



GAME ON, GENDER OFF

UNITED BY FOOTBALL, EMPOWERED BY EQUALITY

WHAT IS GAME ON, GENDER OFF?

This is a multifaceted campaign with the target of tackling and raising awareness regarding the additional barriers female footballers face.

Part one of the campaign will target period awareness.



OUR PURPOSE

The first phase regarding the Menstrual cycle and both the mental and physical challenges that can be presented alongside it.

The Aim of this first phase is to bring awareness and most importantly education around the topic, to benefit female footballers from the youth game to the international level.

This Campaign also aims to further develop the relationship with our female fans while also creating the opportunity to develop, reach and engage with our stakeholders





KEY MESSAGE

England FA supports female footballers

- We want women and girls to know we are actively working to reduce barriers and make football more inclusive for everyone
- Phase 1 Message: Break the Stigma / Taboo around periods, Educate on the impact of the menstrual cycle on an athlete.

TARGET AUDIENCE

Our target audience is broken down into two main sectors:

Coaches / Club Staff – Those who work in football

This target demographic is key for the educational part of our launch. By releasing educational tools online the FA Learning portal we are looking for coaches and those who are directly related to female athletes to get involved and utilise these tools to help minimise future barriers

female football fans/ players and the parents

This demographic is the one most susceptible to face additional barriers due to lack of education. We want to bring them on board and make them feel heard and understood that we are thinking of the players and their daughters, making the game inclusive for everyone. Education can also be beneficial to the parents, and the more relatable and accessible women's football becomes the more money there is to be made.



AUDIENCE PROFILE

Gender / Age

- Both Male and Female
- Age from 12-50
- 25-50 (Prime audience for profitability)

Location

- London and Manchester
- London is not only home to Wembley but has some of the highest rates of disposal income in the country
- The North's percentage of disposable income has been on the rise & Manchester will two WSL teams makes the most sense

Income / Education

- Post Secondary Education
- A Degree = Opportunity to Earn more money
- Average disposable income in the UK peaks in the range of 35-44

Hobbies / Buying Behaviour

- A Fan of football, attends games, possibly plays FIFA, or Fantasy Apps
- Someone who pays for the TV packages and subscriptions to follow their teams



sky
sports

Tactics

01

Menstrual Hygiene Day

- Our launch coincides with M.H.D
- Choosing a specific day that aligns with the campaign to make it more of a story and news worthy to ensure it's picked up by the media

03

Educational Course

- An Educational Course is a great tool as we can supply relevant and important information to those who need it
- Use it to help measure the reach of the campaign and the long term effects

05

Visuals

- Most important way to communicate our message
- mix of ads, social media posts etc to demonstrate the impact we visualized for the campaign

02

Social Media Campaign

- Red Out Social Media Campaign
- With Millions of followers across various platforms it's a more budget friendly way to reach our target audience

04

Exclusive Story + Media Relations

- Emma Saunders from the BBC will be asked to join the FA in an exclusive piece revealing the campaign, with everyone else receiving the Press Release the morning of the announcement.

06

Lionesses Speaking Engagement

- Another newsworthy event happening the same day as the launch
- including so many aspects to the launch will provide multiple talking points to kick start the campaign

MEDIA RELATIONS

FA already has significant media relations which has made our jobs easier. Due to the alignment with the National teams, outlets will want insight

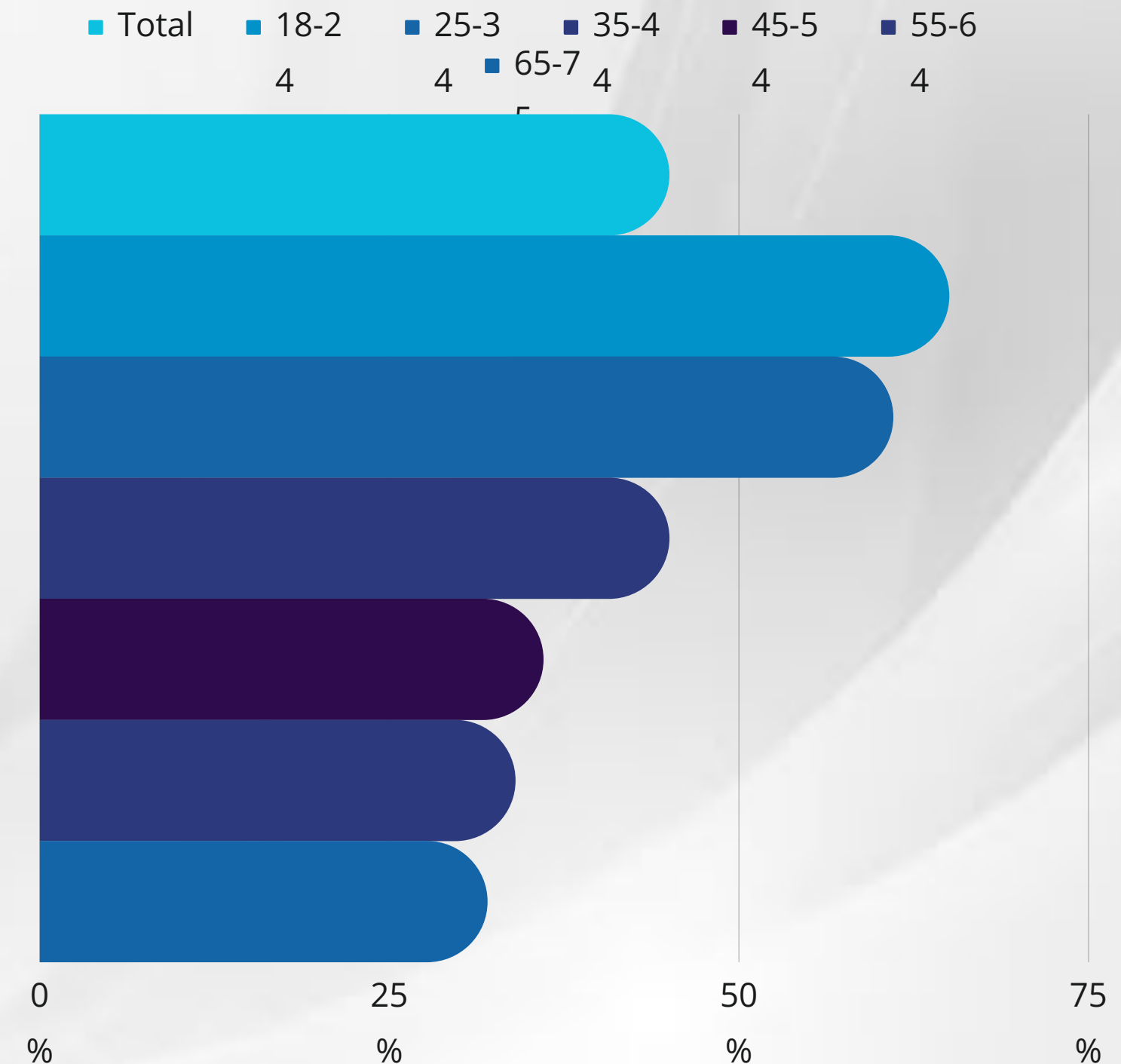
Our Choices: Launch

- Exclusive Written Journalist + Exclusive for News Segment
- Sending out a Press Release including the information and locations we will be during launch
- Our own media outlets (Articles / Social Posts on our channels
- Post Launch a focus on social media

Social Media

- After investigation into our target audience we realized social media will be one of the most effective forms of reaching our demographic

Social Media as one of the top three most preferred News Sources



Adapted from;
<https://www2.deloitte.com/se/sv/pages/technology-media-and-telecommunications/topics/digital-consumer-trends/are-younger-generations-moving-away-from-traditional-news-sources.html>

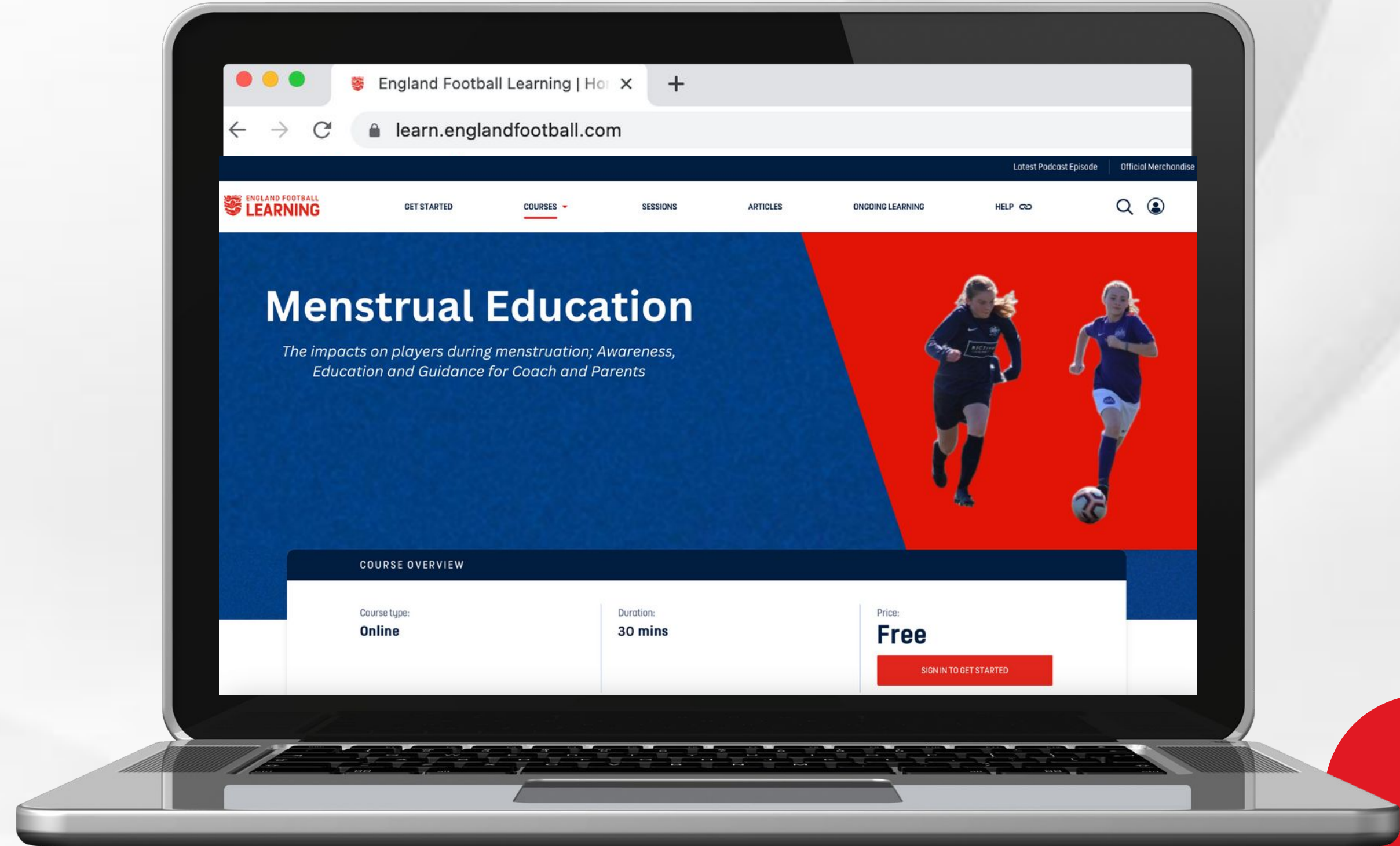
VISUALS

The Importance

- Visual communication dates back over 40,000 years
 - Strong visuals can connect with an audience faster, and with more emotion, than words alone.
 - Picture superiority effect

Our Choices

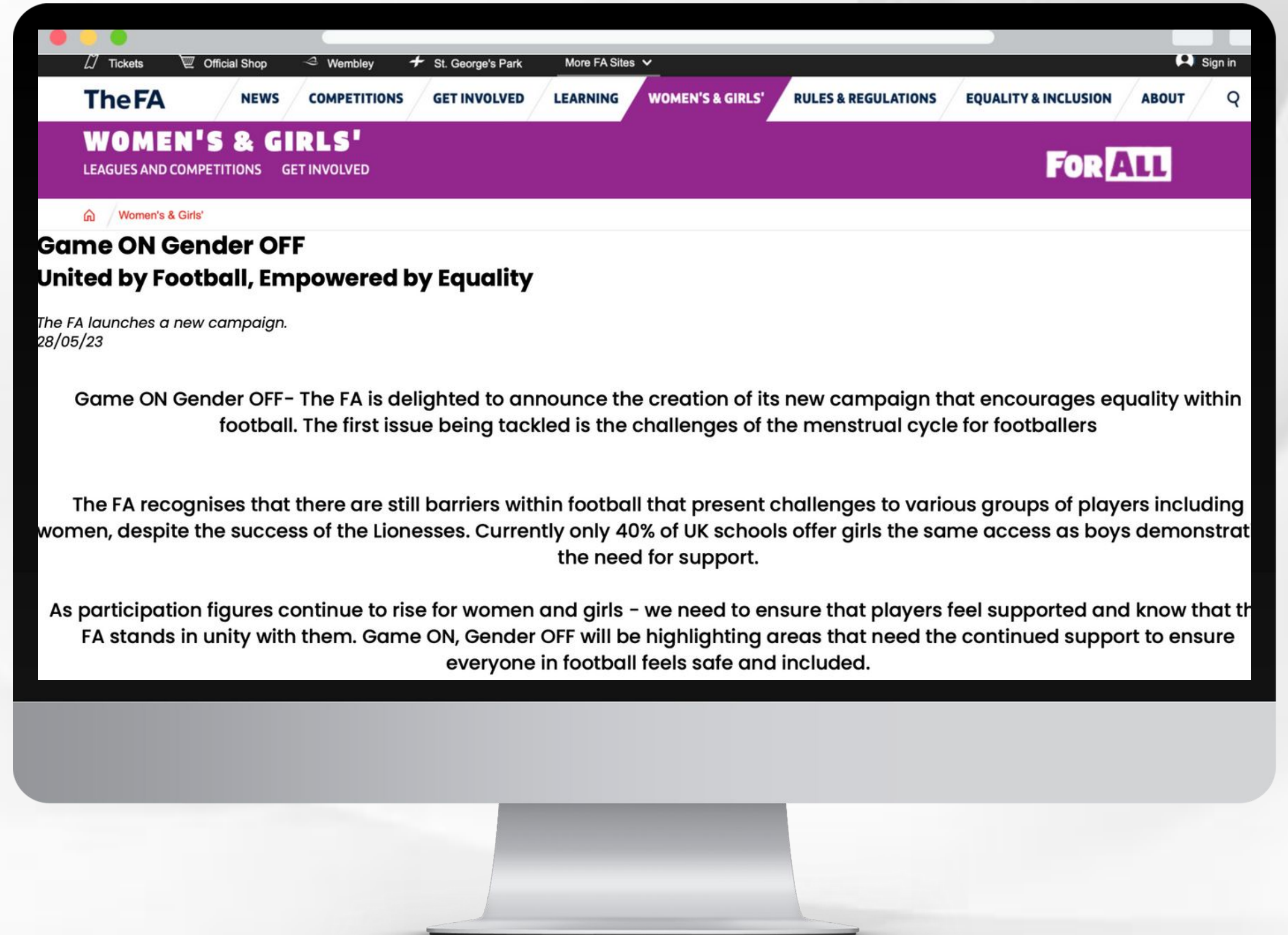
- Built our campaign around visual appearance / designs
- Colour Choices (brand alignment & thought provoking. The colour red evokes emotions and generates a stimulating effect)
 - Visuals to appeal to human emotions
- The FA has access to unique imagery (England Teams, Candid moments)



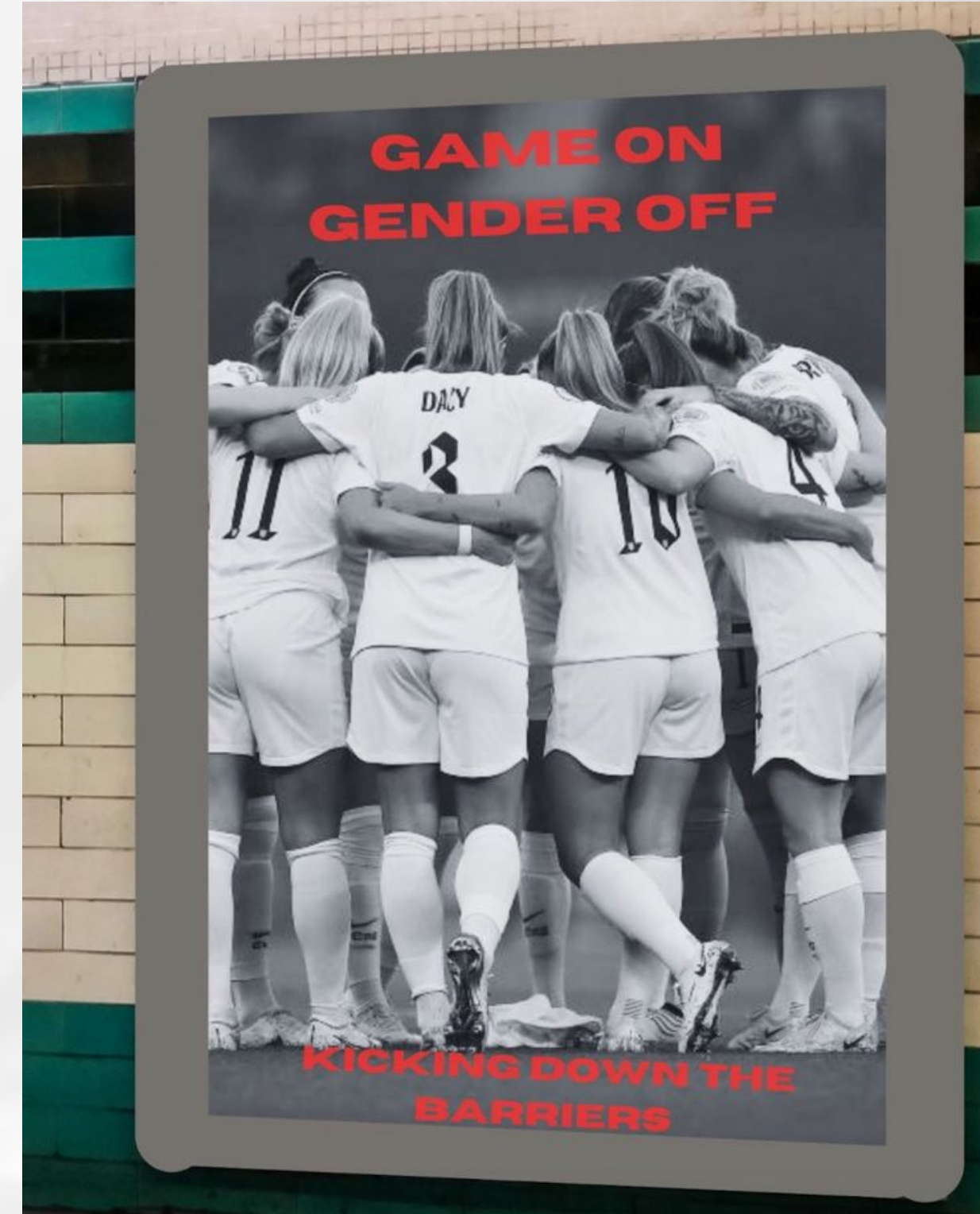
VISUAL EXAMPLES



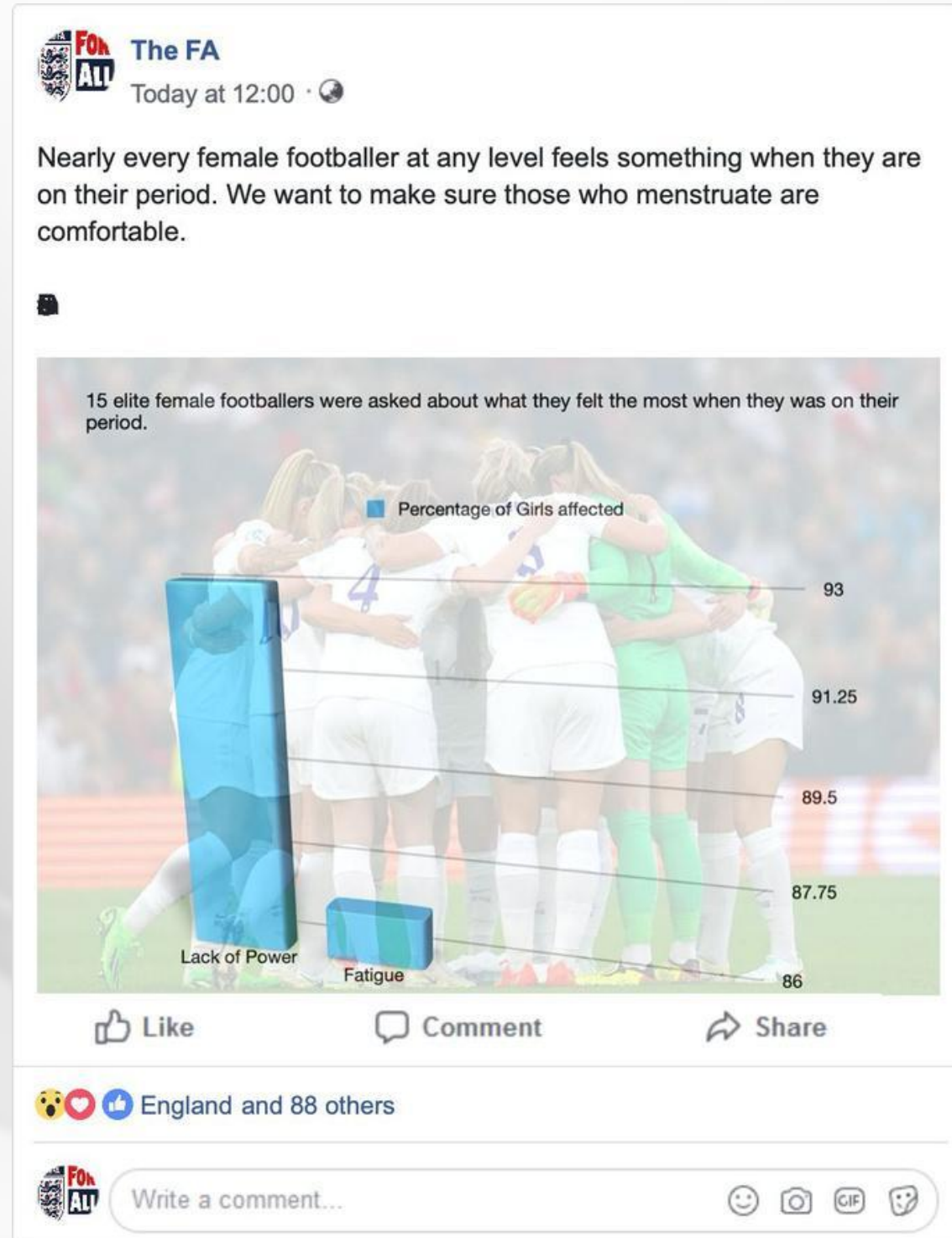
VISUAL EXAMPLES



VISUAL EXAMPLES



VISUAL EXAMPLES



Game ON Gender OFF

United by Football, Empowered by Equality

The FA launches a new campaign.
28/05/23

Game ON Gender OFF– The FA is delighted to announce the creation of its new campaign that encourages equality within football. The first issue being tackled is the challenges of the menstrual cycle for footballers

The FA recognises that there are still barriers within football that present challenges to various groups of players including women, despite the success of the Lionesses. Currently only 40% of UK schools offer girls the same access as boys demonstrating the need for support.

As participation figures continue to rise for women and girls – we need to ensure that players feel supported and know that the FA stands in unity with them. Game ON, Gender OFF will be highlighting areas that need the continued support to ensure everyone in football feels safe and included.

The first area that needs tackling is the support for female athletes with the challenges that are presented with the menstrual cycle. On any given day, more than 300 million women worldwide are menstruating but periods remain a taboo subject.

The severity of menstruation differs for everyone but undoubtedly players are left with physical and mental challenges during this time. We kick this off on world Menstrual Hygiene Day, aligning our aims with those of the day;To break silence and stigma Raise awareness and importance of menstrual hygiene Education on how we can help players.

The purpose of Game ON, Gender OFF is to make female footballers and fans not feel alone, we hear you!

In addition to this we have added an educational Period Awareness course to the England Football Learning Portal. This course is a free tool for anyone who has an account, coaches, players and parents alike can benefit from this valuable tool.



We want everyone to know the FA takes this matter seriously, and worked alongside Nike following concerns from our Lionesses about white shorts. Our World Cup kits were designed with the players and their concerns in mind, by kicking out the white shorts in support of the players.



Picture courtesy of @Lionesses Twitter.

We want Women and Girls to know we are actively working to reduce barriers and make football more inclusive for everyone. We want to introduce the next generation of England supporters and football fans from a young age.

Step by Step, we can be United by football, empowered by equality. Period.

Contact Information
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The FA
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gameongenderoff@hotmail.com

DATE: 28/05/23

FOR IMMEDIATE RELEASE

GAME ON GENDER OFF: The FA teams up with a period awareness campaign to unite everyone over football and empower equality. The FA announces a new campaign to highlight the barriers women and girls experience in football with the hopes of collectively working together to unite everyone through football.

London, UK, May 28th – The FA proudly confirms that they have created a new period awareness campaign ‘Game ON, Gender OFF’ in order to bring awareness regarding periods in sports, particularly Football. The first area tackled will be the support for females with the challenges that the menstrual cycle involves. It's estimated that 500 million women lack access to menstrual products. This simply isn't good enough. As the growth of women's football continues, so does the opportunity to face barriers head on. We have seen some teams take a kick to this already by changing their women's shorts from white to a darker colour, like Manchester City and West Bromwich Albion.

The FA will support the ‘Game ON, Gender OFF’ campaign by covering costs for advertisement in tubes, taxis and buses in and around London, with a hope of support from men and womens teams with shirt advertisement. The FA will also add an education course for those around the game to make it a possibility for those to learn what really goes on during the menstrual cycle.

As today is Menstrual Hygiene Day , it's key to highlight issues and see this as a perfect opportunity to launch this campaign and stop making period awareness a taboo subject.

Together, we can be United by football, empowered by equality. Period.

Game ON
Gender OFF

TIMELINE / DEADLINES

May 22nd /25th

- RED OUT
- Social Media Profile Picture Swap & first post



May 28th LAUNCH DAY

- Social Posts Go out
- Educational Course goes live
- PL Warm Up Shirts
- Lionesses Speaking Event (North & South)

June 12th -16th

- Analyse SEO Stats & Course figures
- Are we on track? Or implement Plan B
- Decisions are made



Tentative June 19th

- Plan B strategy takes effect!

July 5th

- Analyse Stats & course figures again
- implement any strategies / changes for the final push (2.5weeks left)



July 21st

- Gather all informational figures from campaign
- Prepare for Content shift and transition out Phase 1
- Start the hype for Game 1 of WWC and ensure all content for Game Day is ready to go

July 22nd

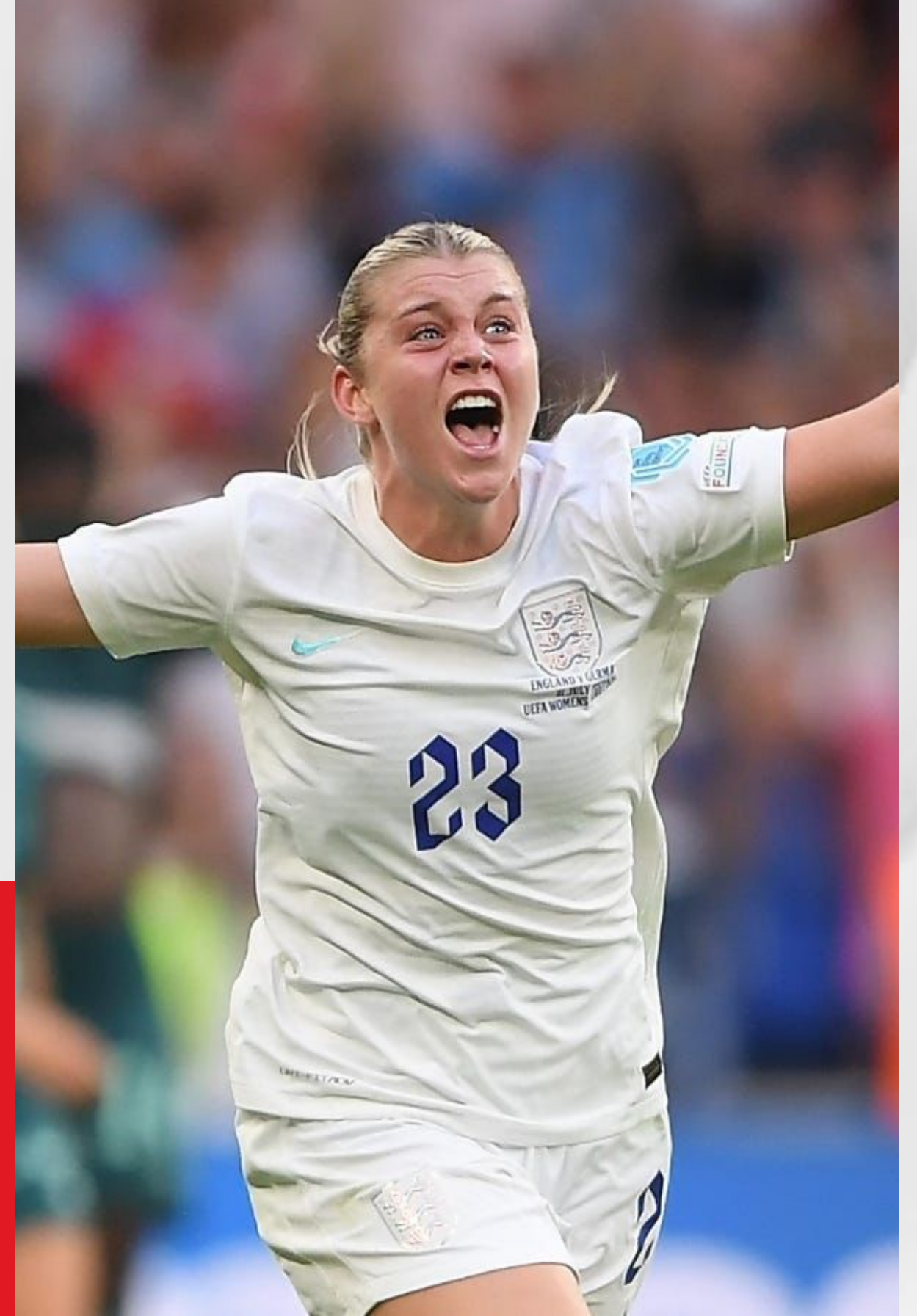
- Campaign comes to a close
- England v Haiti
- Shift Focus to WWC



KEY PERFORMANCE INDICATORS

KPI is a way of measuring success in any given media campaign

Websites and Social media need to use analytics like Click through rates to measure success.



Social Media Posts

Industry average Click Through rate (CTR) = 11.69%



England FA Twitter

- 42.6k followers
- Average views of the last 11 posts : 59.6k
- X by 11.69% (average CTR) = 6.97k Unique Clicks



**ENGLAND
FOOTBALL**

England Twitter

- 2.2m followers
- Average views on the last 8 posts: 42.4k
- X by 11.69% (Av.CTR) = 4.95656 rounded to 5k clicks (CTR)



England Instagram

- 9.3m followers
- Average impressions (Likes and Comments) on the last 12 posts: 54.3k
- X 11.69% (Av. CTR) = 6.3k clicks/page views

A 15% CTR WOULD LOOK LIKE THIS



England FA Twitter

- 59.6k Views
- X 15% (Target CTR) = 8.94k Unique Clicks



ENGLAND
FOOTBALL

England Twitter

- 42.4k
- X 15% = 6.36k



England Instagram

- 54.3k
- X 15% = 8.145k



PAY-PER-CLICK (PPC) ADS

Pay-Per-Click ads are used to advertise campaigns
'in feed' with sponsored posts.

- Cost per click (CPC)
- Click through rate (CTR)
- Meta (Insta and facebook): \$6.67 – 1.36%
- Twitter: Industry CTR average is 2%
- Google ads: \$0.60CPC – 1.58%CTR

Plan B

1

Educational Course

- Offer a discount code for a % off other coaching courses upon completion
- Competition for coaches to win England merchandise / training
- Coaches with this course get preferred selection for other courses (similarly to those who coach girls teams)

2

Social Media

- Create more content with recognizable faces (players , coaches etc)
- Adapt content to fit the current trends at the time

3

Guerrilla marketing

- If we want to boost overall campaign , we will take a bigger jump and utilise guerrilla marketing techniques to generate publicity and engagement
- Idea's can be found on the next slide



GUERRILLA MARKETING IDEAS

Red River

- Taking inspiration from Chicago's St Patty's Day River
- 40 pounds of Dye and lasts 24/48 Hours.
- 50 pounds of Red Vegetable Dye would be roughly 2,400 GBP + cost of 2 boats
- Environmental permit

Reverse graffiti

- Using a stencil and a power washer, you can create a marketing message
- No permit needed to powerwash in the UK
- Cost effective and can target multiple cities

Blimp

- More expensive option
- Highly noticeable and will catch attention
- Conan O'Brien's #TheConanBlimp had more Social Media check ins than the Empire State Building and Statue Of Liberty combined!

Undercover Lions

- Sending undercover players and legends to interact with our target audience
- Example: former England players disguised playing street football and interacting with people passing by
- Once they reveal themselves it can foreshadow how it easy it is to not see the barriers females face



£ BUDGET

Prices

- Lionesses speaking: Included in pay or can enquire a price
- Shirt Printing: 200 White Shirts at £2.70 each (£540 total but include 30% off discount) TOTAL: £378
<https://tshirtprintinguk.co.uk/pages/price-guide>
- Tube Sponsors/ Poster: As little as £300 per week BUT up to several thousand a week for a bigger brand-- recommended £5000 minimum
- Bus Sponsors/ Poster: Side of the Bus sponsor- 4m x 2m in a busy area is £2,500-- we want to advertise for 2



Breakdown

Tube sponsor/poster:
minimum £5k recommended
Bus sponsor- side of bus: 4m x 2m in a busy area is £2,500 so for 2 months will be £5k
Shirt Printing: 200 white shirt printing = £2.70 per shirt = £540
Taxi sponsor: £462 for 4 weeks = £924 for 2 months



- months so will be £5k on bus sponsors
- Taxi Sponsor: £462 for 4 weeks

TOTAL COST = £11,464

Game ON, Gender OFF Campaign Video





GAME ON, GENDER OFF

REDUCING BARRIERS IN SPORT FOR WOMEN AND GIRLS

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