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case study

INCREASING SPORTS PARTICIPATION, THROUGH PROMOTION VIA WIND FLAGS AND BANNERS



AFL and BannerSHOP kick off the season for AFL junior clubs, Auskick and their Schools programs.

Each year the Australian Football League (AFL) generates awareness for its various participation programs, helping maintain a healthy number of registrations of competitors for the AFL junior clubs. The key tactic in achieving this is in the effective use of media and advertising.

AFL approached BannerSHOP to produce a series of 3m x 1m, 5m x 1m outdoor vinyl banners and teardrop flags with cross feet bases for promotion the AFL junior clubs, Auskick and their various school programs. The banners and flags were placed at various locations near and around the local AFL clubs around Australia with the aim to get kids to sign up, participate and start playing AFL.

“Last year’s strong call to action message was lost, so this time we used vinyl banners from BannerSHOP and they worked great. We will choose to work with BannerSHOP again based on previous experience and the level of quality for the price” said Caitlin Tuttle, Fan Development Executive AFL.

The effectiveness of any banner comes down to positioning, clear messaging and interest.

Caitlin goes on to say, “The feedback received so far has been great, the banners have been noticed so we are on the right track with our campaign, however we won’t know the exact sign up rates until later in the year. Our previous year survey results showed the highest increase in the awareness of banners, so we made the decision this year to put more money towards teardrops and banners for our advertising.

The AFL co-branding is really helping to give each club a greater customer experience and once the season kicks off we intend to pass these items back to the actual clubs to use on their game days” said Caitlin.

Caitlin concluded “Working with BannerSHOP has been fantastic and they have exceeded all expectations. There was lots of communication required in getting the job together, they identified an error with our artwork (one that we had overlooked) and they fixed it up with ease. BannerSHOP were very efficient and prompt with delivery, easy online ordering and always great sale offerings. We are proud of our partnership with BannerSHOP and aim to talk more to our clubs about this.”

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ABOUT THE AFL: – Australian Football league

AFL refers to the elite Australian Football competition known as the Australian Football League. AFL NSW/ACT purpose is to grow the love our native game, AFL, and to promote it to people of NSW and the ACT.

In the top level competition there are 18 Clubs across Australia. AFL is a popular sport within Australia and in 2014, there were 187 000 participants across AFL NSW/ACT playing AFL. There was an 8% growth in club football, 16% growth on AFL 9s competition numbers and 6% growth on Club Auskick participants.



Get involved in AFL

- NAB AFL Auskick: The NAB AFL Auskick program makes learning to play AFL fun, safe and easy for boys and girls aged 5 to 12. To register visit aflauskick.com.au
- Schools programs include the NAB Auskick School Program for primary students, AFL program for High Schools students in year 7 and 8 and the High School Experience AFL program for students in years 9 to 12.
- AFL 9s: AFL 9s is the AFL's newest game. It's a fast, free-flowing game that involves 9 players on each team playing on a smaller field.
- Club/Community football: visit playafl.com.au to find your local AFL Club
- Other opportunities: Umpiring, Coaching, Volunteering
- Other programs: Multicultural, Indigenous, Talent and Female programs

For further information about your local AFL local clubs or how to sign up to participate in AFL please go to www.afl.com.au

About BannerSHOP:

Bannershop is one of the industry's top signage specialists – everything from retractable banners and posters to outdoor vinyl banners, window and vehicle stickers and exhibition display systems.

Bannershop understands that visual displays and signs are vital to your business and we can help you choose a solution that is most suitable for your budget and objectives.

Sydney Office

631-635 Parramatta Road, Leichhardt NSW 2040
Tel: 02 9516 2228 - Fax: 02 9518 1092
Retail Clients: sales@bannershop.com.au
Trade Clients: Trade@bannershop.com.au

Melbourne Office

Unit 5-11 Rocklea Drive, Port Melbourne, VIC 3207
Email: melbourne@bannershop.com.au
Tel: 03 9922 6637

UK Office

Unit 27 Slough Business Park 94 Farnham Road
Slough, Berkshire SL1 3FQ
Email: wow@bannershop.co.uk
Tel: 01753 538535 Fax: 01753 536976