

BEC & Digital





**How many of you
check your mobile phone
within 15 minutes
after your woke up?**





80%

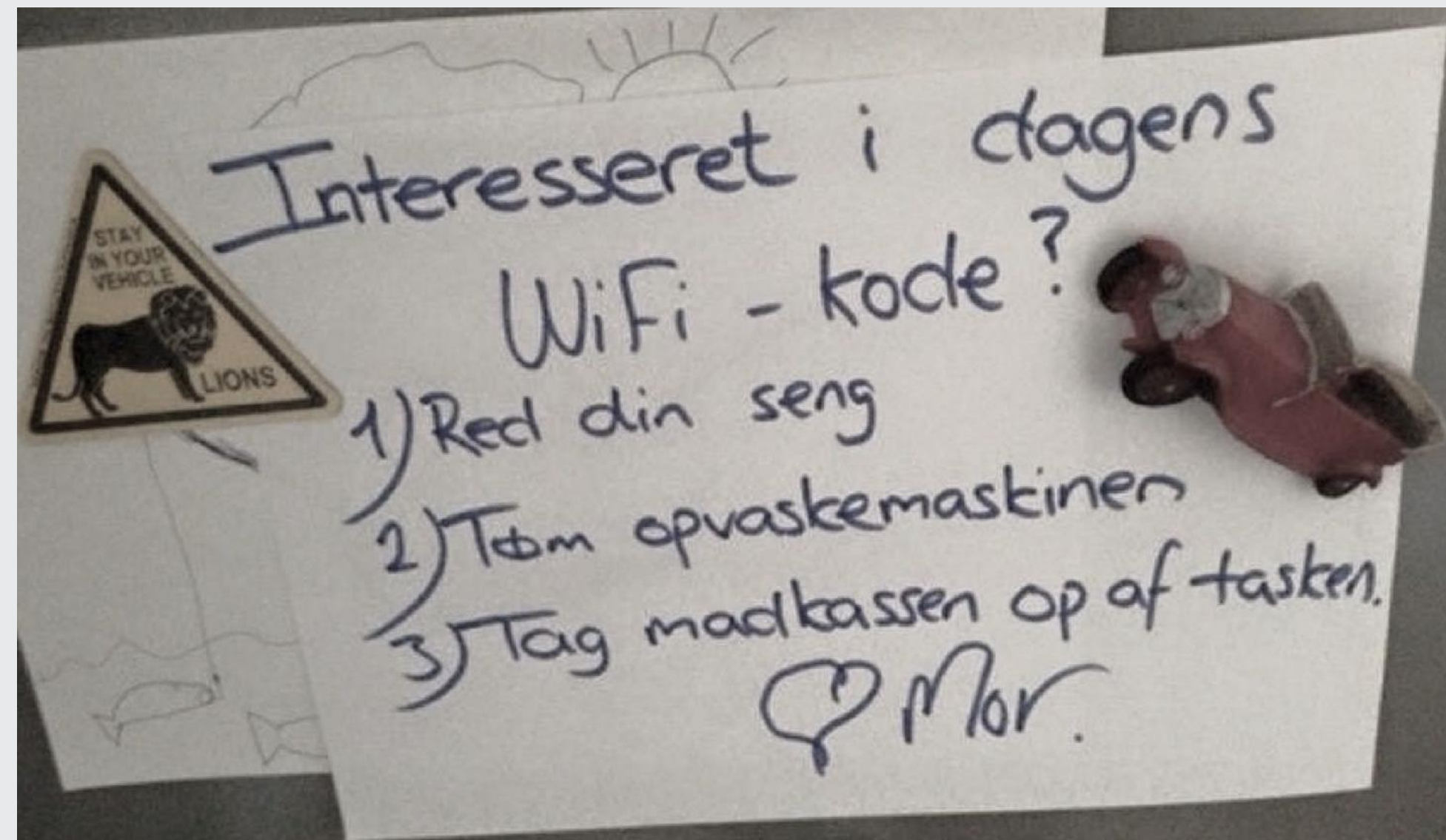
**79% of adults have their mobile
on them 22 hours a day**

A young girl with a paper cone on her head, smiling and looking to the side. She is wearing a red shirt. The background is dark and out of focus, showing other people. The text "Why digital - why do we need it?" is overlaid in white.

Why digital - why do we need it?



Digital Natives er jeres største målgruppe pr. 2017



A person's hands are shown holding a smartphone. The screen of the phone displays a bar chart with several blue bars of varying heights. The background is dark and out of focus, showing what appears to be a person's torso and arms. The text is overlaid on the image.

Digital natives have:
150-200 mobile moments per day



Digital is...

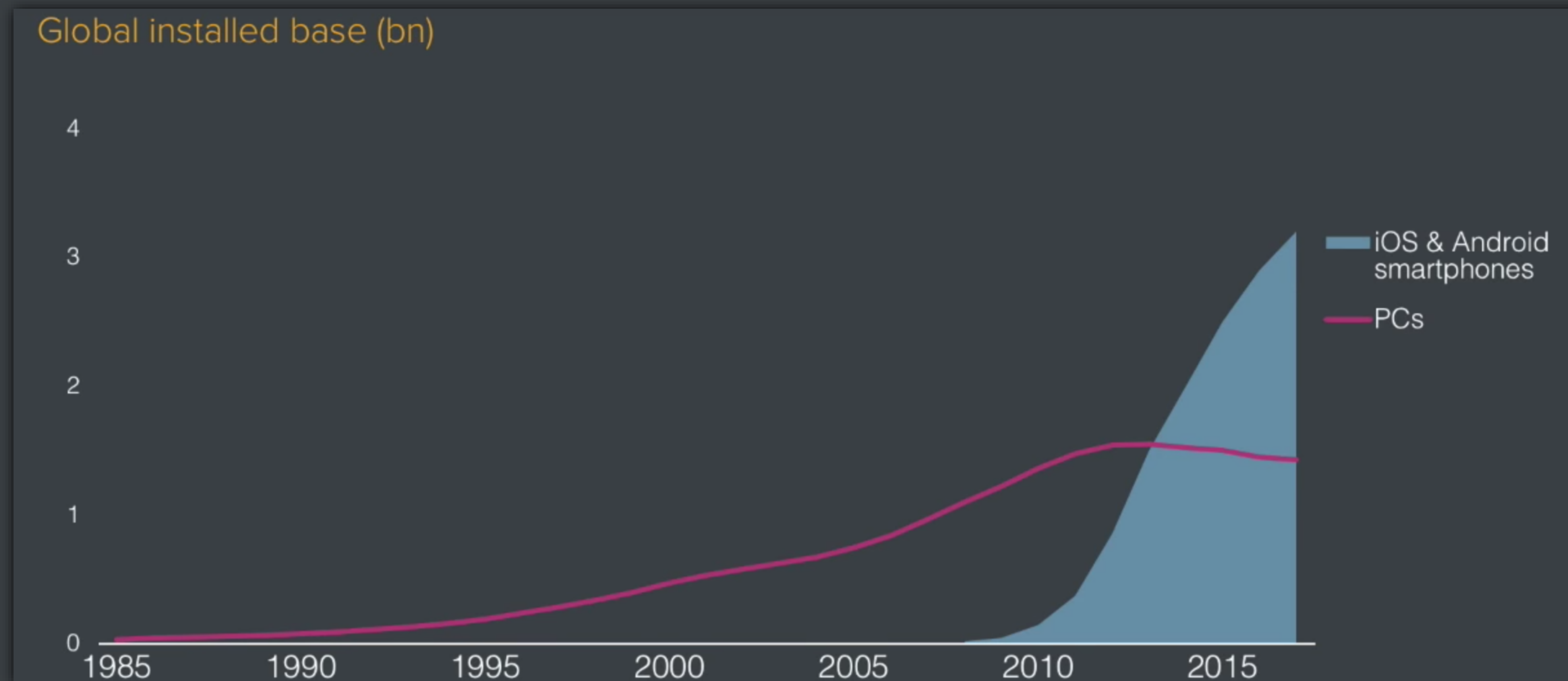
What we want,

Where we want,

When we want”

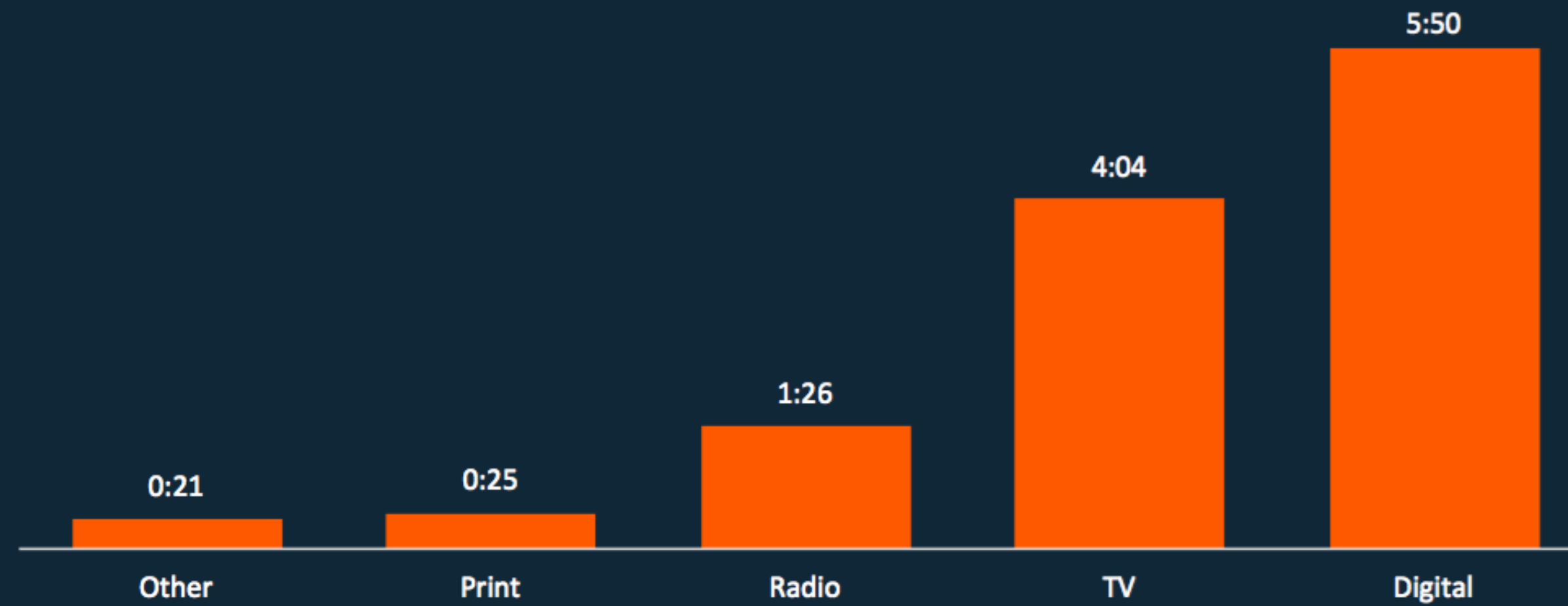


How fast mobile adoption have outpaced computers



Digital is now the most used medium

AVERAGE DAILY TIME SPENT WITH MEDIA, HOURS:MINUTES, US, 2017E



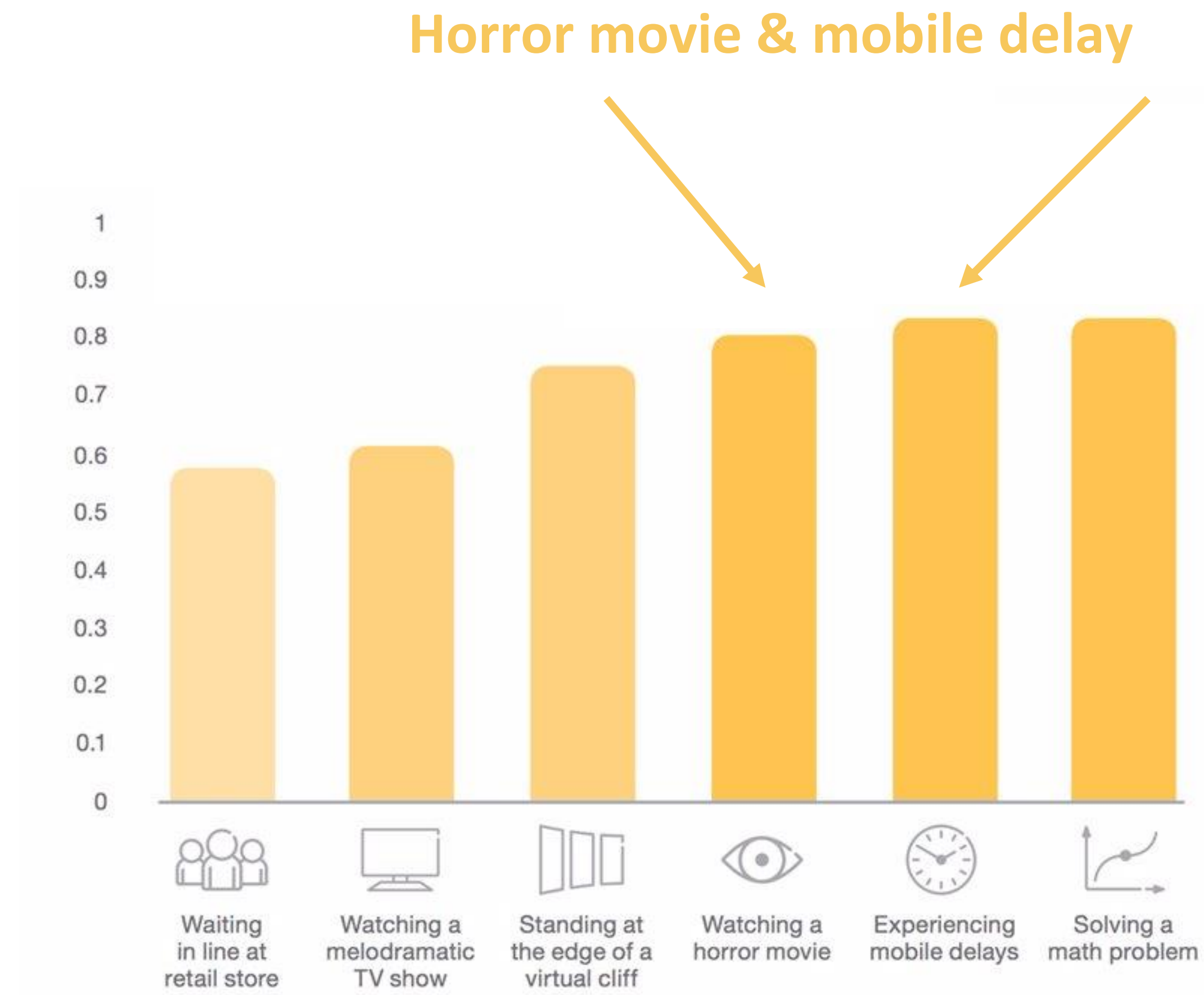
Source: eMarketer

BI INTELLIGENCE





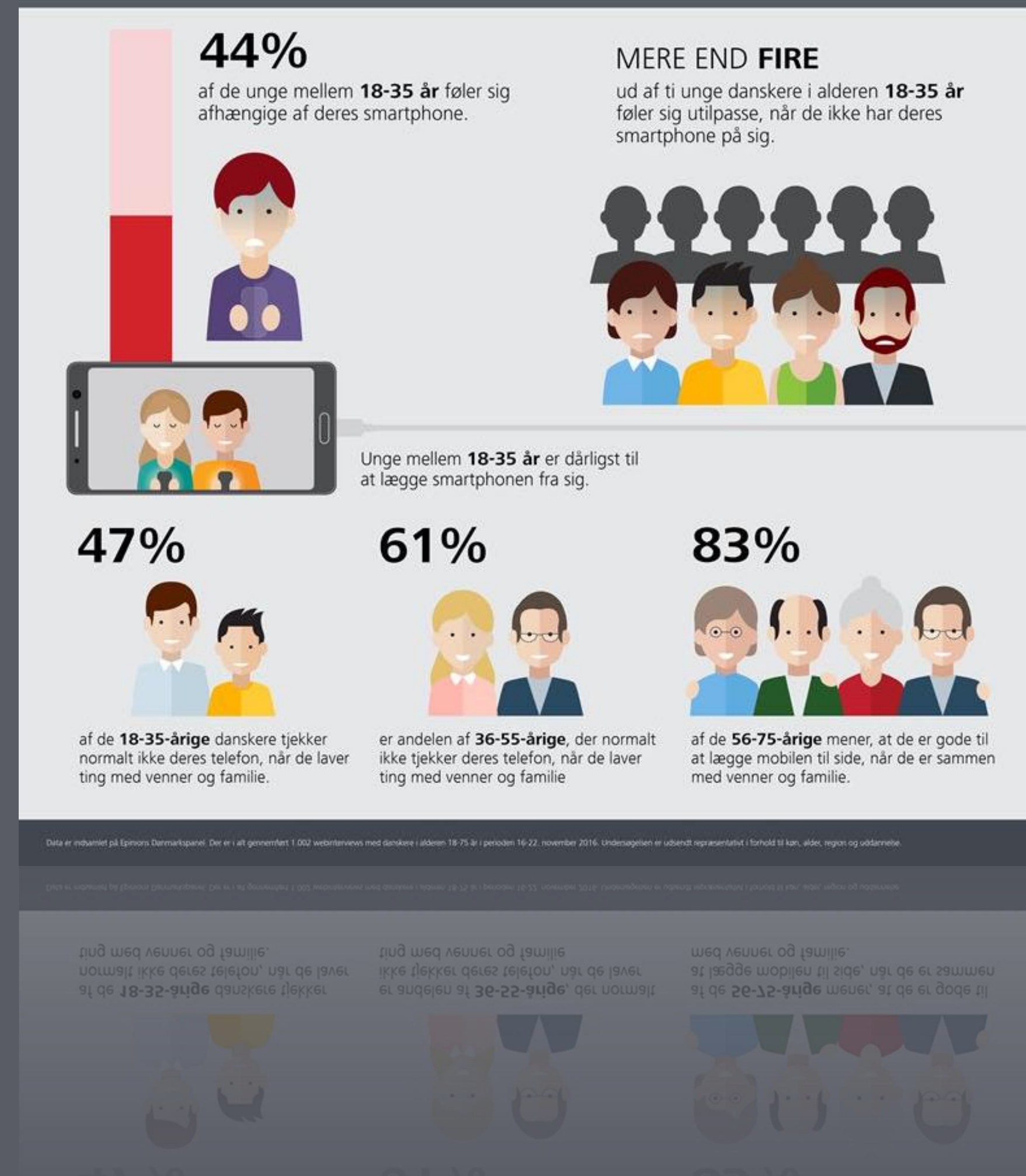
How digital is affecting our emotions



Source: Ericsson ConsumerLab, Neurons Inc., 2015




- 44% in the age 18-35 is addicted to mobiles
- Over 40% feels uncomfortable without their mobile



**“We should no longer be talking
about ‘digital marketing’,
but marketing in a digital world.”**

Keith Weed | CMCO at Unilever



A photograph of Bill Ford, Executive Chairman of Ford Motor Company, speaking at a conference. He is wearing a dark zip-up sweater and has a small microphone clipped to his ear. His hands are raised in a gesture as he speaks. The background is dark with blue light patterns.

**“When I grew up I was on only
thinking about how to make more cars.
Now I’m becoming nervous if we JUST makes more cars”**

**“We have to make sophisticated
software on wheels”**

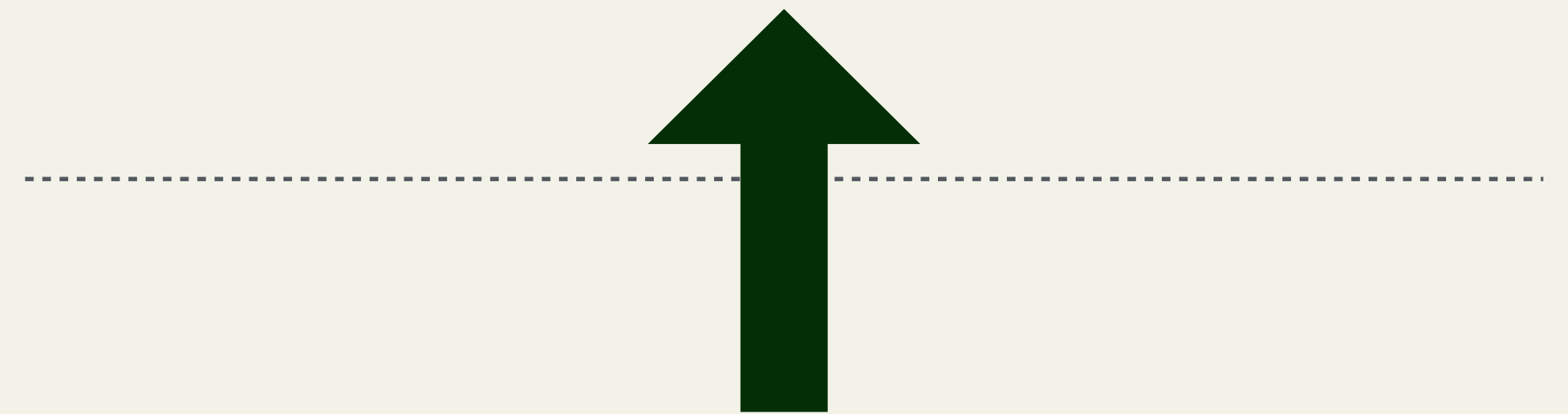
Bill Ford, Executive Chairman, Ford Motor Company



**See your digital
services as the
facilitator of the
experience around
badminton**

Digital is your...

Facilitator



Badminton is your...

Core product



BEC on digital today



Primarily channels are pull channels

Website

Facebook

Instagram

Twitter



Current digital Fan Base

Reach

Grown large fan base on different social medias

Engagement

Social media engagement & website traffic is declining

Content

Produces a broad range of exclusive content

Revenue

Digital have little income



Current digital Fan Base reach

	2016	2017	2020
Facebook	77.000 followers	92.500 followers	125.000 followers
Twitter	13.500 followers	19.200 followers	30.000 followers
YouTube	23.600 subscribers	29.500 subscribers	40.000 subscribers
Instagram	10.500 followers	19.800 followers	40.000 followers



Current digital engagement

	2017	2018
Website	31.514 visits	18.275 visits
Facebook	220.784 engaged users	513.849 engaged users
Twitter	1.919.999 tweet impressions	1.483.000 tweet impressions

2/10

Country	People Reach...
Malaysia	238,120
Indonesia	161,957
Spain	87,364
India	82,008
France	32,611
Taiwan	27,471
Philippines	24,677
Singapore	19,582
United Kingdom	17,543
United States of America	17,492



Some of the most efficient marketing channels haven't been utilised yet...

Website

- Isn't mobile friendly yet

Email

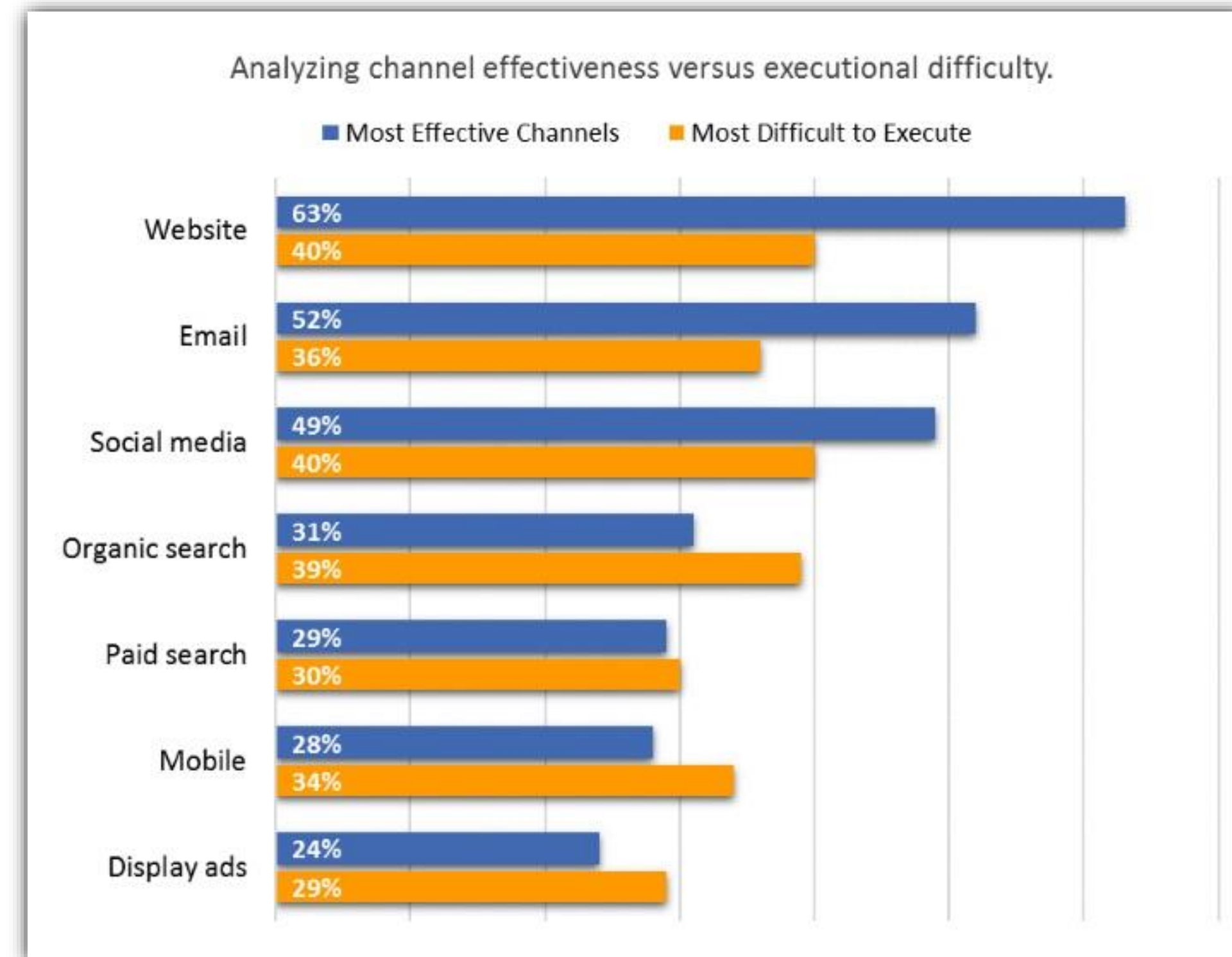
- No email registration & permission
- The channel isn't being activated today

Social media

- Fine BEC representation, but little digital conversion

SEO

- SEO could be further optimised, so BEC is represented, when the consumer is in the market for badminton content



Digital initiatives



The background of the slide is a light cream color, decorated with several sharpened colored pencils in various colors (blue, green, red, yellow, orange, purple) scattered around the edges. The pencils are positioned diagonally, with their tips pointing towards the center of the slide.

Exercise:

What kind of digital demands does the Badminton Fans have today?



Where the digital strategy should improve BEC

Today

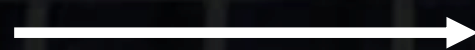
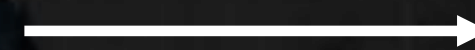
Digital channels is a cost for BEC

Growing Fan Base —> all BEC content is for free

BEC owns no digital data about the players & fans

Most BEC communication is pull based

BEC's digital channels is today fragmented



Tomorrow

Digital initiatives drives revenue to BEC

BEC content/platforms should aim for generating both awareness, sales & loyalty.

BEC should identify it's community of players and fans to gain ownership of the digital data.

Leverage push communication to grow and maintain fan engagement & loyalty.

Integrating the BEC services into a 'One BEC experience'





Digital vision

Leverage the opportunities of digital to grow, maintain and increase the fans loyalty to the sport and capitalise on this engagement to drive digital revenue for further development of the sport.



Digital fan engagement drives the opportunity for digital revenue

Fans engagement is won by providing either
entertainment or **utilities**
or compete on prices (not so attractive)

**By winning the fan engagement
BEC becomes even more relevant to
sponsors**



Six-stringed digital strategy

Grow fanbase and increase loyalty

Digital identification of the fans

Own the digital engagement
around badminton

Deliver valuable digital services
(utilities & entertainment)

Establish digital revenue

Gain control over valuable BEC content and introduce a revenue model for this.

Take ownership of the players/fans data for commercial utilisation

Implement content real-estate on BEC platforms for digital exposure of partners



Gain fan loyalty

Grow fanbase and increase loyalty

Digital identification of the fans

Identified initiatives

- **User database:** Establish an user database for registration of fans, when they sign-up to different services.
- **Marketing permission:** To be able to use BEC services (app, OTT streaming service etc.) it's required that the players/fans grants BEC a marketing permission.
- **Gated content:** Some BEC content should only be available for players & fans when they sign-up to BEC services and provide marketing permission.



Gain fan loyalty

Grow fanbase and increase loyalty

Own the digital engagement
around badminton

Identified initiatives

- **Social medias:** Continue to provide quality content, establish BEC hashtags on social medias. Further leverage 'influencers' to increase social reach and awareness.
- **Push communication:** Leverage the registration of fans to push valuable content about the sport and active the community for BEC relevant purposes. Push communication can be done through the app and in newsletters.
- **SEO:** Initiate Search Engine Optimisation for driving more organic traffic to the BEC website for further engagement. The website traffic is currently declining.



Gain fan loyalty

Grow fanbase and increase loyalty

Deliver valuable digital services

Identified initiatives

- **OTT streaming service:** Take ownership of event streaming. Sell the matches to the fans + create a marketing platform for partners.
- **Online ticket sale:** Create an additional sales channel for tickets for BEC events. Could include bundling of tickets & accommodation.
- **BEC App:** Develop an paid BEC app with valuable player, tournament as other BEC content.
- **Responsive website:** Make sure that the BEC website is updated to become mobile friendly.



Digital revenue initiatives

Digital revenue

Gain control over valuable BEC content and introduce a revenue model for this.

Identified initiatives

- **OTT streaming service:** Take ownership of event streaming. Sell the matches and other exclusive content to the fans + create a marketing platform for partners.
- **Online ticket sale:** Create an additional sales channel for tickets for BEC events. Could include bundling of tickets & accommodation.
- **BEC App:** Develop an paid BEC app with valuable player, tournament as other BEC content.
- **Social media:** Commercialise content on the social medias to drive traffic to BEC partners platforms.



Six-stringed digital strategy

Digital revenue

Take ownership of the players/fans data for commercial utilisation

Identified initiatives

- **User database:** Develop a user database that holds the data about the registered fans + attain marketing permission.
- **Insights surveys:** Facilitate insights surveys for business partners.



Six-stringed digital strategy

Digital revenue

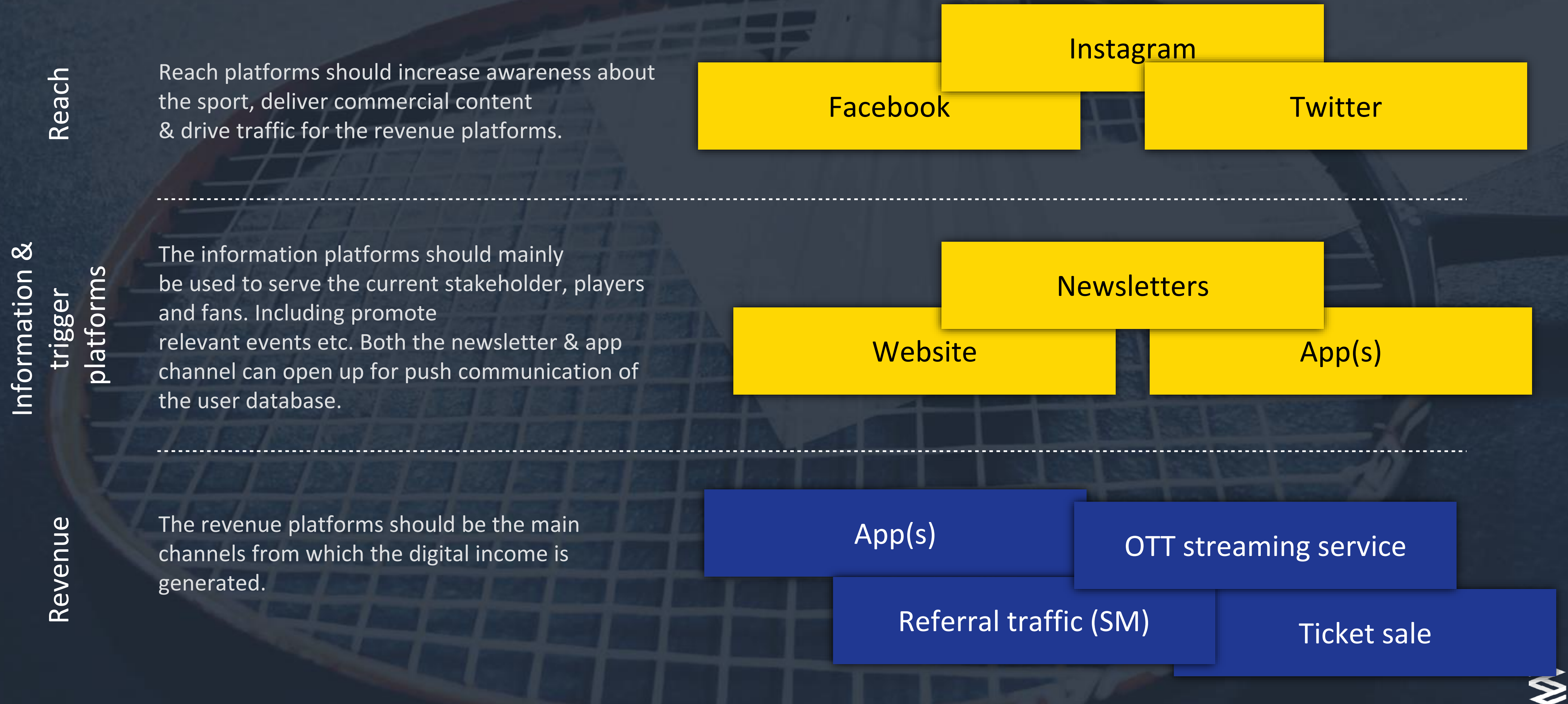
Implement content real-estate on BEC platforms for digital exposure of partners

Identified initiatives

- **Advertising:** Implement the option for digital advertising from business partners on relevant platforms - i.e. the OTT streaming service, social media, podcast etc.



Channel mix & attribution



The background of the slide features several sharpened colored pencils in various colors (blue, green, red, yellow, orange, purple) scattered around the edges of a white surface. The pencils are positioned diagonally, with their tips pointing towards the center of the frame.

Exercise:

Which types of digital initiatives do you believe your members would like?



Roadmap & process



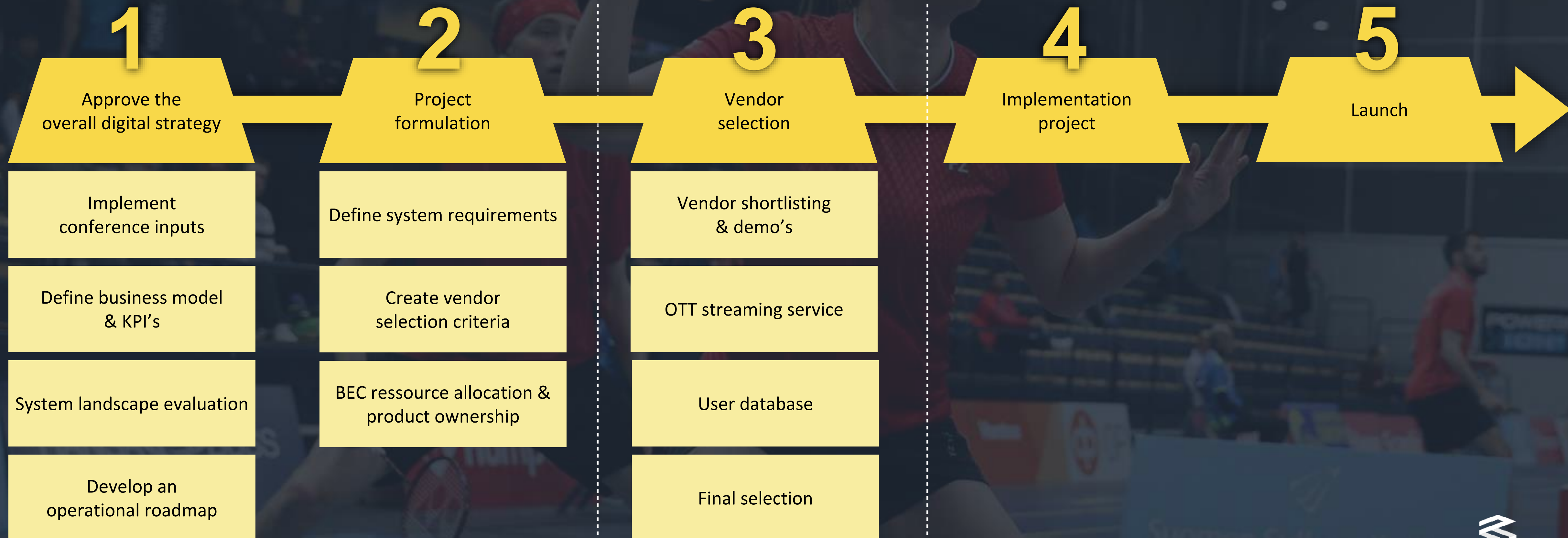
Roadmap



The process

The strategy

The implementation



A man is kneeling on a sandy beach at sunset. He is wearing a light-colored button-down shirt and dark jeans. His hands are clasped together in front of his face in a prayerful or grateful gesture. The background shows the ocean and a sky with soft, colorful clouds from the setting sun. The overall mood is peaceful and reflective.

Thank you
for your time

