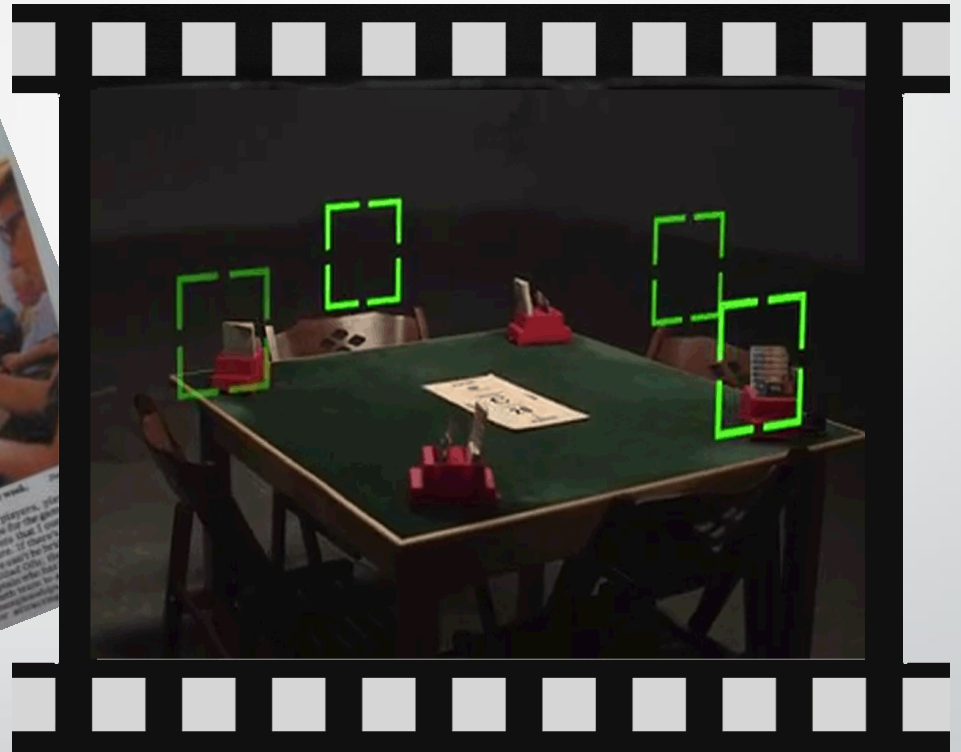


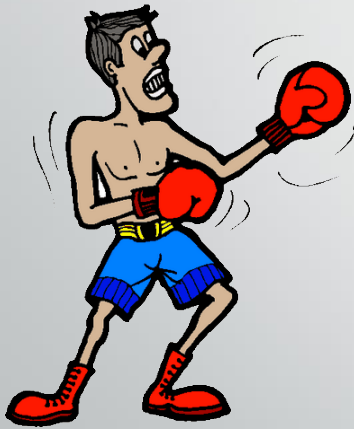
# Israel's PR Campaign BRIDGE 4 ALL



**Bridge** Oryah Meir

# What is Sport?

A competitive activity  
Requiring physical effort



# Why is it so important to be recognized and treated as a sport?

## Because when you are a sport :

- You are **Popular**.
- You are **Interesting**.
- You get **free publicity**.
- You get **budgets** from the state.
- You get **Recognition**.
- You get **Prestige**.



# R we a Sport?

- Bridge is a competitive activity but, there's no apparent physical effort.
- Bridge players are exempt from having physical fitness tests.



# Bridge is recognized as sport, but is not treated as one!

- There's **no apparent physical effort!**
- We have to contend with the **stigmatisms** associated with the game (a card game, a game of luck, suitable mainly for the aged).





Well its up to us to educate them that  
other think what we want them to  
think and to perceive us as we  
want to be perceived:



A Strategic  
Mind game

A game for  
all ages

Not Sport!

Professional &  
Competitive

In order to achieve this goal we can  
take action on two tracks:




Internationally

Nationally

# We need to change our image and the public mindset :

- To increase **awareness** of the game.
- To crush bad **myths**,
- To create **interest** amongst new individuals who are not familiar with the field.
- To expand the circle of **players**,
- To increase **popularity**,
- To creating **group pride**.





Here are a few “best  
practices” in order to  
reach these goals:

# 1. Take Care of Your Image

- Build an updated, state of the art, user friendly website.
  - The site will enable you to present the young image of bridge and to update your members on various topics.
  - It will serves as a fantastic promotional platform.

## 2. Create a Message Page

So that the people representing you and being interviewed by the media can:

- Speak the **same language**,
- Use the **same terminology**,
- Make sure that your central **ideas** are **delivered**.
- It is preferable to use one **main spokesman**.

# 3. Get Media Exposure

- Use international Achievements
- Use personal stories:
  - **Famous** personalities who play Bridge,
  - **Young people** who through Bridge found self-worth,
  - **Families** who play Bridge together,
  - **The Handicapped**, who found new meaning to their lives.
- Find creative ways to promote bridge:
  - Create **the biggest competition** in the country,
  - Create an **Olympiad for mind games**,
  - Host an **International competition**.

# 3. Recycle Your Media Items

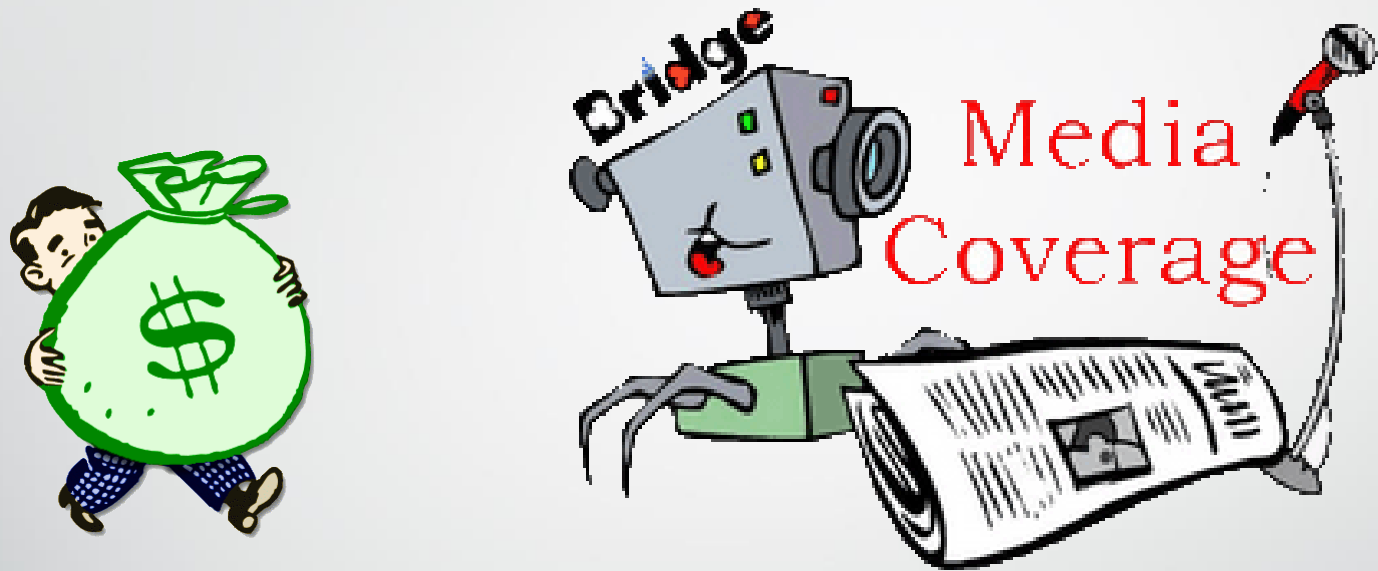
- Publish it on your **website**.
- Use the **social networks**.
- Create a **YouTube channel**, and post video interviews with links to your website or Facebook page.



## 4. Create an Image Clip.

- To show the **young image** of Bridge,
- To show the scope of **achievements**,
- To be used as **promotional material** in the deferent media.
- To **Promote your core messages**,
- To **Crush old stigmatism**s.

If you want to succeed in  
your campaign:



Employ a professional to do  
a professional job!

# What about the results?

Changing an image and  
public mindset,  
needs tenacity and  
requires patience!  
If it is done correctly,  
results will follow.