



DNA - rolling out across the federations

MARCH 2018

COMING UP

- Group work for Teams 1, 2, 3 and 4!
- A little bit more background



QUESTIONS TO ANSWER IN THE NEXT HOUR - with your help!

- What can each MF communication department do to
 - create awareness for the DNA rollout
 - create as many fan applications/interest as possible to participate in the fan trial?
- What will we need to be ready to make lots of noise about DNA when we are ready to launch in 2020?

BRAND BACKGROUND

Interactive

Energetic

Digital

Heritage

Futuristic

Fans are our heartbeat. More than just spectators, we want them to shape the sport: as digital engagers, vote casters, even competitors

We invest our events, words and ideas with energy and enthusiasm: we are passionate about bringing this new form of sport to the world

Digital is at our core. From the role of social media, to the centrality of data in gameplay, broadcast and more, we are a digital-first property

Everything we do, no matter how innovative, celebrates three founding skills: running, throwing, jumping

We are the next iteration of athletics: a 21st century format for a 21st century audience. We're committed to breaking new ground

SOMETHING ELSE TO THINK ABOUT

- DNA on the one hand is a new short-form athletics format. But it's offer is much larger than that. Through the fan-athlete half of the competition, we are really saying:

No matter who you are, what you do, where you live, what you earn, what your background is: DNA can give YOU the chance to do something extraordinary:

To run alongside the greats, to compete toe-to-toe with the planet's fastest, strongest, best, on equal terms.

To show them you ARE the fastest, strongest, best.

- In that sense, DNA is part sports competition, but part star search too:





“Think you have The X Factor and are just waiting for your time to shine?! This could be your big moment...”



“Do you think you could be The Voice 2019? If you are an incredible artist who thinks their voice is strong enough to become The Voice, apply now!”



“Think you've got what it takes to be the next superstar? Then we want to see your talent...”



“Calling all dancers! Registration for the upcoming season of So You Think You Can Dance are open...”



“Will you find one of only five Golden Tickets in the world? In your wildest dreams you cannot imagine the surprises that await you...”



?

-What will we say to the potential fan-athletes in your market to get them interested?

SOME INSPIRATION...

SOME INSPIRATION



- 'no-one' becomes someone
- comedy
- filmic:
called 'The Switch'
like a Hollywood
Movie

AND A BIT MORE



- 'Ordinary' people becoming stars
- following dreams
- fantasy becomes a reality

SOME SUCCESSFUL PRODUCT LAUNCH TECHNIQUES

- Crossover techniques (footwear industry: Adidas, Paul Pogba and Stormzy)
- Hashtag campaigns and thunderclaps (music, entertainment industry: Warner Bros. embedded Snoop Dogg/Nick Minaj tracks in viral videos in one thunderous instant)
- Blogger-heavy launch parties/events (fashion industry: Missguided perfume launch)
- Publicity stunts (digital/motorsport industry: SpaceX/Tesla)
- Guerrilla marketing (film industry: "It" and the red balloons)
- Brand product/placement (food/clothing industries: e.g. Cam Newton and Underarmour, or Rafa Nadal and Tommy Hilfiger)
- Influencer heavy promo videos (sport industry: (Adidas 'Take The Stage', Nike 'The Switch')



OVER TO YOU

Please collect into Teams 1, 2, 3 and 4 again! Devise some answers to these Qs:

What's the best way of selling this incredible opportunity to 'ordinary people' in

- 1. Europe?**
- 2. Your market?**

Where should one see adverts for an offer like this? What should they say?

**How would you use athletes/influencers in this process,
or other things we looked at yesterday?**

What games, apps, platforms, channels, videos would you build?

GO TO IT!



POSSIBLE ROUTES

Depicting the journey of the triumphant fan-athlete?

Focussing on all the tech and innovation in DNA itself

Using star athletes and influencers to do the selling for you



Showcasing the new events that don't yet exist

Comparing it to other less dynamic sports

Building from the ground up: getting kids and communities doing it