

## Using market segmentation to help promote the FA's 'Just Play' initiative

### Leicester-Shire & Rutland Sport

#### Key messages

- Market segmentation helped to attract 18-20 weekly participants to the North West Leicestershire 'Just Play' centre, through effective marketing of the initiative.
- Partnership working helped keep costs to a minimum (local direct marketing costs of £25)

#### Background and issue

- Get Into Football Officer (GIFO) was appointed by The FA to be based in North West Leicestershire (NWL).
- 'Just Play' centre was established in the area.
- Leicester-Shire & Rutland Sport (LRS) was asked to support The FA with promotion of the initiative locally.
- LRS was given the flexibility to take a new approach to marketing 'Just Play'.
- Market Segmentation was identified as a tool to help develop a marketing strategy.
- Segmentation data was used to better understand what messages and tones should be used on the promotional material to engage with those most likely to be interested in 'Just Play'.



**JUST PLAY!**  
*The FA Mars*

No commitment, no pressure, **JUST PLAY!**

Join us at Hermitage Recreation Ground, Hermitage Road, Whitwick, LE67 5EU

Phillip was the poacher in front of goal

Tim kept 15 clean sheets in the 1991 season

Kev was the rock at the heart of the defence

**Not play as much football as you used to?**  
**Relive the glory years!**

**Mondays 8-9pm**  
**Cost £1 per session**

For more information contact Fay Langdon on 07983 864342 or email: fay.langdon@leicestershirefa.com or visit www.justplaythefa.com

#### What did we do?

- LRS co-ordinated a Market Segmentation session at an East Midlands FA team meeting - it was recognised as a tool that could support the 'Just Play' initiative.
- A working group was established in NWL between LRS, The FA and Hermitage Leisure Centre, the location of the 'Just Play' centre.
- An initial meeting of the group was used to look at what the 'Just Play' product was, how it was currently being promoted and what communication methods/contacts the group had access to.

## What did we do? (continued)

- Looking at the 19 segments, the group identified who was most likely to be interested in 'Just Play'.
- A summary table was produced to look for commonalities across the identified segments in messages that they might respond to.
- Due to there being no significant marketing budget for the project, a decision was made to produce promotional material for the identified segments who were least likely to currently be playing football (Tim, Kev and Philip).
- Using the information taken from the segment profiles and with the support of the Communications Department at NWL, a poster was developed (as seen on page one).
- The poster was displayed in locations identified as most likely to be seen by the target segments including; local businesses, pubs, takeaway restaurants.

*'By using market segmentation we were able to identify those players who were looking to get back into football and how to specifically target them to help them make their first step back into the game. The FA Mars Just Play programme is a great way of getting people back into football and forms part of The FA's vision to increase adult participation in football. Sport England's market segmentation is a tool supporting us to achieve this vision.'*

**Fay Longdon, Get Into Football Officer, Leicestershire FA**

*'The online market segmentation tool helped us to pull together the relevant information quickly and in a simple to understand format.'*

**Graeme Sinnott, Leicester-Shire & Rutland Sport**

## The results

- On average, 18-20 participants attended the weekly 'Just Play' sessions at Hermitage Leisure Centre over the first 3 months, the most successful of all 7 'Just Play' centres across Leicestershire.
- 60% of participants were aged 30+ (broadly, the target market).
- 100% of participants aged 30+ attributed their awareness of the 'Just Play' session at Hermitage Leisure Centre to the poster.

## Lessons

- Collaborative working between the CSP, NGB and local authority allowed for resources and intelligence to be shared and direct marketing costs kept to just £25.
- The segment profiles provide the information required to produce a targeted promotional campaign – the science to go alongside the common sense.

## For more information

- Graeme Sinnott, Leicester-Shire & Rutland Sport (G.Sinnott@lboro.ac.uk)
- Fay Longdon, The FA (Fay.Longdon@leicestershirefa.com)