

Project application for the „2016 European Athletics Innovation Awards“ in the category
„Promotion“

⌘Athletics for all generations and variations⌘

INTRODUCTION

We are the Athletics Club “Novi Grad Sarajevo” which was established last year. Our goal from the very beginning was to apply a new concept of work which would differ us from all the other athletic clubs in the area, and which would hence, help us promote our Club and athletics better. The reason we decided to implement this project or, better said, this working philosophy, is because athletics isn't at all popular in our community and we needed something very new to make the Club stand out and gain popularity compared to the already active athletic clubs.

We were aware of the fact that the other more popular sports and certain recreation types had a very good level of promotion and lobbying, which lead to their expansion on the expense of reducing the popularity of athletics in our community. Because of that, we decided to use this project as a means of promoting athletics and lobbying so that athletics could be much more involved in all the places it has the potential to be.

The project was meant to regain the positive attitude towards athletics since it declined over the years in our country, and very few children or people of any age, for that matter, were using it in their lives. We intended to increase the number of athletes no matter what the age or sex was, or the type of trainee (professional or amateur), or reason for exercising (recreation, rehabilitation, conditional training) etc. With this project we wanted to build good rating and popularity in our society and to attract every individual who is willing to start some form of physical activity, that is, every person who wants to involve in training no matter what the reason is.

With this project we will primarily point out to the true values of athletics, its tradition, possibilities of implementing it in every age, or every sport as an additional training, and as one of the best means for recreational and rehabilitation sports for advancing the psychophysical form. Simply put, to increase awareness of athletics amongst as many people as possible, through education on its true values, contents, history, characteristics and attributes, and its effect as a mean for training. We want to convince every person that the athletics training, because of its broad applicability, has to be a part of every sportsman, recreationist, child who just started its sports career, amateur, veteran and all of those who want to be fit, hence, implementing athletics in every form of training.

With the aforementioned and with this vision and hope in mind, to attract all types of trainees and increase the popularity and number of trainees, we came to the idea to give the project the name – Athletics for all generations and variations.

To ensure that every trainee can achieve his or her place in this project, we had to come up with multiple offers which would meet the needs of those looking to be our trainee and the needs of any type of trainee available on the sports market.

So our offers include the following:

- Athletic school
- Athletic training
- Athletic fitness
- Athletic conditional training and
- Athletic conditional training for children

With these offers we covered the most types of trainees and training categories, and will hopefully increase the frequency of our users and popularize athletics as a multifunctional activity that can be used by anyone.

Since all successful companies and sports clubs have their own brand, a brand which everyone is proud to be a part of or to have, we decided to give the project “Athletics – for all generations and variations” its very own brand, a brand that every user would gladly identify with.

Looking for a brand with which to promote all the activities, analyzing all of our aforementioned offers, we came to the conclusion that the sole goal of each category is to make every user a better trained person, that is, to make them an athlete – what all of them want to be and to look like. Athletics

⌘Athletics for all generations and variations⌘

is a primary sport from which the athletic type arose, a type that is well accepted amongst everyone, and we decided that our brand would be just that – ATLETA (*meaning athlete in translation*)

The brand of this project is:

"ATLETA"

Presenting the project “Athletics for all generations and variations“ according to the crucial moments used to formalize it:

- We wanted to popularize and promote athletics in our whole community
- Aware of the fact that athletics is the most multifunctional of sports, and that it could be a part of every person wanting to train no matter the cause
- A way of promoting athletics was needed, in a way that every person would be attracted to it and to gain as many users as possible
- We came up with the title of the project to present it to the public “Athletics for all generations and variations”
- Offers were needed to be made to justify the title of the project, enabling every individual to find its place in athletics, no matter what the reason or goal of training was
- Sports offers were made to ensure every user found his or her place in athletics,
- A brand was needed – one that would be easily recognized and that everyone would want to identify with
- A brand ATLETA was made, because in today’s sport’s or recreation or fitness expansion, ATLETA is the product everyone wants to be.

METHODOLOGY

After setting our vision and idea of the project “Athletics for all generation and variations”, described in the introduction part, we will now chronologically present all the activities and actions that we took in the realization phase of this project, without going into too much detail here, rather leaving them for the discussion part to be discussed.

1. Using the benefits of the internet

Presentation of the project, its visions and ideas using the internet with its social media and official site. The goal, gaining popularity and recognisability on all available internet sites.

2. Detailed and clear presentation of our offers to the potential users

Presenting the offers that we have to our potential users increasing their chance of finding an athletic ‘fit’ for them, and therefore having as much diverse users as possible. The goal, offers should be formulated so that everyone would like to try and be a part of them.

3. The brand ATLETA and its promotion

Presenting the brand as the projects trademark. What is an atleta? Why an atleta? Explaining all the benefits of being an atleta. The goal is to present to the potential users all the possibilities they could become with one of our offers.

4. Type of work and methodology of work with our users

Presenting in detail what are the types of work and the methodology that we offer to our users, its specifics, benefits, flaws. The goal is to offer the potential users an opportunity to choose which form of training suits them best, and to offer the possibility to fully meet their needs during training.

5. Promoting strategy

To think up a strategy of promotion which to use to gain popularity and visibility and to become recognizable and have an effective image in our surrounding. The goal is to become visible and recognizable, because without it no matter how good a project is, it will not achieve its full potential.

RESULTS

As mentioned earlier, we are a Club which formed just last year, and we are operating less than a full year. Thank to implementing this project we achieved great success, the main one becoming recognizable so that almost the whole city knows about us and we are developing and growing with each day with our offers.

The biggest results and achievements of this project:

- Gaining a great amount of popularity and recognition
- A large number of parents bring their kids to the athletics school because they want their children to be primarily enriched with the basics of athletics
- A large number of parents of younger children from other areas of sport (eg. football) bring their children to our training so that their children can learn to run properly
- Athletic fitness became recognizable as a new form of training in our city, gaining positive reaction and feedback, hence, popularizing athletics amongst the adult population
- We made up a database of professional male and female athletes who attend all national championships and some international, where we won some first places
- The Club at the moment has five BiH representatives
- The Club is financially independent and finances its own work and development
- The Club has two professional trainers
- Every offer that was made gained users and is working in satisfactory capacity
- We are giving out one scholarship for one of our athletes who is a student of the Faculty of sports and physical education, and who parallel with that, volunteers in the Athletics school and is developing himself further as an athletic coach.

Our biggest result after implementing this project is that we managed to bring to life our vision and idea that athletics could be a part of every man without any boundaries. Thanks to the acceptance of this project from our users we laid good foundations for the Club and thanks to that, good athletic results can be expected in the future.

DISCUSSION

1. The benefits of the internet

Aware of the fact that the best mean for advertisement and functioning is the internet, we decided to first off, start an internet web site www.atleta.ba. The name of the domain was created to use the brand with which people can easily remember us.

During the period in which we thought up and created the look and web site working concept, our primary goal was to represent athletics to the user as a fundament that can and must be part of every active person. The webpage is managed in a way that it has many categories, one which: talks about the history of athletics, represents our visions and ideas, represents our Club and its work, offers an online registration as a Club member, has short biographies of our professional athletes where we categorized them using the results in an IAAF table, has our contact information, has the information on all our offers, has articles on the technology of athletic training, talks about academic work done on athletics. In general, the page is meant to be a place of all the information needed about us, our work and athletics in such a way so as to educate and inform our users of all the important segments so that they will keep their motivation to continue being our clients.

The future of entrepreneurship lies in managing our business online, so that was the segment we developed first and put in a lot of effort.

2. The detailed and clear presentation of our offers to potential users

The offers that we have for our users as a possibility for everyone to find their own place in athletics and with which want to gain as many different users as possible, are based on an idea that each offer presents its benefits for the user in all of his or hers training segments.

- The first offer is the **Athletic school** which is intended for children aged 4 to 12 years. Here we have a goal of gaining interest amongst children, but also their parents, who have a crucial role in deciding which sports their child will choose. We presented this offer as a mean to advance the pedagogic-social aspects, physical characteristics, motor-functional capabilities and all the other anthropological dimensions of the child. Here we emphasize how the main goal of the athletic school is to effect the child in the sensitive phase using basics of athletics so that the child can use up his or hers full motoric-functional potential. We explain to them that the sensitive phases of the child's developmental period is convenient for the development of certain capabilities, characteristics and motoric knowledge via training. And that the sports personnel is convinced, that the child cannot achieve his or hers full genetic potential if there is no training during these phases. Our message to the parents is that by introducing the child to the athletics school they give them an opportunity for a good start in sports with which the child can develop solid basics, on which further development of any motion can be upgraded.
- Our second offer is the **Athletic training** which aims towards children and youth aged 12 up until they can continue with athletics in a professional and competitive way. With this offer we represent athletics as one of the basic sports which in a very planned manner effects the development of a person both in the physical and psychological field. Here we emphasize that under the term physical, we consider the athletic training to enhance all motoric capabilities such as speed, strength, endurance and all the other elements needed for a good physical balance. In the psychological segment the training enhances the limit of psychological exhaustion, patience, consistency, faith in ones self, and all the other inner characteristics that an athletic has to have in order to go through all the hardship in the training or competitive field, but also in all the other life's situations where a strong and consistent person is preferred. We send a message to the young potential users that we call athletics the queen of sports because of its comprehensiveness, and it truly is the queen! By presenting the effects of the athletic training, we conclude the following: "to train in athletics means to advance ones self both mentally and physically, with this we will have great benefit now and in the far future". This message is intended to motive the youth to endure in the athletics training if they want to work on their selves and achieve all their full potentials.
- The third offer is the **Athletic fitness** which aims at the older population, all of those who want to advance themselves both physically and mentally through recreation. Here we emphasize the fact that an athletic training effects the whole anthropological system of the trainee, and that we made this offer as a new way of recreational training, with which a trainee can gain his goals. Athletic fitness is presented as a program which uses its training technology in the same way a training technology is used for a professional athlete. The annual card of the Athletic fitness is not the same as the annual card of an professional athlete, considering the goals. The professional athlete has a main goal of achieving top form for the main competition and achieving the best result, whilst the recreational athlete has a main goal to enhance his anthropologic state with all of its sectors, including, anthropometric characteristics, motoric capabilities, and everything else that constitutes a healthy and good looking individual. The message for the potential users of this offer is this: "if you haven't find a recreational training that suits you so far, in fulfilling all your physical and psychological needs, and in gaining the athletic constitution, this is your chance to try out something new, something you never had a chance to try out before".
- The fourth offer is the **Athletic conditional training** which is meant for the professional sportsmen in other sports areas, who have a goal to enhance their conditional capabilities, and therefore becoming more efficient in their basic sport. This offer is presented as an offer that is

based on the training technology used to enhance conditional capabilities using all the athletic means otherwise used for enhancing conditional capabilities. The athletic training is presented in a manner already known for its elements with working with weights (all methods and techniques), jumps (plyometry, ballistics), endurance training, flexibility, coordination and many other combination methods carefully planned out. The athletic training is presented as a training with which one gains better performance, a way to save each hundredth of a second (fast running and sprint) or to gain each millimeter (jumps and throws). The message of this offer is this: “It is impossible nowadays, in the world of professional sport to succeed without good condition, so if you want to succeed in your sport, enhance your conditional capabilities in an athletic manner and become faster, stronger and more durable, in one words – become more efficient”

- The fifth offer is Athletic conditional training for children which is meant for children aged 6 to 14 years of age and who are already involved in another sports training and who need additional trainings in order to enhance their running, posture, basic somatic strengthening, enhancement of coordination and other anthropologic dimensions. This offer is presented as an offer whose purpose is to enrich the child with basic movements during his or hers sports initiation, which will be a good foundation for further upgrading of other specific movements. This is presented as a very important period in the process of building and designing the sport figure because it is possible to effect, in this specific period of the child’s development, the efficacy and motoric intelligence from which the child could prosper in the future, if it is fully enhanced. The parents are educated that the child needs to know how to properly run first in order to run with a ball. To securely and effectively change course, he or she needs to know how to properly run, in order to run fast, to train and play fast without fear of injury a balance in all his capabilities is needed. In order to become supreme good foundations are needed which will allow for a successful and safe professional sporting career. The main message of this offer is this: ‘If you want your child to use and enhance his or her talent in any sport, you first need to provide him with the basics before the specifics’

3. The brand ATLET and it’s promotion

With this segment our goal is that every potential user gets and idea that he has a possibility to become better trained, no matter what level of training he is currently at. And how that current level of training is possible to upgrade only with a systematic planned training process. The athletic content is presented as the majority of our trainings which are used in the conditional preparation, in recreational training, in training with children who are in the beginning of their sporting career and in other forms which have the goal to achieve adequate physical status and good physical preparation.

In explaining what is ATLETA we always start with a question. Do you know what an atleta is?

Then we explain. “Atleta” is a person, with a symmetrical constitution, who doesn’t train primarily for the esthetics but rather for the functionality of the body. It is a type that most trainees aspire to become because it is the most attractive and most wanted, because it is natural. His physical and mental strength are on an envious level, the trainings are hard and are often on the brink of ones maximum. He trains minimally five times a week. Behind him are years of experience, and that is the reason he works in his training on all fields of strength, speed, endurance and all other motoric capabilities. His main goal is to be fit during the whole year, and that is why he trains on an annual card which is planned and programmed in great detail. In his programming, the means of athletic training technology are present, such as squat, clean, dead lift, throwing, pull ups, jumps, sprints, distance running, long runs, uphill, downhill and many more. Atleta is a complete sport figure by all anthropological dimensions”.

Simply put, we try and convince the users that athletics is the basics and foundation for all other sports and training and by using it, they themselves can become an atleta.

4. Type and form of work with the users

There are many types of trainees, that is why each one of them has specific needs and desires in order to train. Since we wish to indulge everyone, and in order to attract as many users as possible, we have

enabled them to choose a form of work which suits them best. Because of this, we also offer in our work individual forms of training, group forms and our unique “Family time” package. No matter which offer the user chooses, he can choose any one of these forms.

These forms of work are presented to the users as following:

- Group form, it is a form of work where the training is held amongst a group lead by one or two trainers depending on the group size. Groups are formed based on the homogenous rules and the whole group is lead into the same direction of training.
- Individual form, it is a form of work where the training is held with one trainee and one trainer, maximizing the individuality and the goal is to train the trainee to the fullest, while the trainer has the time and devotion to correct the trainee in each moment of training.
- “Family time” package, here we had a goal to enable training the parents and children at the same time. Throughout our experience so far, we noticed that often the parents who bring us their children do not have an idea what to do during the time of their child’s training, or the other way around, they did not know how to organize their own training with a child by their side. This package is meant as a solution for this dead-end situation offering them to train at the same time their child has a training session. The parent trains by the program of the “Athletic fitness” while the child trains by the program of “Athletic school”.

The advantages of this package we presented in the following manner:

- Time saving
- Money saving, because there are no double expenses on commute, or expenses in a cafe while the child trains
- A discount for both offers (Athletic fitness and Athletic school) in a total of 10%

5. Promotion strategy

Aware of the fact that a success of a project, no matter how good it originally is, depends on its visibility and popularity amongst the public, we took certain measures to ensure its adequate popularization. We used the promotion strategy based on each individual target group, which are: children in primary schools, visitors of the Centre in which the athletic field and track is located and where the trainings take place, and for the wider audience in our community.

We did the promotion in the following manner:

- Visiting all the primary schools in the area, where we held out flyers to all the students which contained motivational text appropriate for the child’s age, so that they can be motivated to join athletics. We also tried to make an arrangement, during this visit, with the PE teachers and establish a cooperation in which they would motivate the children, especially the talented ones, to join our athletic trainings
- The Centre Safet Zajko where our athletic field and track is located and where the trainings are held, is visited each day by a large number of citizens. We wished to inform everyone coming to the centre about our project ‘Athletics for all generations and variations⌘ and to try and motivate them to become our users. So, we put up an info-panel at the entrance where all the information was put in a graphically attractive way hoping to promote our Club and the project.
- Knowing that the TV is also one of the best ways of promoting, we tried very hard to ensure that this program is presented through local TV stations. We managed to arrange several visits from the local TV stations during our trainings and we did reports which were emitted during the prime time and in shows with a focus on sports or family.

CONCLUSION

Athletics is on the lower branches of popularity in our surrounding compared to other sport disciplines, the main reason being that not enough investments or promotion were used to popularize it. Because of the lack of promotion athletics declined in popularity and children of all ages do not have the interest to be a part of it. In order for this to change, we were aware that novelty steps needed

⌘Athletics for all generations and variations⌘

to be taken to promote it adequately and its benefits and to regain its popularity. In order to achieve this, we started this project which is meant to offer athletics to everyone, no matter what the age, sex, goal, desire or reason is, because athletics can and must be an integral part of every person. Aware of the benefits athletics has to provide, and how athletics really can be available to everyone, and that everyone can do athletics, we decided to give the project the name “Athletics for all generations and variations”. With this project we had an aim to change the public opinion about athletics and to ensure that as many people as possible, no matter what the type or constitution of the person, join our Club and ensure a larger frequency of users in our Club. Gaining more users which are very different is a promotion by itself, but it would ensure secondary benefits such as:

- A possibility to detect talented boys and girls from the general public, which would be attracted through the program of “Athletic school”
- Working with talented children and promoting them to a professional athletic career through “Athletic training”
- Gaining diverse potential users such as businessmen and other entrepreneurs who would use our “Athletic fitness” and possibly gaining a sponsor who would be willing to support the further promotion of athletics
- “Athletic conditional training” and “Athletic conditional training for children” enables us to involve athletics in other sports as well and to effect natural talents for athletics who might want to later on try themselves in athletics as well. This is one of the ways to become an adequate opponent of the ever most popular football and other sports, to have access to talented kids who chose these sports because of the lack of adequate promotion of all the sporting disciplines available.

With this project, and with this methodology of work, we achieved great positive outcome to the work of our Club and made it financially sustainable, enabling more working positions for trainers and the development of the Club. This is a huge success, because the practice in our community so far, was that the trainers of athletics left their field and joined other sports because it was not payable. Now, the athletic’s trainer can earn more with these multiple offers and gain a solid financial construct to stay in athletics.

Using the brand ATLETA we had a goal to present to all of our potential users the possibilities they can become, and how athletics is a sport that with its form of work enables the best athletes. In today’s expansion of fitness and other recreational segments everyone wants to be in good shape and look good. That is why we chose our brand to represent just this, what every potential user wants and would like to become.

With all of this said, we completed our vision and idea of the project “Athletics for all generations and variations”. This wholesome idea promotes athletics as a place suitable for everyone, with its clearly laid out offers so that everyone can choose their preference in athletics, and the brand ATLETA gives motivation and strength for all our users to become just that – an athlete.

RECOMMENDATIONS

This project could be implemented in all the other athletic clubs and other organizations who have the goal to popularize and promote athletics in their society as a multifunctional sport’s activity available to all types, no matter what the age, sex or aim is(recreational or professional). As a reason of using athletics for the development of psychophysical capabilities.

CrossFit is one of the fastest growing sports and one of the most popular forms of recreational exercises in the world. They formed by using the best out of each sport and made it into one new method which is used as its own brand, a very popular brand that sells well.

Maybe you too, the European Athletic Federation should make a similar project presenting athletics to everyone, no matter what the goal and aim of training is. Maybe in creating this proposal you could use some of the methodologies we had in our project “Athletics for all generations and variations”. The name goes alongside the name ATLETA, a brand everyone wants to become. This could be your

⌘Athletics for all generations and variations⌘

franchise which all the athletic clubs or some other clubs could use in order to popularize athletics in their region and to use the benefits which come with this popularization.

The truth is that athletics can be a part of every man, because it is the most multifunctional and the most basic of sports, we just need to find a way to use that. We are, based on our experience from this project which we came up with and implemented in our work, very sure in this vision that athletics can be a part of every person. To use this project on a higher level such as a franchise, it needs to be upgraded and perfected with a much larger team of competent individuals from all segments, needed for a good business plan.

This project can be the solution for all the clubs who are in the developing countries, such as mine, countries that do not invest much in athletics leaving the clubs with continuous financial problems. With this project, that is, with this working philosophy, a great deal of financial solutions can be made to ensure the thriving of the club. This would directly motivate the athletic trainers to stay in athletics and not to leave it for other sports, because they would be adequately paid for their work. A satisfied worker can contribute to the development and strengthening of his team, and that is why we believe this is a good way to finance the Club and all of its segments.

Athletics, as the oldest sport, was brought to us by our ancestors who worked hard and cherished this beautiful sports discipline, it is our duty to continue this path, to do an even better job at it, and one of the ways to do this – is to make athletics an integral part of every human being.