Overall Preference

Favourite choice – All responses



50%



17%



16%



7%



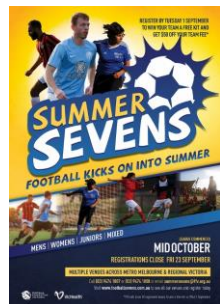
6%



4%

Q. Having viewed six alternative concepts, please tell us which one is your favourite

Reason for Favourite Choice



The **bright & bold visuals and diversity in player pictures** makes this the most compelling advertisement

50%



17%

The **summer 'feel' and fun & friendly vibe** makes this the most compelling advertisement



16%

The **simplicity and diversity in the picture** makes this the most compelling advertisement



7%

The **summer colours and lighting** makes this the most compelling advertisement



6%

The **clear and simple design** makes this the most compelling advertisement



4%

The **sleek and professional style with contrasting colours** makes this the most compelling advertisement

Q. Having viewed six alternative concepts, please tell us which one is your favourite. Q. Please tell us why this is your favourite choice.

Favourite choice – Segmented responses

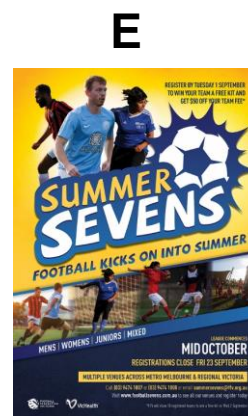
Image Reference	2016 FFV outdoor winter player who also played Summer Sevens in 2015	Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	Played Summer Sevens in 2015 but has never played FFV outdoor winter football	2016 FFV outdoor winter player but has never played Summer Sevens	Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens
A	9%	6%	0%	9%	0%
B	12%	33%	22%	15%	43%
C	21%	11%	11%	12%	0%
D	3%	6%	0%	9%	0%
E	50%	39%	67%	50%	57%
F	6%	6%	0%	6%	0%



Q. Having viewed six alternative concepts, please tell us which one is your favourite

First and second favourite choice combined – Segmented responses

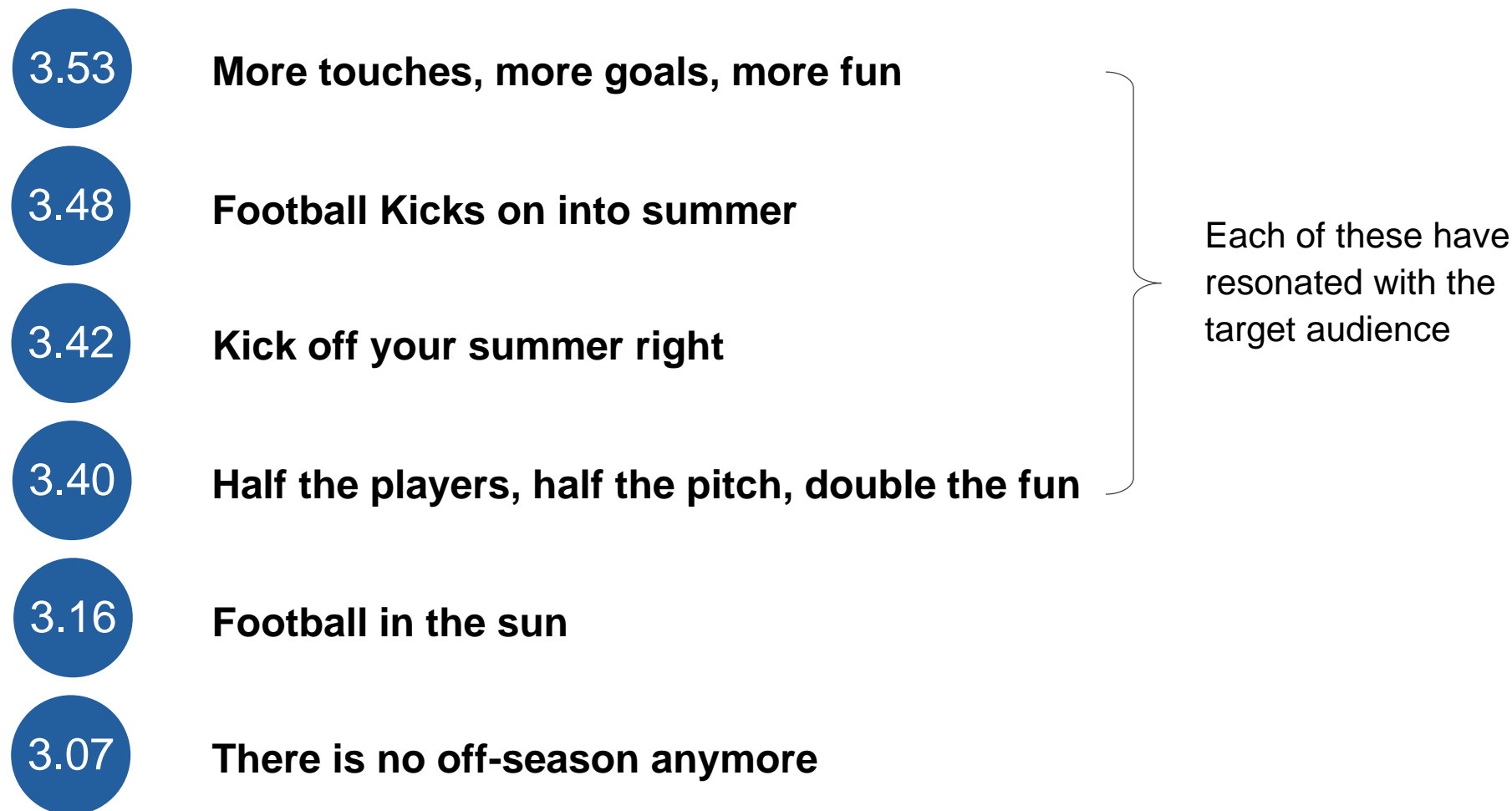
Image Reference	2016 FFV outdoor winter player who also played Summer Sevens in 2015	Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	Played Summer Sevens in 2015 but has never played FFV outdoor winter football	2016 FFV outdoor winter player but has never played Summer Sevens	Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens
A	29%	6%	0%	18%	43%
B	39%	50%	56%	35%	57%
C	31%	22%	56%	38%	14%
D	17%	22%	11%	15%	29%
E	68%	78%	78%	79%	57%
F	16%	22%	0%	15%	0%



Q. Having viewed six alternative concepts, please tell us which one is your favourite.
 Q. From the remaining five concepts, please tell us which one is your favourite.

Taglines

Appeal of Tagline (mean score out of 5) – All responses



Appeal of Tagline (mean score out of 5) – Segmented responses

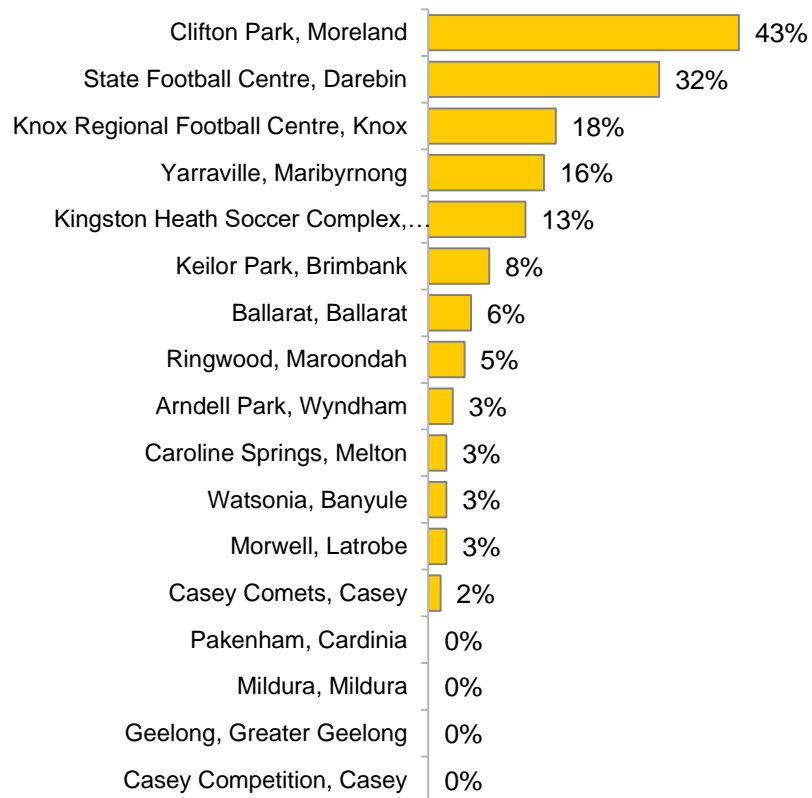
	2016 FFV outdoor winter player who also played Summer Sevens in 2015	Not playing FFV outdoor winter football in 2016 but played Summer Sevens in 2015	Played Summer Sevens in 2015 but has never played FFV outdoor winter football	2016 FFV outdoor winter player but has never played Summer Sevens	Not playing FFV outdoor winter football in 2016 and has never played Summer Sevens
More touches, more goals, more fun	3.52	3.43	3.00	3.59	4.29
Football Kicks on into summer	3.68	3.14	3.44	3.16	3.71
Kick off your summer right	3.49	3.29	3.33	3.39	3.14
Half the players, half the pitch, double the fun	3.42	3.24	3.56	3.34	3.86
Football in the sun	3.11	3.29	3.33	3.00	4.00
There is no off-season anymore	3.36	3.00	2.56	2.68	2.29

Most Preferred by Segment / Least Preferred by segment

Q8. The following words may help explain some aspects of Summer Sevens to potential players. How appealing or not appealing is each one to you? (Please make your selection on your initial reaction)

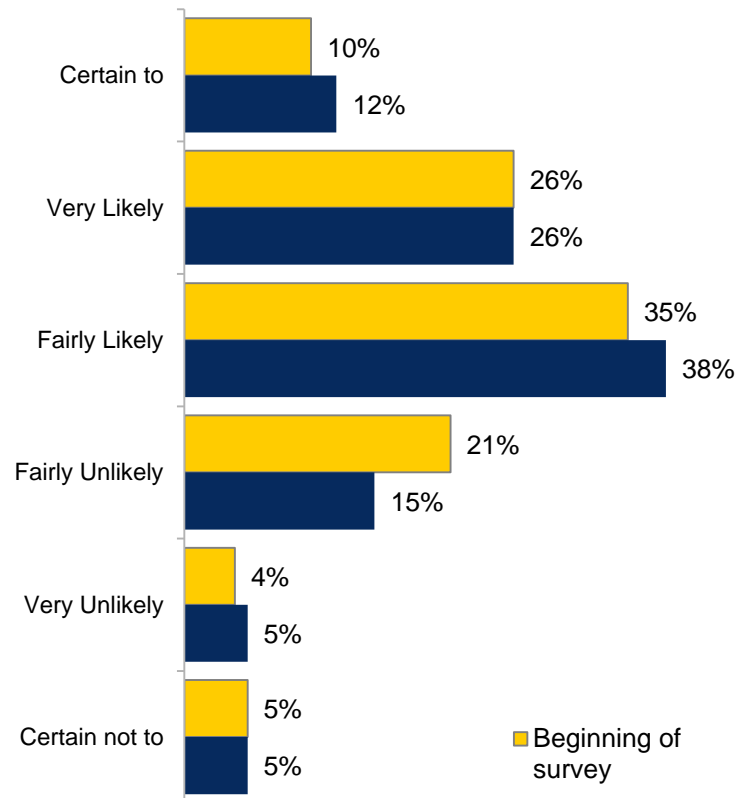
Respondent Profile

Preferred Venue for Summer Sevens 2016



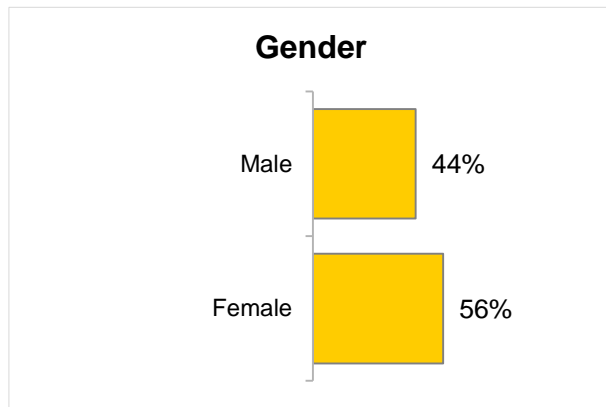
Q7. Below is a list of potential Summer Sevens venues and their corresponding LGA. If you were to consider participating in Summer Sevens, which of the following venues would be most convenient for you?

Likelihood of Participation

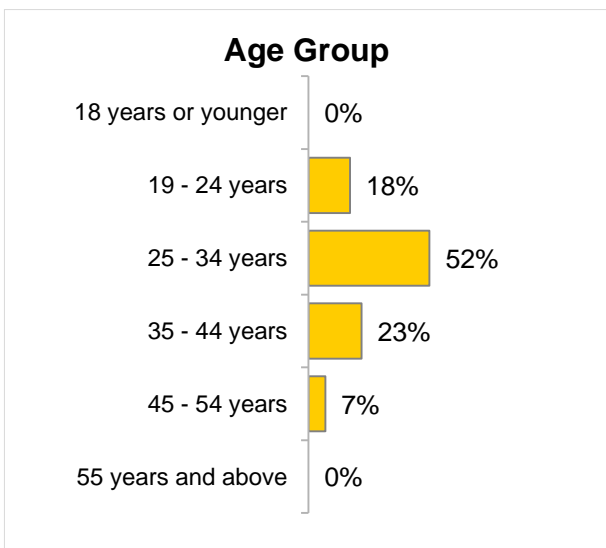


Q6. Overall, how likely or unlikely is it that you will participate in Summer Sevens in October/November 2016? (Beginning and End of Survey Response)

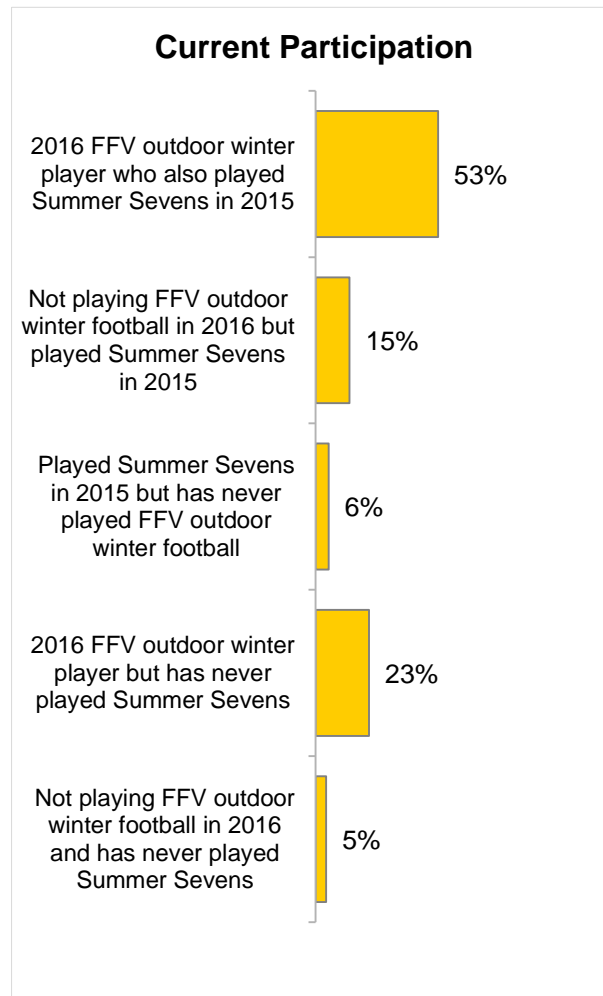
Note: 84% of respondents had the exact same response



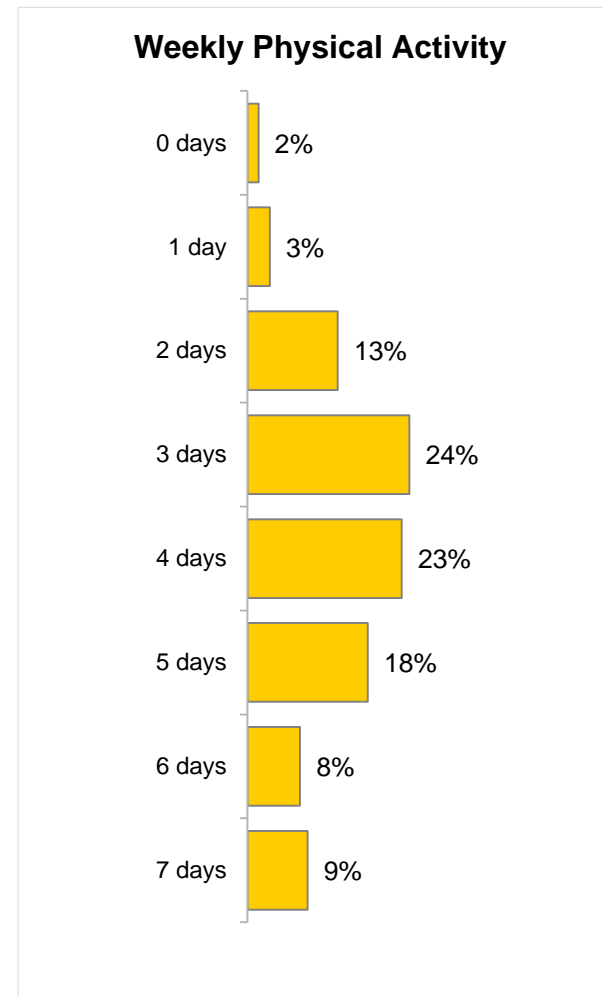
Q1. What is your gender?



Q2. What is your age profile?

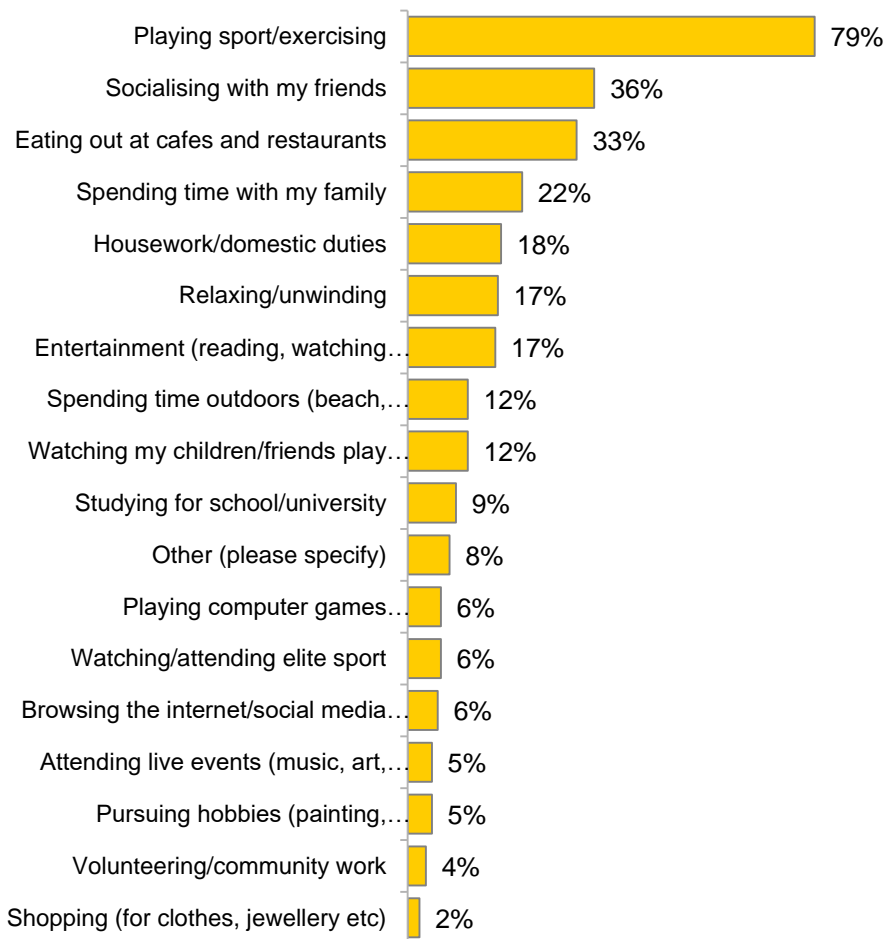


Q3. Which of the following best describes your current football participation?



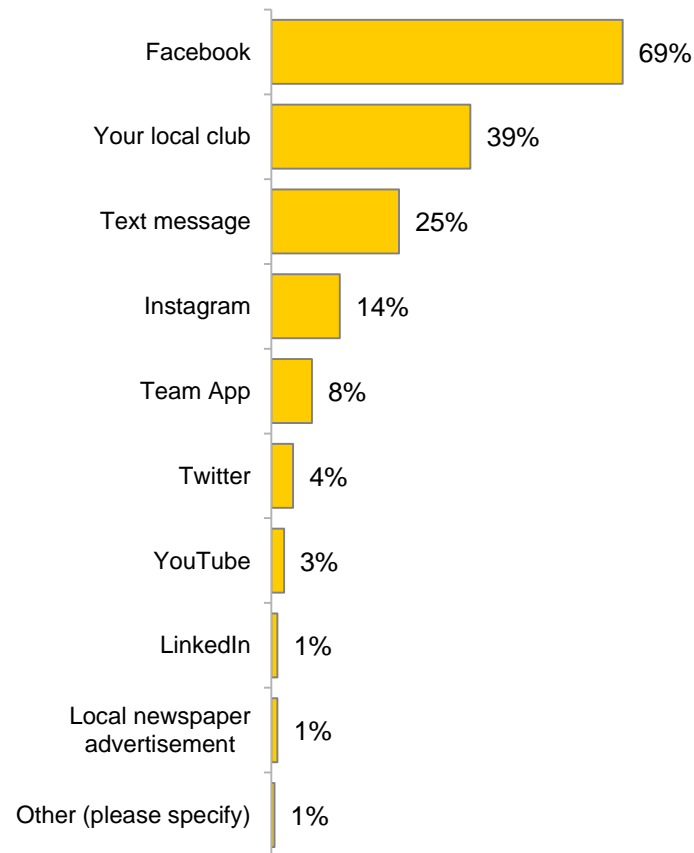
Q4. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?

Preferred Weekend Activities



Q. Thinking about your typical weekend, which of the following activities are you most likely to be doing? (Please select up to 3 responses only)

Preferred Communication



Q. Thinking about the way in which FFV promotes Summer Sevens, which of the following communication channels would be most likely to reach you? (Please select up to three responses)



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