

**OUR GIRLS
OUR GAME**

The Marketing Society STAR awards 2019

Our Girls Our Game

**How insightful marketing helped the Scottish Women's National Team
to inspire girls to be all they can be**

Strategic Category 2.5 Marketing Planning – including Resources, Research and Insights

**OUR GIRLS
OUR GAME**

**The Scottish FA's purpose is to promote, support, develop
and protect football for all in Scotland.**

**Our goal is to inspire a nation
to love football.**

**We aim to grow what matters to people in Scotland like the grassroots game,
the Scottish Cup and elite level performance.**

OUR GIRLS OUR GAME

This story focusses on Growing the Women & Girls Game

We set five goals, to GROW:

the number of registered players,

the opportunities to play,

interest in the national team,

attendances at the matches,

levels of fan engagement/fun at the matches

It's an inspiring story.



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It's story about how insightful marketing helped the Scottish Women's National Team to inspire girls to be all they can be; here's the match plan:

Pitch Inspection

**A story of elite performance,
but also a story of girls becoming all they can be**

The First Half

The Marketing Planning journey from insight to campaigns

The Second Half

Delivering the five campaigns

Post Match Analysis

The net results against the five marketing goals, three training tips

**OUR GIRLS
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THE PITCH INSPECTION

A story of elite performance

But also a story of girls becoming all they can be

**OUR GIRLS
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This is a story of elite performance



In 1881, the first women's international football team, unofficially representing Scotland, beat England 3-0. By 1894, medical professionals called for girls and women to be banned from playing.



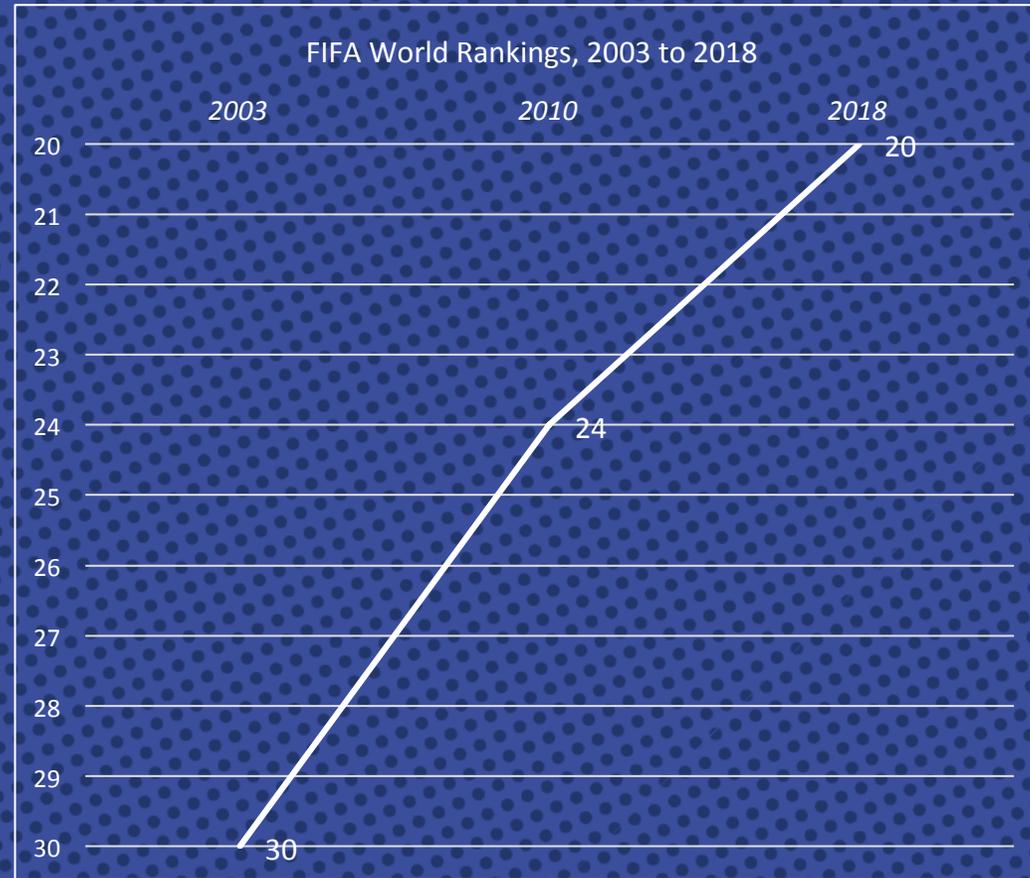
Over 100 years later, in 1998, the Scotland Women's National Team was officially recognised.



As of January 2019, Scotland had climbed up to #20 in the world rankings, having qualified for the 2017 European Championship finals and for the 2019 World Cup finals, both for the first time.

**OUR GIRLS
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This is a story of elite performance



OUR GIRLS OUR GAME

But this is also a story of girls becoming all they can be.

The marketing planning team started with a review of data about girls' participation; not just in football but in activity in general.

We identified seven key facts:



OUR GIRLS OUR GAME

Young peoples' sports participation activity levels are flat/declining over the long-term (see graph).

For girls, there are two key activity drop-out ages; 11-12 (primary school to secondary), and 13 to 15 (S2/S3).

Girls are less likely to play in informal situations like the street or the park; where they feel less comfortable. Young people from the lowest SIMD group are least active (see graph).

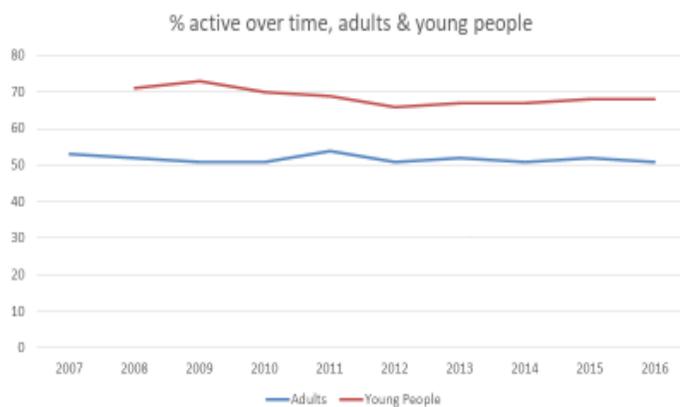
Young people from the lowest SIMD group are least active (see graph).

And their parents think there are fewer places to play and feel that these places are less safe.

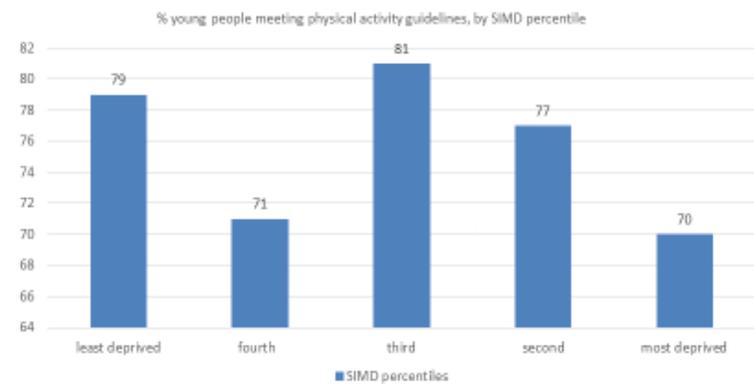
Many young girls want to have fun hobbies and interests but didn't think football was for them.

Many parents who had no issues taking their sons to football, had issues with their girls playing football, preferring to take them to what they saw as more 'girl-appropriate' activity like dancing.

Little progress in Scotland's activity levels



Most deprived are the least active



**OUR GIRLS
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THE FIRST HALF

(2016/17)

**The Marketing Planning journey
from insight to campaigns**

OUR GIRLS OUR GAME



Starting with planning

Prior to planning

Prior to 2016/17, the Scotland national team had some qualification near misses. There had been some progress in encouraging more girls to play, but there had been no meaningful investment in marketing/insight resources or co-working between the women's game stakeholders.

Creating our first plan

That changed in 2017 with the commitment of all involved to create the first insightful marketing plan. The key points were agreement that

- The aim of the plan was to promote the national team to inspire participation levels amongst girls, making the most of any team success
- The national team players still felt a personal connection with the grassroots game
- There were two key participation target groups; primary schools aged girls & secondary school aged girls.

Developing work that addressed the issues

For each issue we crafted the insight, rooted in the evidence from a range of sources including:



**Scottish Government health/household survey.
Sportscotland qualitative research/registration data.**



Scottish FA/UEFA Kantar survey, Scottish FA/SDS fan survey, fan profiling, fan segmentation, fan observations at Scotland Women's National Team matches.



Scottish FA/Stirling/Strathclyde University Women's football PHD learning.

From Insight to Marketing Campaign

We then used brainstorming to generate a Marketing Wish from each insight. The Scottish FA team then worked with creative partners to bring this to life. This produced five campaigns...

Issue Insight	Marketing wish	Marketing campaign
Primary school age girls want to be involved but feel put off by unwelcoming environments	Create an environment where they feel welcome, where it's fun & they feel its right for them	1) Our Girls Our Game campaign, with executions like 'your team mates are your best mates'
The players are great role models but there is no link between the national team & the games grassroots	Link the national team & the grassroots	2) Player branded soccer centres (for example, the Jane Ross Soccer Centres presented by SSE)
Secondary school age girls feel self-conscious and can feel deterred from playing, and let the opportunity pass them by	Create an environment where they feel they can be all they can be...	3) Together #We play strong campaign
Fan attendance numbers were low, going to matches was not the norm	Inspire more people to want to come to matches	4) PR/Digital campaign to promote the Scotland games/players
	Make the experience fun for young fans that go	5) Match Fanzones

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THE SECOND HALF

(2017/18)

Delivering the five campaigns

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i) Our Girls Our Game campaign

The Our Girls Our Game campaign had four key elements.

- Poster executions, bright and eye-catching, all in the consistent distinctive colour branding.
- An online toolkit enabling the six Scottish FA regions to create their own be-spoke content.
- Other marketing collateral in the same style, like the match programme & wristbands.
- Social media content, hosted on a variety of different platforms utilising #OurGirlsOurGame.



OUR GIRLS OUR GAME

ii) Player branded Soccer Centres

These were weekly one hour sessions aimed at primary school aged girls, in centres across Scotland, named after one of the national team players (like 'Kim Little Soccer Centre – North Region').

Each area had a promotional toolkit, with bespoke photography, that partners could tailor. The players visited the Centres and each attendee was given a player branded t-shirt.

SSE came on board as the Soccer Centres commercial partner, a natural extension of their involvement in women's football in Scotland.

JO LOVE SOCCER CENTRES

PRESENTED BY:



GIRLS ONLY FOOTBALL SESSIONS!!

For girls aged 5 - 12 years | Starts Thursday 7th June

Thursdays @ New Douglas Park, Hamilton from 5-6pm

Contact Lynsey Hogg - 07732 815355

Email: accieswfc_academy@hotmail.co.uk

Cost: £1 per session - 1st session is FREE



At SSE, we're proud to support the Scottish FA Girls' Soccer Centres, making a difference in inspiring young girls to play football, in a safe, inclusive and engaging environment

Colin Banks, Head of SSE Sponsorship

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iii) Together #We play strong

The secondary school girls age group required a different style of campaign. But, as there was finite resource, we used a campaign developed by the European football governing body, UEFA..Together #WePlayStrong.

The UEFA campaign addressed the same issue that we had in Scotland... to dramatically demonstrate that football can make us stronger and more confident. And that comes from being with one another, on and off the pitch, where every girl to feel welcome to come play.

There was a 'hero' tv ad that had UEFA-funded media and supporting UEFA toolkit that were able to tailor through social for use by our Scottish FA regions.

We extended this to 'We Play Strong' centres, giving opportunities for secondary school girls to play in an informal environment.



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iv) PR/Digital campaign to promote the Scotland players/matches

We were eager to grow the attendances at the games and recognised the importance of raising the profile of the Scotland Women's National Team players to help do that.

Our PR/Digital campaign to do this included:

- Building relationships with the media, which led to greater press/tv coverage, more exposure opportunities like Women's National Team players as pundits on football shows
- Paid advertising like poster & radio campaigns
- Digital Campaigns including Google Ad Words & Facebook Ads
- Other channels including Spotify, football clubs & local events advertising



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v) Match Fanzones

Our fan profiling suggested that the Scotland Women's National team attracted a different type of fan to the Men's team with greater levels of interest amongst the 'day outers'; more interested in having a great family day out.

The fanzones included things like Scotland player signings, face painting and football skills games. The emphasis was on fun, inclusion and togetherness.

The feedback from our observation/ ethnography work was that fans came in family groups or teams, from their school class or football club. They came with great enthusiasm and the fanzone was a natural extension of this.



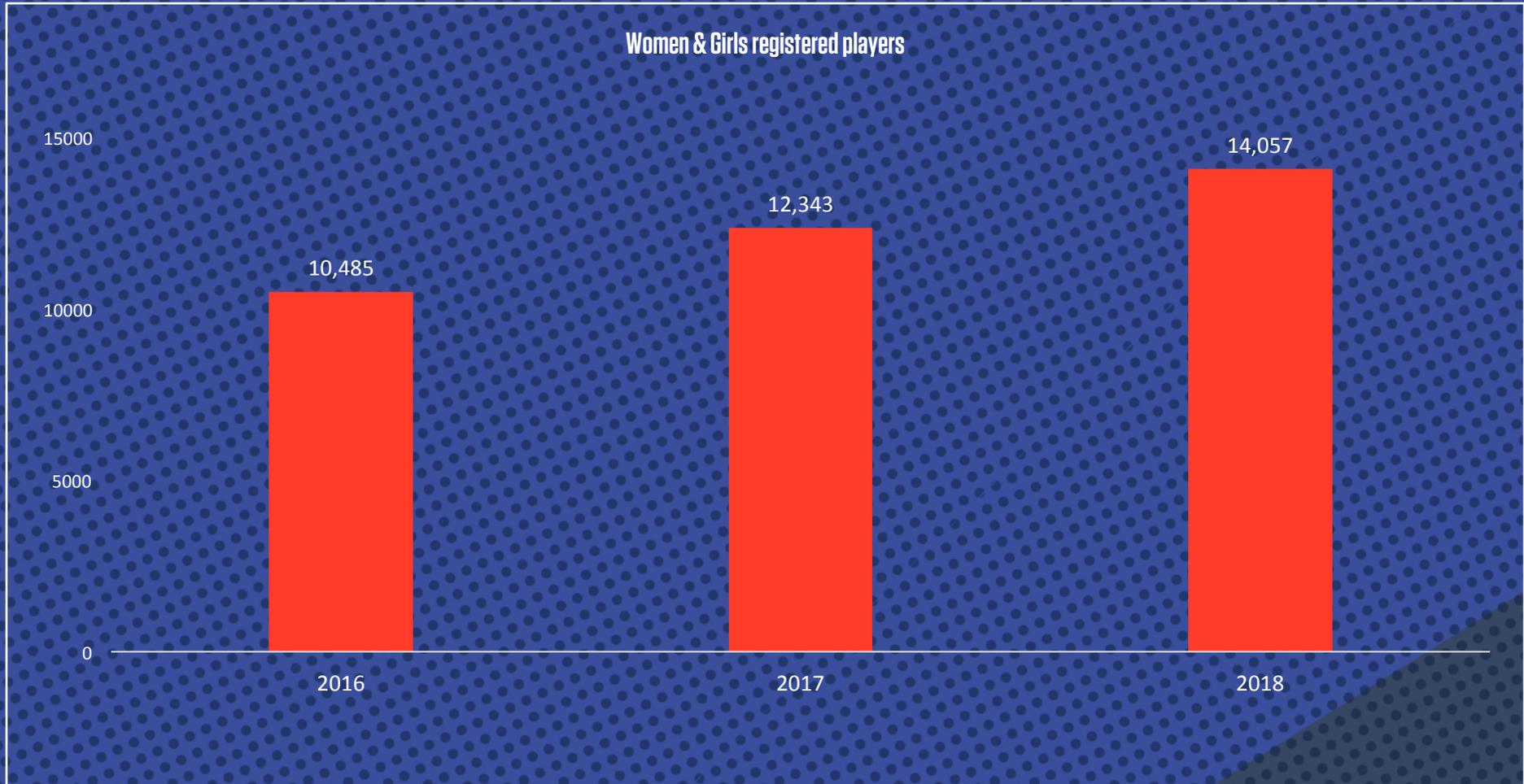
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POST MATCH ANALYSIS

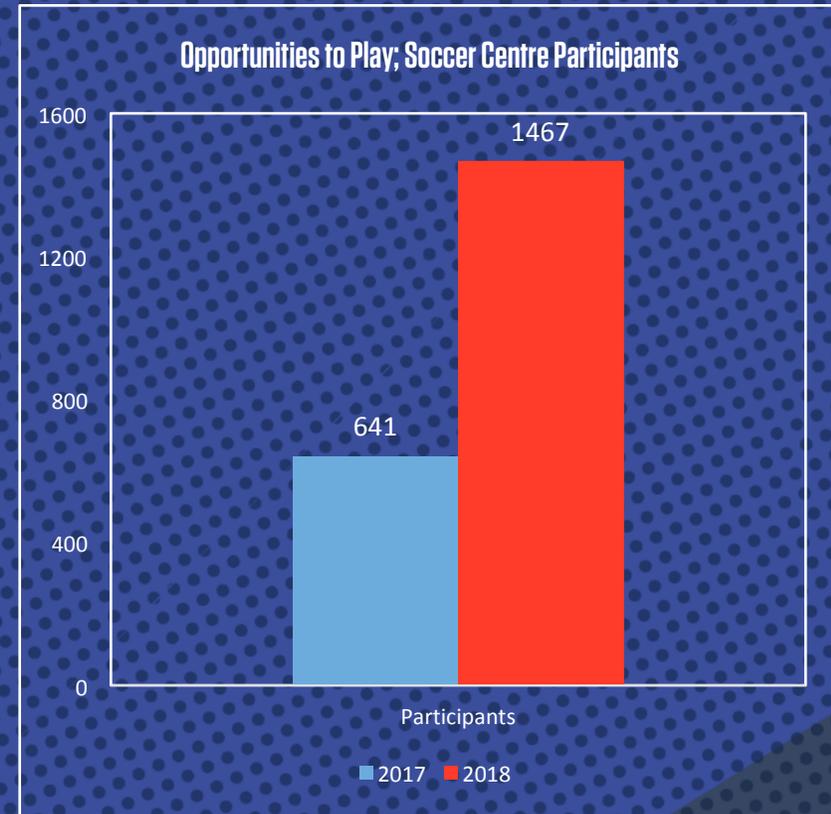
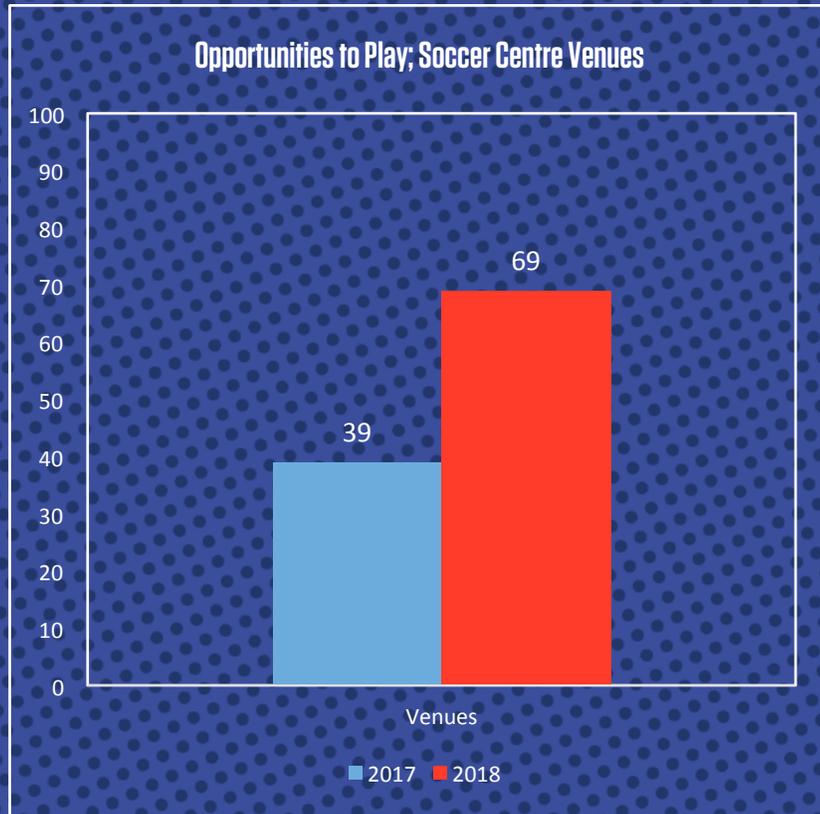
(December 2018)

**The net results against the five marketing goals
& three training tips**

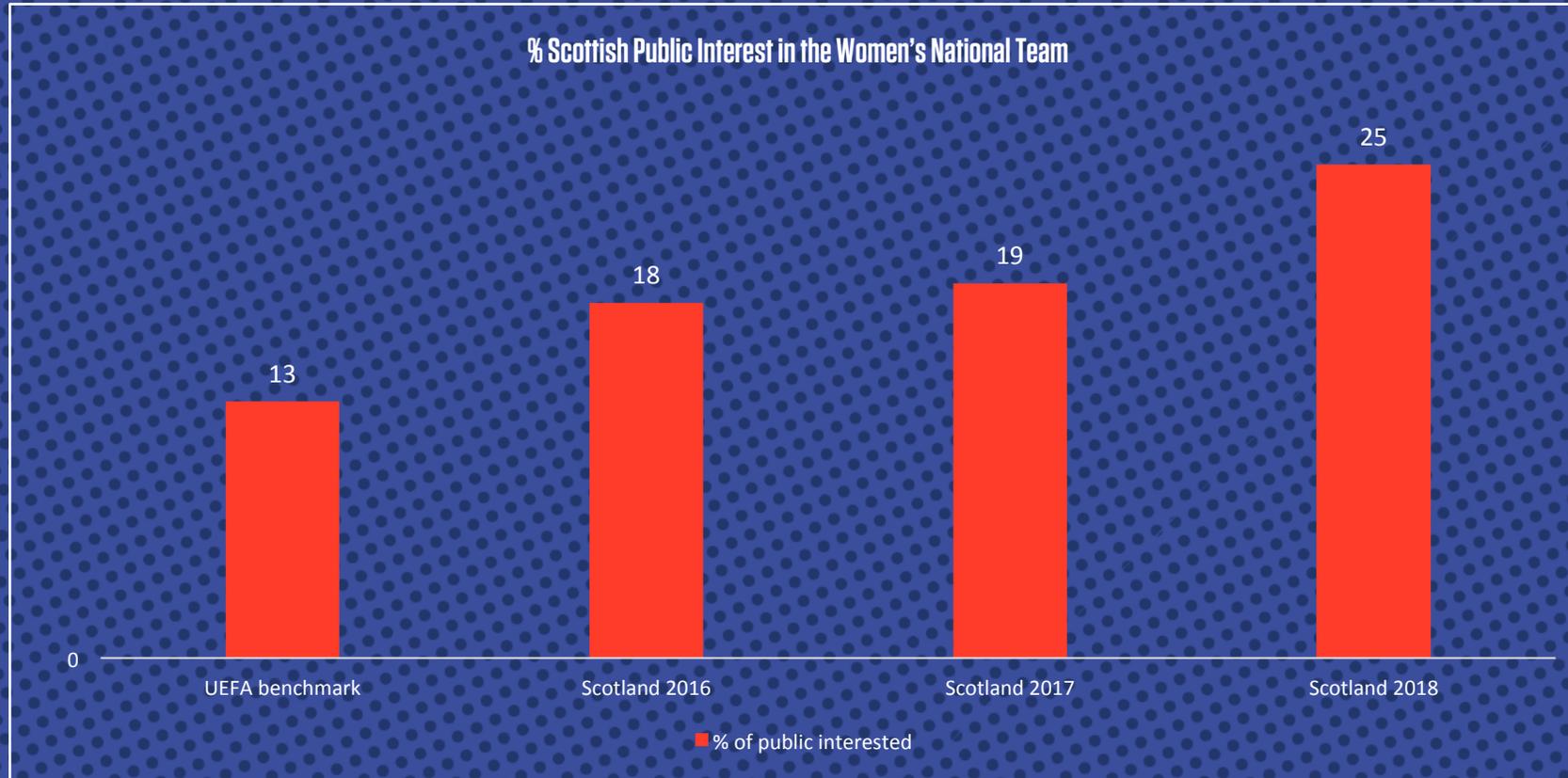
Number of registered players up by a third since 2016



Opportunities to play up...

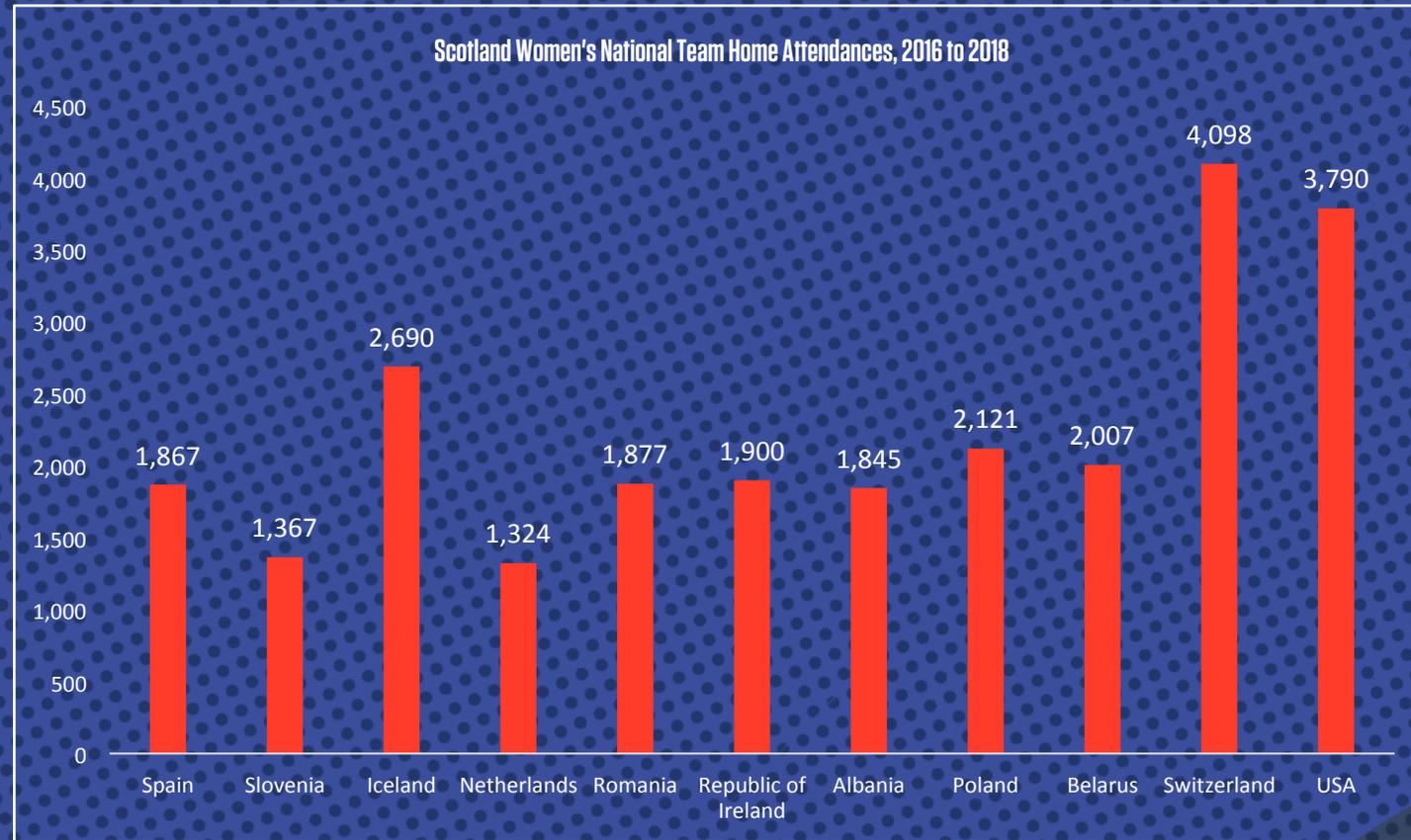


Interest in the national team up 6pp year on year in 2018, now 12pp ahead of the UEFA European benchmark



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Attendances up overall, record attendance for the match versus Switzerland. USA was the record attendance for a friendly match.



High fan engagement/fun at matches; attracting a new audience, young girls in particular, coming in friendship groups (their club/class)

Extract from Scotland Women's National Team v USA Match observations/ethnography work, November 2018

a) The overall fan experience was once again good, leaning towards very good.

There was a vibrant, healthy atmosphere, with genuine excitement. Seems like there is a bond between squad and the fans. This is a real example to Men's game.

b) Scotland Women's National Team continue to attract a very appealing audience, different to the Men's A norm

Once again, the majority of fans were younger girls, with a higher proportion of women too noticeably than in Men's A games. This is helping extend our reach amongst this highly appealing audience. There are no issues with value for money; low cost for world class competitors

c) Opportunity to make this bigger

There are so many positives about the experience that it can get bigger. Opportunities to do this through things like match promotion, stadium branding, traffic event signs, stadium announcer & the fanzone

There were three training tips...

Work hard in training – take advantage of any opportunities that come your way.

Great teamwork - Work together, team up with colleagues across the organisation, to gather/review evidence, to understand the issues marketing can solve.

Be a STAR on the pitch - Believe in the power of insightful marketing, it's the one of the few disciplines in the business capable of driving growth.

