



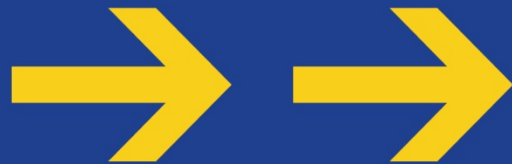
# BADMINTON EUROPE

DEVELOPMENT AND  
ADMINISTRATION SEMINAR

**MARKETING IN BADMINTON**  
Brian Agerbak



# MARKETING IN BADMINTON



DEFINITION MARKETING

INCOME DEVELOPMENT

WHY MARKETING?

WHO ARE THE TARGET GROUPS?

WHAT AND HOW DO WE MARKET?

STRATEGIES TODAY

CHALLENGES

NEW MEDIA

OPPORTUNITIES

CONCLUSIONS

# MARKETING SPORTS ORGANISATIONS

## FOCUS AREAS IN MARKETING

### **Internal marketing:**

Information, membership loyalty, motivation of volunteers and staff

### **Service marketing:**

Improve quality of service

### **Social cause marketing:**

Convincing target audience of sport practice benefits: health, personal development, social integration etc.

### **Corporate marketing:**

Brand equity, influence and lobbying

### **Fund-raising marketing:**

Sponsorship and fundraising

# MARKETING SPORTS ORGANISATIONS

## PERCEPTIONS OF MARKETING

### **Market:**

Increasing the number of members

### **Demand:**

Analysing and managing all relations linking the consumers, the product, the competition and the sport organisation in order to create a competitive advantage and to establish positioning

### **Media coverage:**

Increasing the presence of sport and events in the media in order to promote the sport and make it more attractive to sponsors

### **Sponsoring:**

Finding financial partners

# WHO ARE WE?

1967-2006



2006 -



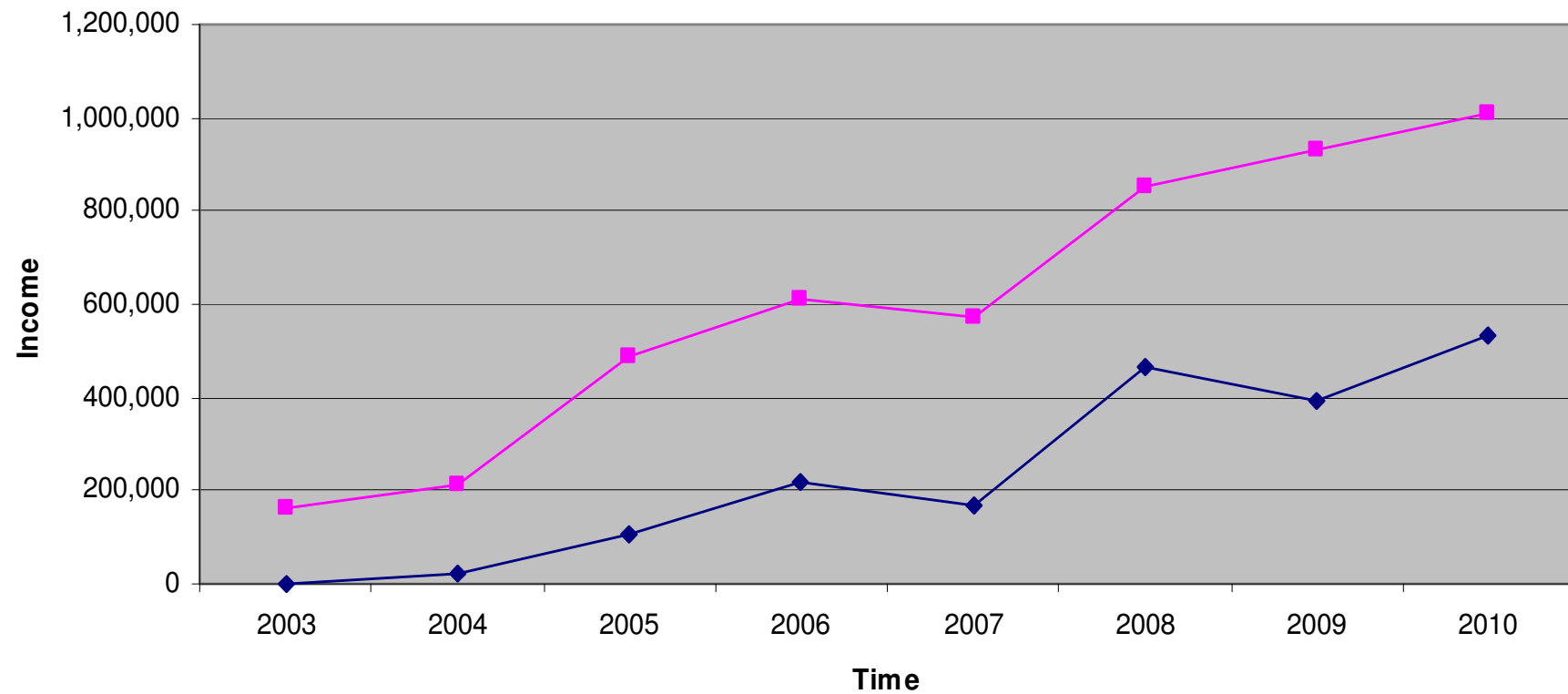
**51 MEMBER ASSOCIATIONS**

# INCOME DEVELOPMENT

	2003	2004	2005	2006	2007	2008	2009	2010
<b>Sponsorships income</b>	0	25	104	218	170	465	394	532
<b>Total income</b>	163	214	489	611	569	855	932	1.008
<b>Income increase</b>		24%	56%	20%	-7%	33%	8%	8%
<b>Percentage of Income from sponsorship</b>	0 %	12 %	21 %	36 %	30 %	54 %	42 %	53 %

# INCOME DEVELOPMENT

Badminton Europe income





# PRIZE MONEY DEVELOPMENT

Grand prix	2006	2007	2008	2009
# events	23	22	25	27
Prize money	3.180.000	3.530.000	3.940.000	4.180.000

Level 4, Europe	2006	2007	2008	2009
# events	27	27	25	27
Prize money	133.400	232.000	294.600	307.500

**4 TENNIS GRANDSLAMS – 75.000.000**

**9 TENNIS ATP MASTERS – 35.000.000**



# WHY MARKETING?

**TO INCREASE AWARENESS OF WHO WE ARE**

**TO INCREASE AWARENESS OF OUR ACTIVITIES**

**TO INCREASE PARTICIPATION IN OUR ACTIVITIES**

**TO ENLARGE THE BADMINTON COMMUNITY**

**TO ATTRACT FUNDING**

# WHO ARE THE TARGET GROUPS?

**MEMBER ASSOCIATIONS AND PLAYERS**

**SPONSORS**

**PUBLIC FUNDING PARTNERS**

**POTENTIAL SPECTATORS**

**THE ENTIRE BADMINTON COMMUNITY**

# WHAT DO WE MARKET?

The fastest racket sport

The fastest recorded tennis stroke is Andy Roddick's 246 km/h serve;  
The fastest recorded badminton stroke is Fu Haifeng's 332 km/h smash

Source: Wikipedia



Has world class players



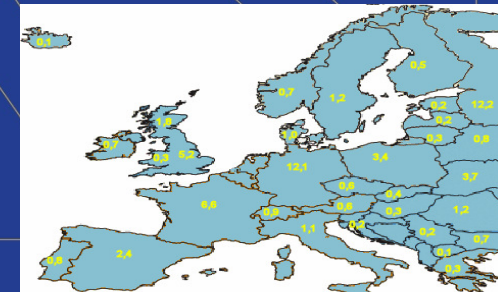
On the Olympic Programme



People playing badminton > 20 million

Registered players > 1 million

51 Member Associations



# WHAT DO WE MARKET?

## 3 SETS TO 21 – FEW KEY POINTS





# WHAT DO WE MARKET?

## European Championships

- Elite Individual
- Elite Mixed Team
- Elite Men's & Women's Team
- Elite Clubs

## European Champs age groups

- 35+ to 65+
- Under 19
- Under 17

## European Circuit

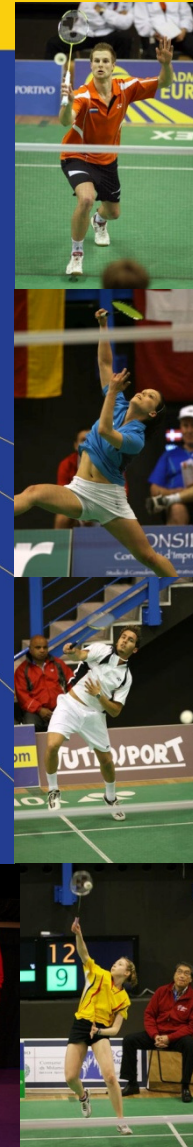
- 27 international tournaments
- Circuit Finals

## Other activities

- Europe-Asia
- Europe-Africa
- Technical Officials uniforms
- Merchandising, equipment

## Development activities

- European Summer School
- Team Europe "London 2012"
- Certificated Training Centres
- Coach Education
- Regional Projects
- School Projects



# WHAT DO WE MARKET?

## BADMINTON EUROPE CIRCUIT

The European Circuit consists of 27 International Championships in:

Slovenia  
France  
Belgium  
Bulgaria  
Slovakia  
Iceland  
Scotland  
Ireland  
Turkey  
Sweden  
Croatia  
Poland  
Holland  
Ukraine



Spain  
Russia  
Czech  
Cyprus  
Hungary  
Norway  
Wales  
Italy  
Estonia  
Austria  
Romania  
Finland  
Portugal

## BADMINTON EUROPE E-MAGAZINE

This new publication will be released by Badminton Europe through its website four times per year. 5.000 unique viewers.



## BADMINTON EUROPE WEBSITES

Badminton Europe websites are a great platform to reach the badminton community in Europe. More than 150.000 visits per month.





# HOW DO WE MARKET?

## BADMINTON EUROPE FACEBOOK

Badminton Europe recently launched a facebook page. In less than 3 months more than 2500 users have signed up



## BADMINTON EUROPE E-MAGAZINE

This new publication will be released by Badminton Europe through its website four times per year. 5.000 unique viewers.



## BADMINTON EUROPE WEBSITES

Badminton Europe websites are a great platform to reach the badminton community in Europe. More than 150.000 visits per month.



# HOW DO WE MARKET?



BADMINTON EUROPE

Development and Administration Seminar 2009

w



# HOW DO WE MARKET?

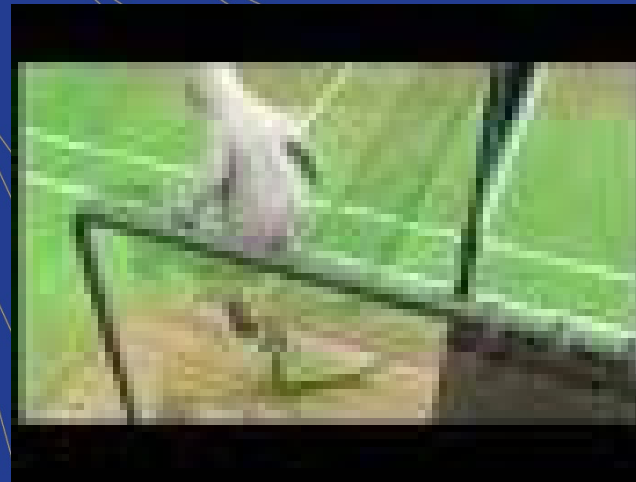


**BADMINTON EUROPE**

Development and Administration Seminar 2009

[www.badmintoneurope.com](http://www.badmintoneurope.com)

# BADMINTON PROMOTION EXAMPLES



# HOW DO WE MARKET?





# HOW DO WE MARKET?

## TV DISTRIBUTION – 2006 WORLD CHAMPIONSHIPS

TERRITORY	BROADCASTER	FORMAT	HOUSEHOLDS
Russia	RTR	4 days live	1.400.000
Denmark	TV2	4 days live	430.000
Poland	Polsat	4 days live	430.000
United Kingdom	BBC 1	2 days live	3.000.000
France	Canal	4 days live	2.300.000
Sweden	Sport Express	2 days live	900.000
Finland	YLE	1 hour highlights	400.000
Ukraine	Poverkhnost	1 hour highlights	1.000.000
Austria	ORF	1 hour highlights	1.000.000
9			



# HOW DO WE MARKET?

## TV DISTRIBUTION – 2007 WORLD CHAMPIONSHIPS

TERRITORY	BROADCASTER	FORMAT	HOUSEHOLDS
Russia	RTR	Live access 3 days	1.400.000
Denmark	TV2	Live access 2 days	800.000
Poland	Sportklub	52 min. highlights	550.000
United Kingdom	BBC	7 hours live	68.000.000
Romania	Telesport	52 min. highlights	800.000
Finland	YLE	52 min. highlights	400.000
Ukraine	Poverkhnost	52 min. highlights	1.100.000
7			

# BEC STRATEGY EVENTS

**NEW EVENTS PROGRAMME FROM 2009**

**OVERALL EVENTS COOPERATION:**



*World #1 in badminton.*

**MAJORITY OF COMMERCIAL RIGHTS TRANSFERRED  
TO ORGANISERS**

**ENCOURAGING ORGANISERS TO ATTRACT  
PUBLIC FUNDING**

# BEC STRATEGY CIRCUIT

**INCREASED NUMBER OF EVENTS**

**INTRODUCED CIRCUIT FINAL  
50.000 USD PRIZE MONEY**



**KEEPING ONLY A MINIMUM OF RIGHTS**

**INTRODUCING BETTING TO SUPPORT  
AND IMPROVE EVENTS**

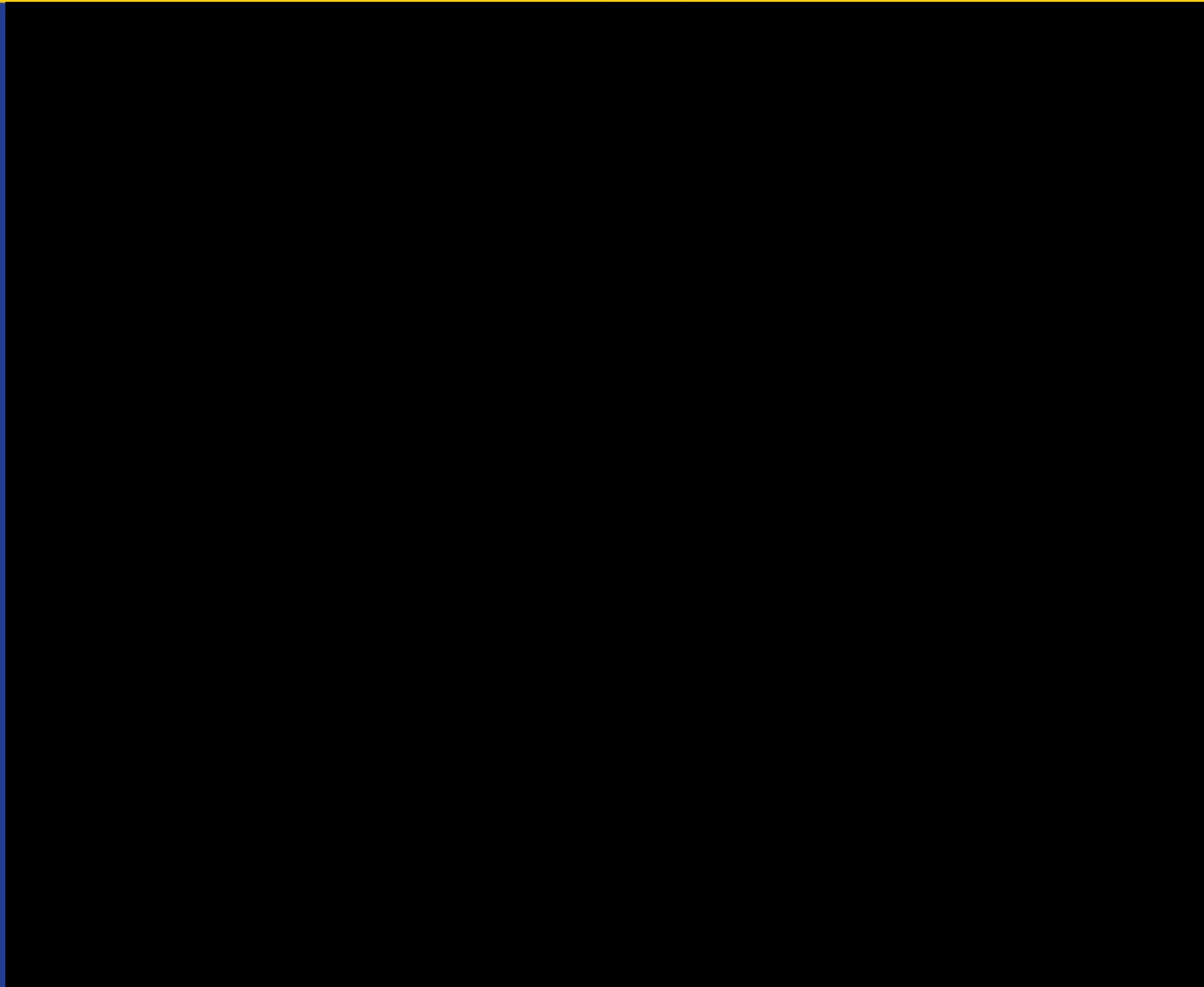
# BEC STRATEGY DEVELOPMENT

**SETTING UP DEVELOPMENT ACTIVITIES AS  
PACKAGES FOR SPONSORS**

**PACKAGES INCLUDE INVITATIONS AS VIP'S FOR EVENTS**



# DEVELOPMENT PARTNER COMMERCIAL



# BEC STRATEGY TELEVISION

**TRIED TO RETAIN INTERNATIONAL TV RIGHTS  
NOT SUCCESSFUL**



**HAD NEGOTIATIONS WITH EUROSPORT**

**DECIDED TO GRANT FULL TV RIGHTS TO ORGANISERS**



# CHALLENGES IN MARKETING BADMINTON

TV IS NOT CONTROLLED BUT SOLD RANDOMLY

CHALLENGE TO ATTRACT SPECTATORS

CHALLENGE TO ATTRACT CORPORATE SPONSORSHIP

EVENTS NOT STANDARDISED AND NOT  
SPONSOR FOCUSED

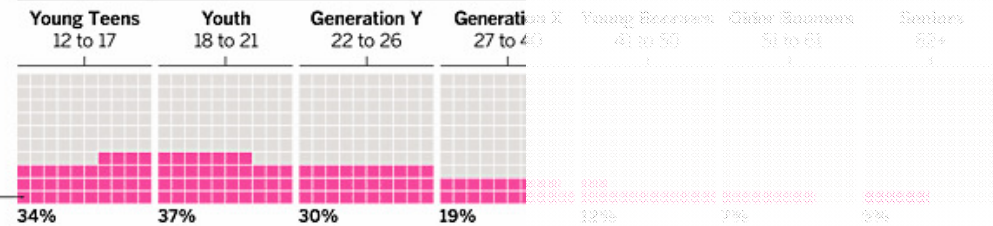
WE ARE NOT CREATING “STARS” OF THE PLAYERS AND  
THE PLAYERS ARE “USED” TOO MUCH

# NEW MEDIA

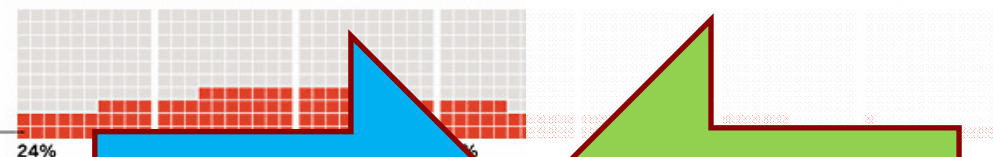
## What people are doing

## Who participates (U.S. online users)

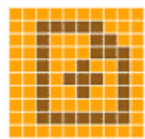
**Creators** publish Web pages, write blogs, upload videos to sites like YouTube.



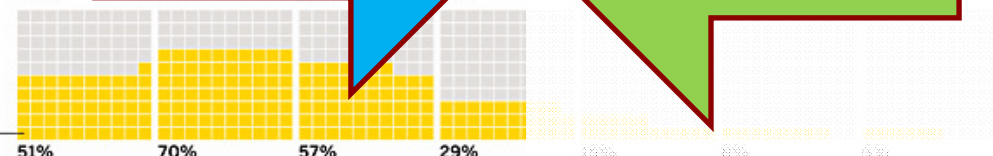
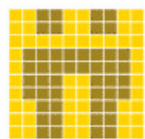
**Critics** comment on blogs and post ratings and reviews.



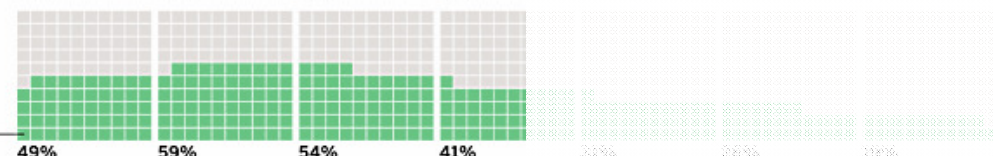
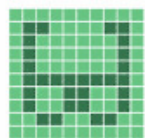
**Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.



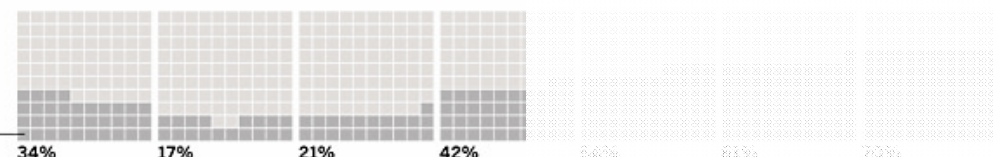
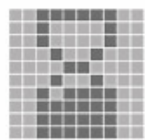
**Joiners** use social networking sites.



**Spectators** read blogs, watch peer-generated videos, and listen to podcasts.



**Inactives** are online but don't yet participate in any form of social media.



Data: Forrester Research

Experience

Digital Natives

## NEW MEDIA

Tomorrow's audience are today's  
“digital natives”



# OPPORTUNITIES

**CREATE “STARS” OF THE PLAYERS**

**PACKAGE EVENTS WITH BWF**

**NEW EVENTS SETUP – COMMERCIALLY DRIVEN**

**MAKE THE EVENTS ATTRACTIVE FOR SPECTATORS,  
MEDIA AND SPONSORS**

**NEW MEDIA – WEB TV**



# OPPORTUNITIES



**WILSON**  
BADMINTON  
**SWISS OPEN** 19






**AKTUELL**

**ZUSCHAUER**

**PARTNER**

**ORGANISATION**

**GESCHICHTE**

**MEDIEN**

**KONTAKT**

## 20. BADMINTONSWELTMEISTERSCHAFTEN

**LIVE-STREAMING  
GRATIS VON DIENSTAG BIS FREITAG.**

**Internet-Livestreaming.**

Allen Badmintonfans, die nicht nach Basel kommen können, bietet wir über [www.welshopen.com](#) eine attraktive Möglichkeit, von Dienstag bis Freitag Liveticker (ohne Kommentar/Hörfunk) oder vier Courts zu sehen. Zusätzlich gibt eine Center Court-Tafel Überblick über den Spielstatus aller Courts.

Sonntag und Sonntag der mit TV-Übertragungen auf SF8 oder Telebasel, SF und Skyvision in Europa und Asien gesendet werden. Die gesamten Sonntag/Courts ist der Tagesprogramm, in Internet oder in den TV-Programmschichtungen.












**MÖVENPICK**  
HOTEL SUITE





Home About

You are here: [Home](#)


- Live
- Tournaments 2009
- Tournaments 2008
- W&B Magazine 2008
- Badminton Clips
- Badminton School


Planet Badminton

Home | Yonex All England 2008 | Yonex All England 2009 | Classic Archive | Euro Teams | Links

Indonesia Open

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**BADMINTON**  
EST. 2009  
RAE'S GOLF LINKS



WB WORLD OF BADMINTON

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 Find us on Facebook

Next upcoming live event: <b>BWF Super Series - Hong Kong Open Nov 15</b>			June 6 BSU Europe
 <p><b>BWF Super Series - Hong Kong Open</b></p> <p><b>14-15 Nov</b></p> <p>Saturday 14 November: 06:00 GMT            Sunday 15 November: 09:30 GMT            (5 matches follow by)</p>	 <p><b>BWF Super Series - China Open</b></p> <p><b>23 Nov</b></p> <p>Preliminary: 24 November            09:00 GMT Finals            (5 matches follow by)</p>	 <p><b>BWF Super Series - GRAND FINAL</b></p> <p><b>5-6 Dec</b></p> <p>Preliminary: 24 December            TBC GMT            (5 matches follow by)</p>	June 14 BWF Super June 21 BWF Super June 28 BWF World July 26 BWF World August 1 BWF World August 2 BWF World

**This is World of Badminton**

www.WoB.tv website is a pay-per-view based service offering streaming of television pictures from the major badminton events from around the World. Top events including

- Badminton World Championships

MC  
MEDIACENTRAAL

Badminton  
Info TV

Badminton  
Info

MediaCentraal Home Internet op TV Sport BadmintonInfo TV

Zoek verder op:

Alle finales van Yonex  
Dutch Open 2008

Geen inlog code ?  
Vraag hem hier aan !

BadmintonInfo TV  
presenteert hier ruim 22 uur  
LIVE Badminton

De Badminton Finals  
Assen 2009  
live registratie werd mogelijk gemaakt  
door:

Voor het bekijken van  
BadmintonInfo TV heeft u  
een gebruikersnaam en  
wachtwoord nodig.  
Vraag hem gratis aan !

U heeft wel Microsoft Silverlight nodig. Volg de download instructies op het scherm.

The screenshot shows a Google search results page for the query "Badminton info". The search bar at the top contains the text "Badminton info". Below the search bar, there are five sponsored links, each with a logo and a URL:

- Badminton info**: The logo features the text "Badminton" in orange and "info" in blue. The URL is "Ads door Google".
- Sport Unlimited**: The logo features the text "Sport Unlimited" in blue. The URL is "Tv Kanalen".
- Ordeman**: The logo features the text "Ordeman" in orange and a blue arrow pointing right. The URL is "Luxe Tv".
- CLEAR!**: The logo features the text "CLEAR!" in blue and "Het eerste Online magazine van de NBS" in orange. The URL is "Gratis Tv".
- S&T**: The logo features the text "S&T" in white on a blue background. The URL is "Tv Kanalen".

Below the sponsored links, there is a large blue banner with the text "Badminton info" in white. The banner also contains the text "Badminton info" in a smaller font and "Badminton info" in a larger font. The banner is part of a search results page for "Badminton info".

[RSS](#) | [Sharing](#) | [Favorites](#) | [Google+ This Page](#)

# DENMARK OPEN SUPER SERIES

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[Home](#)
[Live TV Stream](#)
[Tickets](#)
[News](#)
[Tournament](#)
[Event Guide](#)
[Badminton Denmark](#)

### Danmark Open channel



[Danmark Open channel on YouTube](#)

### Live blog in Chinese

12-18-2009 第1次抽签 马吕斯·皮雷尔 面!

25-10-2009 男双决赛

25-10-2009 混双决赛

25-10-2009 半决赛中国队25日首战 石川佳纯VS陈金; 王仪涵VS李贞

25-10-2009 羽毛球比赛赛程表

### Articles from DBA

12-10-2009 Danish Badminton as find movers  
The Danish Badminton Super Series, Denmark Open, ...

25-10-2009 Santoso brings home the title  
No Hollywood ending for Zulfahr yet, Danish Open, ...

25-10-2009 Bie and Hagensten's fight wasn't enough  
Mathias Bie and Carsten Hagensten today played Ki...

25-10-2009 Danish victory in Mixed doubles final  
After yesterday's semi-fine thriller second seate...

25-10-2009 Time's first title  
In March Wang Tian defeated Tine Rasmussen in the...

[Read more news](#)

### Live blog in Malaysian

12-18-2009 BERSEKSI ELAKI AOKIR

25-10-2009 KEPUTUSAN SEHAJA

25-10-2009 Perlawanan Akhir Berega Campuran Berseka Terbuka Denmark 2009

25-10-2009 KEPUTUSAN SEHAJA

25-10-2009 KEPUTUSAN SEHAJA

### News from around the world

BADMINTON: DENMARK'S LEAD FIVE CHRISTIANSEN AND KAMILA RYTHER

BADMINTON: DENMARK'S LEAD FIVE CHRISTIANSEN AND KAMILA RYTHER

### Tickets

BUY YOUR TICKET TODAY!

[\*\*GWF WORLD 2009\*\*](#)

[YouTube](#) Denmark OPEN

[\*\*Twitter\*\*](#)  
Denmark Open Followers

[\*\*facebook\*\*](#)  
[JOIN US ON FACEBOOK](#)  
DANISH OPEN

[\*\*Blogger\*\*](#)  
[Denmark Op with Blog!](#)

### Blogpost

- 25-10-2009 Eye for new
- 25-10-2009 Simon Santoso - Marc Zwiebler
- 25-10-2009 Koef/Ten vs Roel/Hagensten
- 25-10-2009 Joachim/Christiansen vs Clark/Kallings
- 25-10-2009 Tine Rasmussen vs Wang Yihan
- 25-10-2009 Yawen/Pai vs Priyeh/Johd
- 25-10-2009 Fast predictions for the finals

# CONCLUSIONS

**MARKETING IS NOT ONLY ABOUT SPONSORS AND TV**

**TELEVISION COVERAGE IS OKAY BUT NOT GOOD**

**LACK OF ATMOSPHERE AT THE EVENTS**

**PRIZE MONEY IS LOW – WE HAVE FEW STARS**

**WE DEPEND ON PUBLIC FUNDING**



# CONCLUSIONS

**WE MUST MAKE OUR EVENTS MORE ATTRACTIVE**

**WE MUST BUILD A STRONGER BADMINTON COMMUNITY**

**WE CAN MAKE A DIFFERENCE IN NEW MEDIA**

**IF EVENTS ARE ATTRACTIVE AND THE COMMUNITY IS  
BIG ENOUGH SPONSORS BECOME INTERESTED**

**WE NEED TO BE INNOVATIVE TO TAKE GIANT STEPS**

**THE END**



**QUESTIONS...**