



7th EBL NBO Officers' Seminar

French Bridge Federation TV campaign

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FRENCH BRIDGE FEDERATION OVERVIEW

- 95 316 members
- 5 129 members under 16 years
- 35 employees
- 1 183 clubs and 29 committees
- Budget : 7,5 millions €



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OBJECTIVES

- Recruitment
- Image
- Improve the network relations



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DIAGNOSTIC

Weaknesses :

- Members : **70,5** average years old
- Membership cards creation decrease

Strengths :

- **470 clubs** involved in the bridge development
- **National education agreement**



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TARGETS AUDIENCE

INTERNAL

- Clubs, committees, employees, representatives...
- Members

EXTERNAL

- 45 – 60 years old people
- Core target : 55-60 years-old people
- Young people (11- 14 years old)
- Parents and family
- Partners
- Media



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INTERNAL ACTIONS

- Establish 10 key points to involve clubs in the TV campaign
- *For example : free initiation lessons – opening hours adapted to the audience – increase the club visibility*
- Meetings between Federation – committees- clubs

Communication kit

- Federation send to the clubs a communication kit consisted of :
posters, flyers, T-shirts, pens, bridge rules, press file....

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POSTERS AND FLYERS advertisements

Musclez votre esprit...

BRIDGEZ VOUS BIEN !




 FEDERATION FRANÇAISE DE BRIDGE


Trouvez votre club
bridgezvousbien.fr




Musclez votre esprit...

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T-SHIRT, PEN AND BANNER



Musclez votre esprit...

BRIDGEZ VOUS BIEN !



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ACTIONS REGARDING MEMBERS

	Objectives	Actions
Members	Involve in the recruitment	Develop godfather's actions
New Members	Create customers loyalty	Follow the potential members



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EXTERNAL ACTIONS

- Bridge days in clubs and public spaces
- Exhibitions : Kidexpo, Cannes, seniors
- Online initiation : “decouvertedubridge.com”
- 1st Youth Open Bridge Paris
- National Education agreement
- Telethon

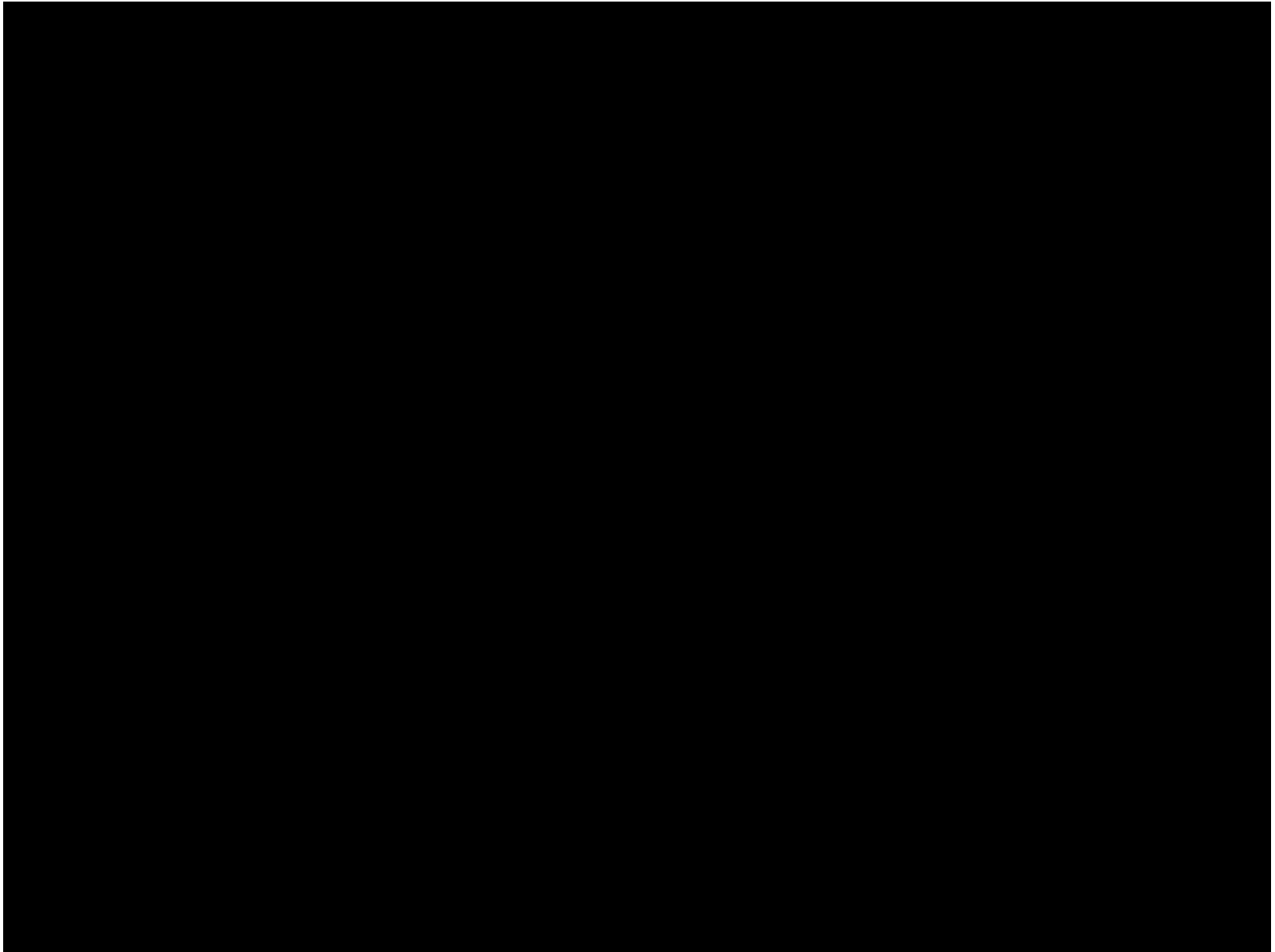


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SOME PRESS COVERAGE DUE TO EXTERNAL ACTIONS

- **1st Youth Paris Open Bridge report on :**
 - **On the 1st French TV canal**
 - **On the 3rd French TV canal**
- and local papers

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NEW MARKETING CAMPAIGN

Bridgez-vous bien !

- Founded on welfare with a play on words about BRIDGE
- + Media plan with purchase of TV spaces (2 months)
- + Press agency

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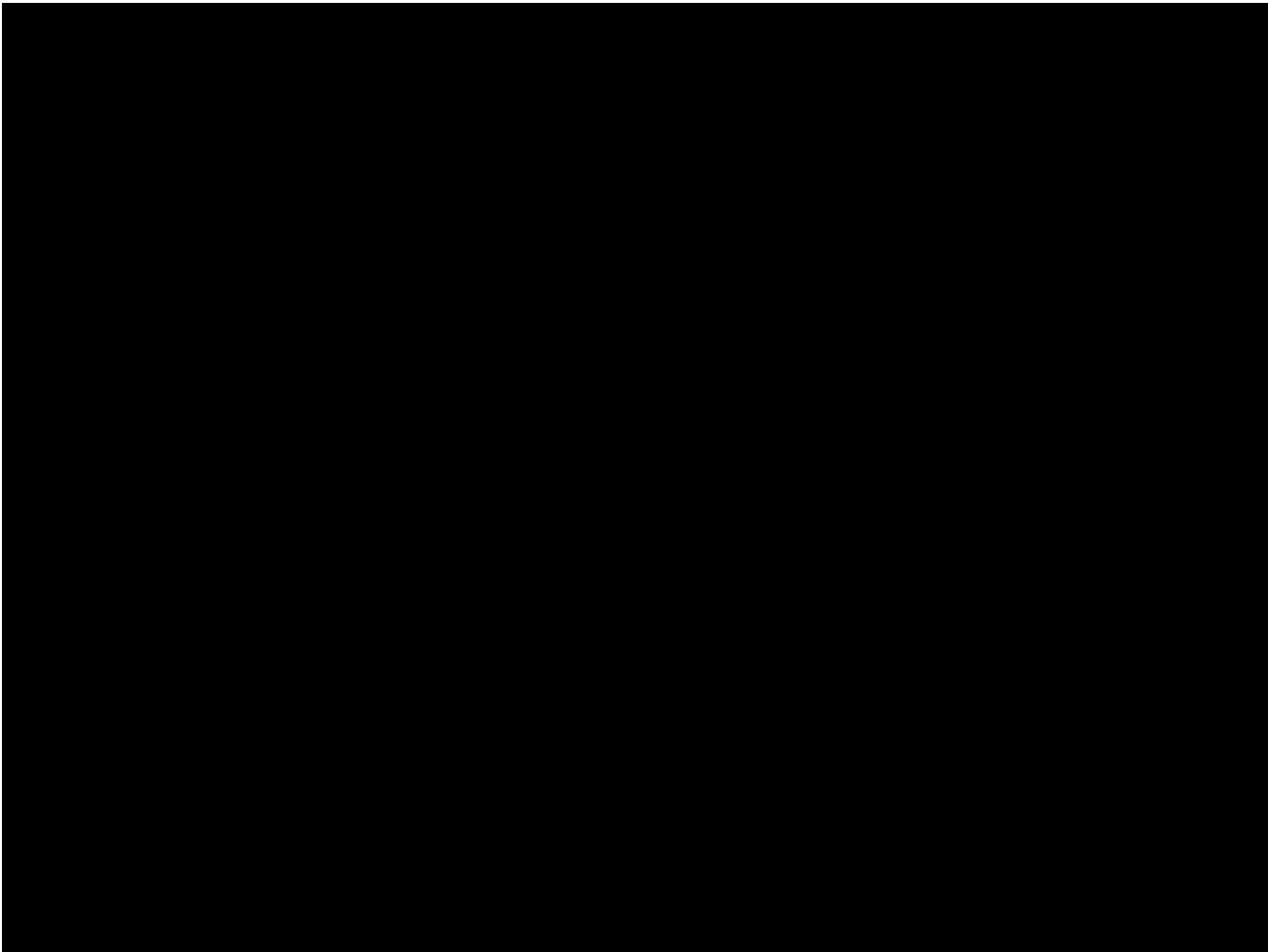
Marketing campaign 2013

Objectives	Recruitment + image
Audience	Young people with their family 45-60 years-old people
Strategy	New concept + TV advertisements
Schedule	February 2013- June 2013
Budget	Vs 600 000 (720K€VAT)
TV Advertisements	292 000 €
Communication kit	55 000 €
Organizer formation : how to manage a club and new visitors	75 000 €
Total including VAT	427 000 €



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ADVERTISEMENT





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RESULTS

- 700 clubs involved
- 1 278 demonstrations were organized
- Bridger ensemble : 245 godfather's tournaments organized by 157 clubs
- Number of new membership cards from July 1st to November 30th :
4 680 new cards (+859 against 2013)
- Visitors on ffbridge.fr website : 367 773 (+20.1%) from September 7th to November 30th
- Visitors on bridgezvousbien.fr website : 31 852 from September 7th to November 30th
- 15 000 visited a club and more than 4860 welcoming members cards has been given



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Conclusion from evaluations

- Quantitative evaluation -> clubs
- Qualitative evaluation -> clubs +communication committee delegates and
- New members evaluation :
 - Spot was too short and diffusion hours not suited to the target
Clubs, committees, committee delegates think it's a good idea for the bridge development
 - Federation has to perform a new marketing campaign
 - Orientation inversion , go back to growth +1%
 - The marketing campaign allowed to mobilize clubs around a dynamic project which increase the bridge visibility
 - The marketing campaign has to be repeated and repeated....
 - Our recommendation is to renew the campaign and improve its impact and visibility by maximizing the diffusion hours and the actions phase.



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NATIONAL EDUCATION AGREEMENT

Objectives

- Bridge used as a support in education, specially in mathematics a book has been published (a partnership National Education/FBF)

Process

- Committees involved to apply it (12 in 2012 and 29 in 2014)
- Obtain a meeting with the academic representatives to inform all scholar establishments
- Take a census of all interested professors to follow a training
- Organized several trainings in each committee