



SUMMER

2021



2021 IS OUR BIG
OPPORTUNITY

OPPORTUNITY FOR SUMMER 2021

- Build on success of 2020
- Retain those who picked up a racket last year
- Target people who take part in regular physical activity
- Convert those who are considering tennis into participation



RETAIN 2020 WINS FIRST...BUILD FOR FUTURE SECOND

2020



**A NOTABLE RISE IN
TENNIS PARTICIPATION**



**TENNIS WAS PART OF THE
CONVERSATION AS ONE OF THE FIRST
SPORTS OUT OF LOCK DOWN**

2021



**WE NEED TO RETAIN
THOSE NEW PEOPLE WHO
PARTICIPATED IN TENNIS,
WHILST COMPETING WITH
THE RETURN OF OTHER
SPORTS.**



**THE RETURN OF MAJOR EVENTS
MEANS TENNIS WILL STILL BE PART
OF THE CONVERSATION BUT WE'LL
BE COMPETING IN A BUSY SUMMER.**

AWARENESS

Make tennis unavoidable to our active people

PERCEPTION

Show active people that tennis is accessible to them

CONSIDERATION

Encourage active regulars to consider tennis as part of their sport/exercise routine

PARTICIPATION

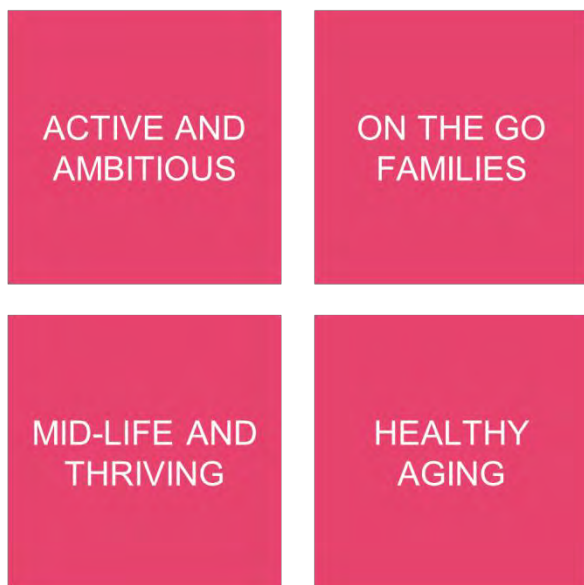
Get active regulars onto their local courts and playing more frequently

ADVOCACY

Word of mouth-share positive experiences

Our Target Audiences

All Active Regulars



Focused Audience Segments



Active & Ambitious - 5.05M

- 18 to 44 year olds
- Exercise once a week
- Play sport to stay fit, have fun and be healthy
- Students and young professionals
- Focus on career development and improving themselves
- Bring competitiveness nature into day-to-day life



Mid-life & Thriving - 4.10M

- 45 to 64 year olds
- Exercise once a week
- Play sports to live a healthy active lifestyle
- Children have recently flown the nest
- Lots more time on their hands

U IN?



THIS IS A CAMPAIGN FOR
ALL PEOPLE OF ALL SKILL
LEVELS, SIZES &
BACKGROUNDS TO GET
UT THERE AND PLAY!

We'll trigger a nationwide chain reaction.

A frenzy of the British public wanting to play anywhere and everywhere.

However and wherever you play. **PLAY YOUR WAY**

ADVERT
U IN?



LOCATION

- Iconic and easily recognisable/relatable
- Instantly resonate with our audiences and wider public
- It carries the message that tennis is not exclusive
- Tennis is there just like your local pub, café & barbers is
- Its in **your** local town...it's at **your** park/common
- Tennis awaits...



KEY FEATURES

- Starts with and is a call to action
- Energetic, simple, entertaining
- Urban without being 'edgy'
- Brings the digital to the physical in unique way
- Tennis through real people
- Its unexpected, forward facing & modern



PEOPLE

- Chunkz is an English content creator, presenter and entertainer
- He has a credible sports following with:
 - 1.79m [YouTube](#) followers
 - 2.1m [Instagram](#) followers
- His content centres around comedy, sports, gaming and challenges



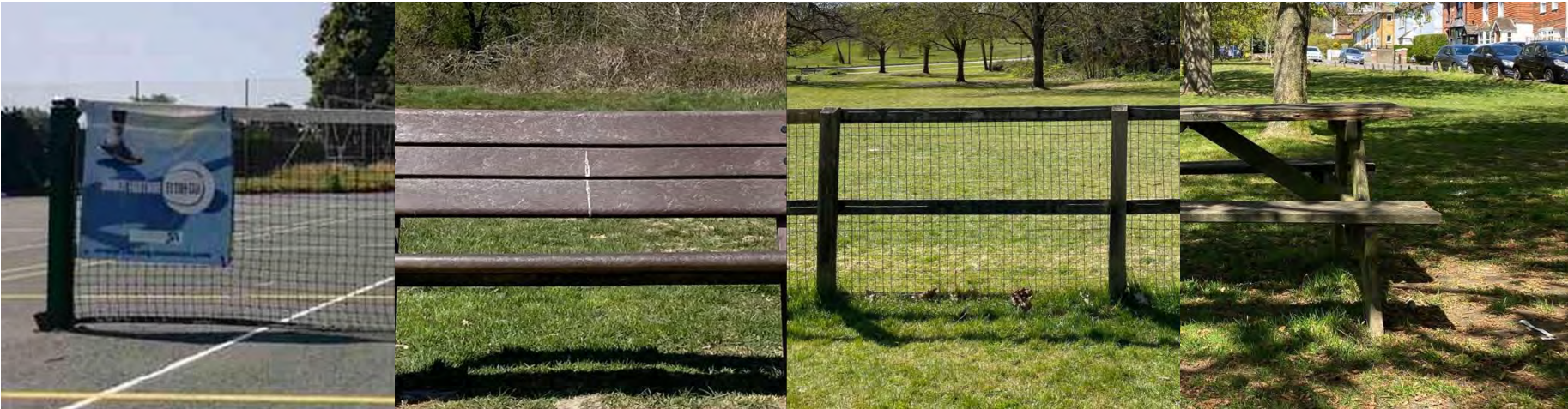
U IN?



EVERYTHING'S A NET

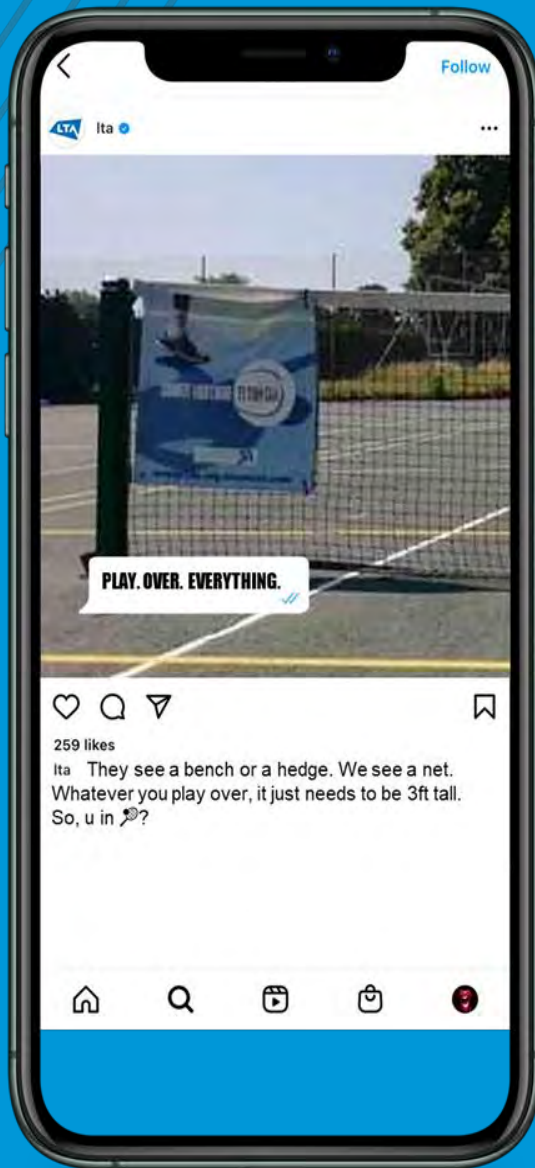
EVERYTHING'S A NET

- We want to inspire people all of abilities to play wherever they can
- To see their everyday world as their court
- This idea is born in the TV commercial
- It will be challenging our audience and partners to show their 'nets'



EVERYTHING'S A NET

#everythingsanet



CAMPAIGN LAUNCH DATE



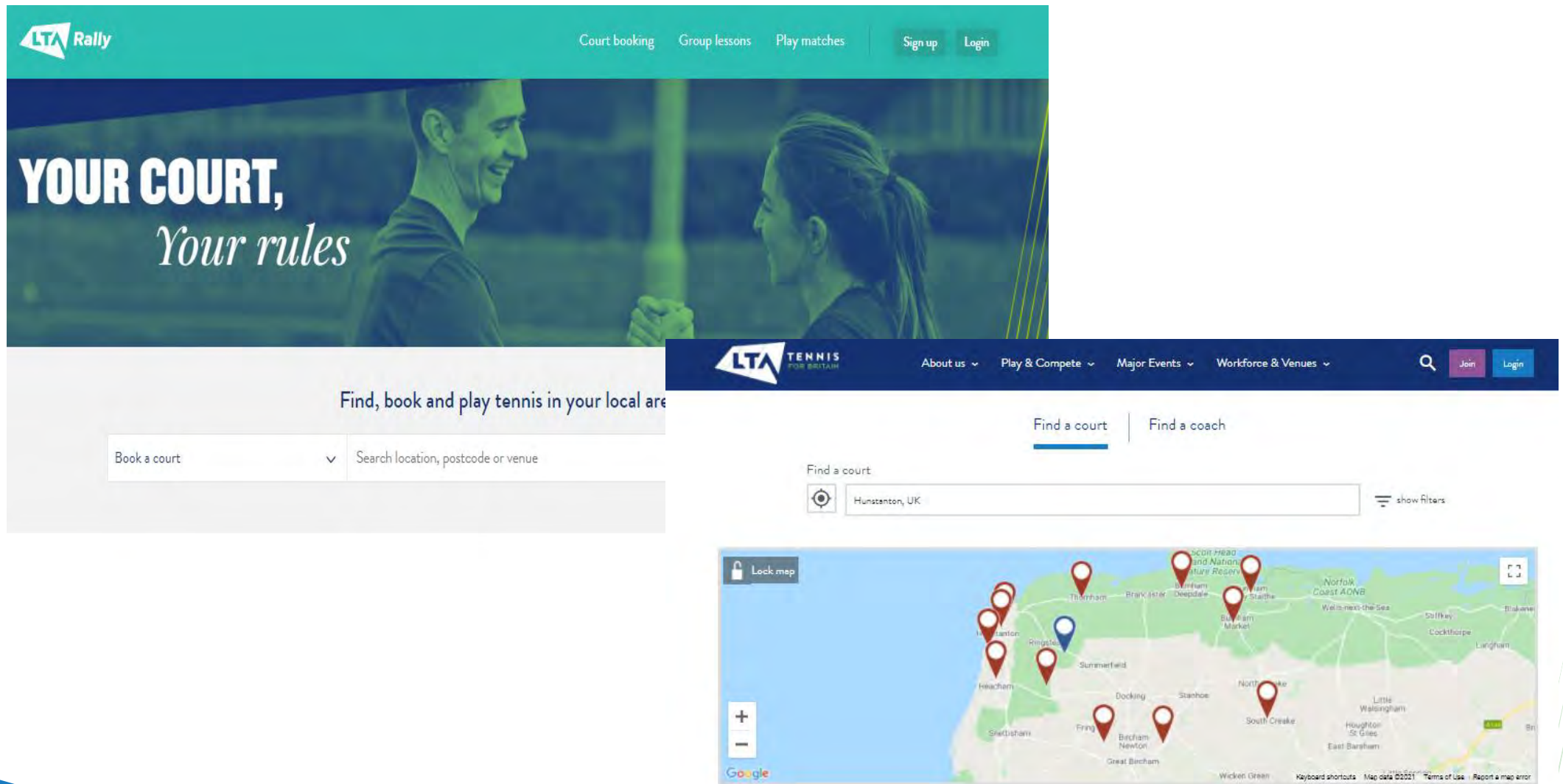
U IN?




BOOK A COURT

18th JUNE

SIGNPOSTING TO WHERE TO PLAY



 LTA Registered Venues are required to meet the LTA's Safeguarding Standards to provide a safe and friendly tennis environment. We would encourage people to select an LTA Registered Venue to play at

LTA RALLY



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A background image of a tennis player in a dark shirt and cap, swinging a racket to hit a tennis ball. The image has a green tint.

FIND
Your court

Find, book and play tennis in your local area.

Search location, postcode or venue



Search

CLUBSPARK IS THE PLATFORM THAT POWERS RALLY

If you are not already using ClubSpark, it can be a solution to your venue management and coaching programme management. It can digitally manage:



Court Booking



Flexible Scheduling



Payment



Book and Pay on the Go



Membership



Website



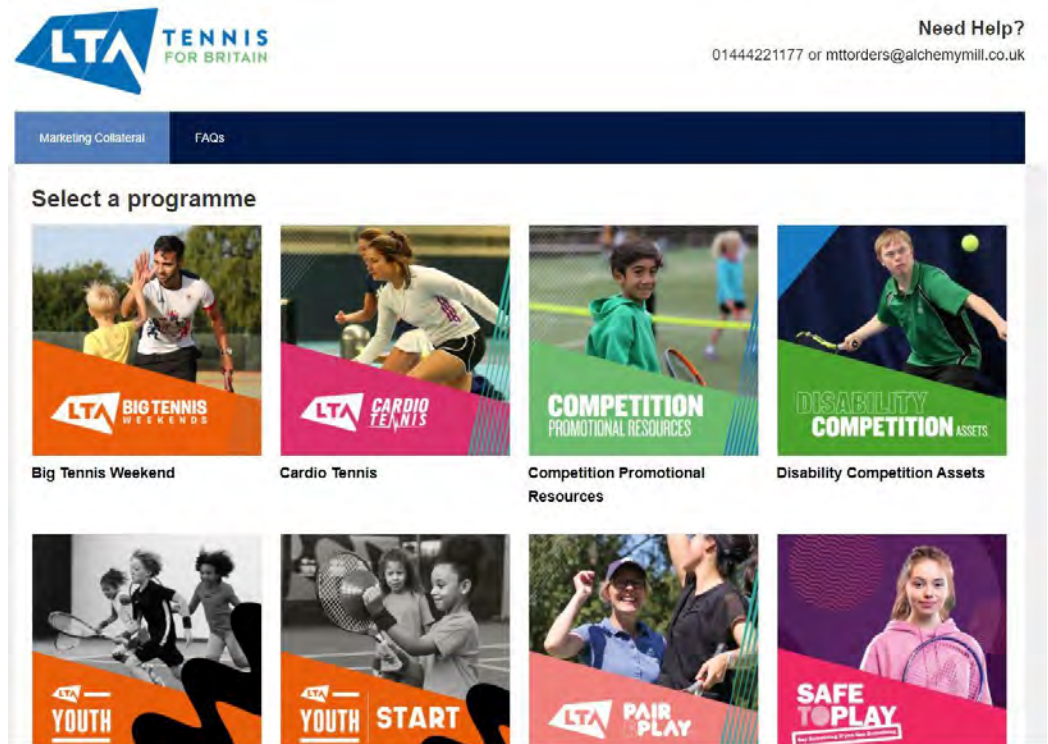
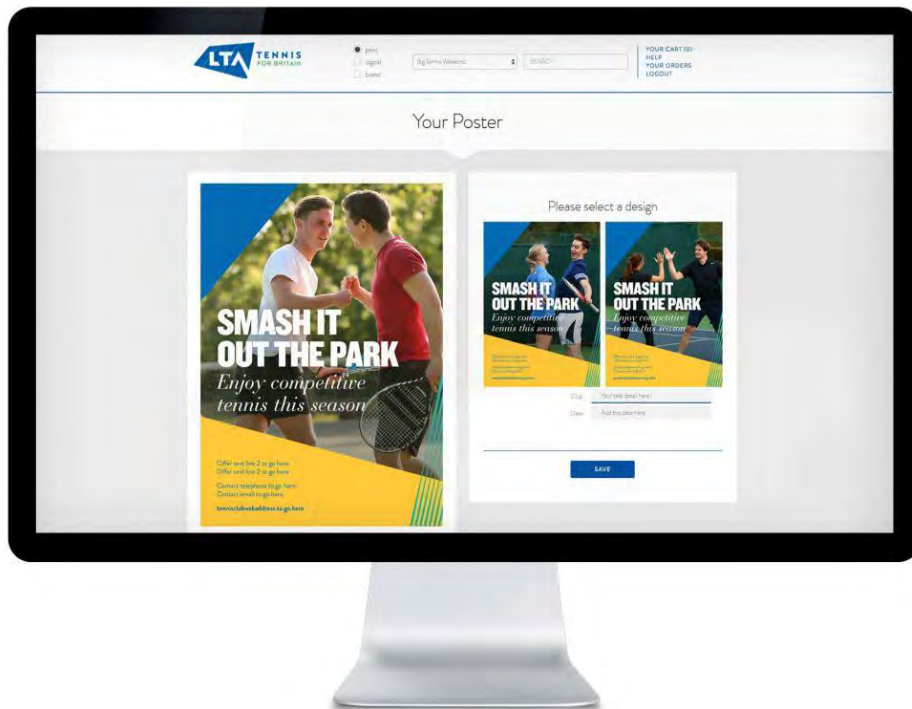
Coaching Programme



Reporting & Analysis

MARKETING COLLATERAL

mytennistoolkit.com



KEY TAKEAWAYS

1- Venue offering Pay & Play or Coaching on LTA Rally

- **Check online journey for new players**
- **Update content on venue website and social media channels with U in? marketing collateral**

2- Venue on ClubSpark but not Rally

- **Can the venue offer Pay & Play or Coaching via Rally?**
- **Contact local LTA rep for support to set up**

3- Venue not on ClubSpark

- **Contact local LTA rep for support on how to set up ClubSpark for your venue**

Thank you.

U IN? 