HOW TO MAKE WATER POLO ATTRACTIVE?

World Water Polo Conference
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I. WATER POLO POWER
WHAT IS WATER POLO?

- Excitement
- Impressive Skills
- Crowds
- Exposure
POTENTIAL BENEFITS

- Television
- Digital media
- Brand exposure
- Host city benefits
- Merchandising
- Corporate hospitality
- Local communication campaign
II. BRAND DEVELOPMENT
CREATE A BRAND

- Create coherent Branding Guidelines
- Consistency across the venues
- Recognize immediately the Event
- Highlight Sponsors
- Create excitement

Create your product = Create your Brand
CREATE A LOGO

LEN CHAMPIONS LEAGUE

LEN EURO CUP

EURO LEAGUE WOMEN

FINAL 4 LEN TROPHY

LEN EUROPEAN WATER POLO CHAMPIONSHIPS QUALIFIERS

LEN EUROPA CUP
CREATE COHERENT BRANDING GUIDELINES

- **Wall Decoration**: to be placed on the pool width wall.
- **Banner**: to be placed in the center of the pool length (using 6 spaces out of 8 reserved to LEN) + along the stand barrier + decoration all around the pool on a higher level.
- **Poster**: to be placed at the entrance of the venue, any social programme areas...
- **Small Advertising Board**: (e.g., 1.75 x 0.7) to be placed around the stand - can be used as an advertising board around the pool.
- **Long Advertising Board**: (e.g., 2 x 0.7) to be placed on free spaces, i.e., empty wall - can be used as an advertising board around the pool.
- **Mixed Zone/Victory Ceremony Backdrop**: only to be considered for the organizer of the Final 8k (logos to be adjusted on a case-by-case).
BRANDING DEVELOPMENT

BRANDING
SPONSOR VISIBILITY
III. TV EXPOSURE

WORLD WATER POLO CONFERENCE 2018
IS WATER POLO A GOOD TV PRODUCT?
IS WATER POLO A GOOD TV PRODUCT?

YES
WHY?

• Water Polo format is short & spectacular
• Water Polo brings actions and emotions …

TV RECOMMANDATIONS

• Use of clear and informative graphics
• Make it easy to understand
• Create a show
• Respect of competition schedule
• Unbiased coverage of each team
• Story Telling
THE FIELD OF PLAY

Key point to not underestimate! The image on TV is crucial!

- Clean Field of Play
- Consistency (branding and sponsors visibility)
- Sport Presentation

Enhance the Look of the Sport!
TV EXPOSURE

PRESENTATION

Teams presentation
OBJECTIVES

• Production team with strong understanding of the Sport
• Pre and post event programming
• Production of broadcast design elements according to brand guidelines
• Create a strong link with sport presentation
• Create a liaison between the National Federations/ Clubs and domestic broadcasters in order to understand their philosophies (ex: workshops…)
IV. COMMUNICATION & PROMOTION
COMMUNICATION & PROMOTION

CREATE THE STARS

Tony PARKER
Stephen CURRY
James LEBRON
COMMUNICATION & PROMOTION

CREATE THE STARS

Tony PARKER
Stephen CURRY
James LEBRON
Michael JORDAN
WHO ARE WATER POLO STARS?
WHO ARE WATER POLO STARS? HOW TO BUILD AN INTEREST AROUND THEM?

KEY POINTS

• Promote the Teams and the Players – 24/7 effort
• Digital strategy (pictures, quotes, videos)
• Use the communities to promote them

Social medias channel are key drivers for promotion
DEVELOP YOUR COMMUNICATION STRATEGY

Objectives:

- Define an overall digital strategy
- Control the tendencies in terms of Social Medias
- Publish contents on innovative portals & Social Medias
- Publish contents before, during and right after the Events

Social Medias are in constant transformation. Adapt your Strategy!
COMMUNICATION & PROMOTION

CREATE PASSION AROUND WATER POLO

Objectives:

- Involve the Athletes in the communication strategy
- Use sports community fans to promote and exchange
- Make fans and Athletes interact around Water Polo

Social Medias are in constant transformation. Adapt your Strategy!
WATER POLO

NUMBER OF WP GAMES IN EUROPE - SUPERVISED BY LEN

NATIONAL TEAM COMPETITIONS
782 GAMES

CLUB COMPETITIONS
388 GAMES

ABOUT 1,200 GAMES PER YEAR
NATIONAL FEDERATIONS WP ACTIVITY

NUMBER OF WP GAMES IN EUROPE

MORE THAN

400,000 GAMES

PER YEAR

EUR

52 NF

35 WP FEDS
THANK YOU
FOR YOUR ATTENTION