Agenda

1. General Research and Recommendations (you can use)
2. Sneak Peek at 2012 Marketing Plans
Understand (and celebrate) how the swimming crowd is unique
#1 Olympic Sport

Swimming #1 in Summer Olympic Sport Interest

- Swimming: 63%
- Gymnastics: 63%
- Diving: 48%
- Track & Field: 47%
- Beach VB: 43%
- Basketball: 35%
- Baseball: 27%
- Volleyball: 24%
- Soccer: 24%
- Synchro: 22%
- Tennis: 21%
- Boxing: 21%
- Weightlifting: 19%
- Softball: 18%
- Triathlon: 17%
- Cycling: 17%
- BMX: 16%

# USOC Brand Tracker June 2010. Research conducted across all summer Olympic sports.
## Strong Demographics

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td>Non-College Graduate</td>
<td>25%</td>
</tr>
<tr>
<td>College Graduate</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Mean Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$112,700</td>
</tr>
<tr>
<td>Attended Championship Event</td>
<td>$124,679</td>
</tr>
<tr>
<td>Did Not Attended Championship Event</td>
<td>$107,703</td>
</tr>
</tbody>
</table>
Trend Setters

Buying & Style
(Agree/Agree Somewhat)

- I buy brands that reflect my style: MRI 63%, 2010 USA Swimming Respondents 92% (Index vs. MRI 146)
- I am willing to pay more for a product that is environmentally safe: MRI 58%, 2010 USA Swimming Respondents 78% (Index vs. MRI 134)
- People often come to me for advice before making a purchase: MRI 39%, 2010 USA Swimming Respondents 69% (Index vs. MRI 177)
- I am influenced by what's hot and what's not: MRI 29%, 2010 USA Swimming Respondents 41% (Index vs. MRI 141)

Source: Sponsor Research International (SRI). Survey conducted Aug. 23-Sept. 23, 2010. 1,099 respondents. Charts will be comparing respondents age 18-64 to MRI data for individuals 18-64.
Trend Setters

Q22. Using the scale below, please rate your level of agreement on the following buying and style issues.

- I buy brands that reflect my style
  - MRI Syndicated Data: 63%
  - 2010 USA Swimming Respondents: 92%
  - Index vs. MRI: 146

- I am willing to pay more for a product that is environmentally safe
  - MRI Syndicated Data: 58%
  - 2010 USA Swimming Respondents: 78%
  - Index vs. MRI: 134

- People often come to me for advice before making a purchase
  - MRI Syndicated Data: 39%
  - 2010 USA Swimming Respondents: 69%
  - Index vs. MRI: 177

- I am influenced by what's hot and what's not
  - MRI Syndicated Data: 29%
  - 2010 USA Swimming Respondents: 41%
  - Index vs. MRI: 141
Why Kids Swim

Top 5 Reasons Parents Say Their Kids Swim (2010)

1. Friends/family  92%
2. Important life skill  81%
3. Fun  79%
4. Health/benefits  79%
5. Competition  67%
Create a link between local and national
People Connect with Clubs!

- Local Swim Club: 88%
- USA Swimming: 79%
- Local Swimming Committee: 64%
- High School Swim Team: 53%
- U.S. Olympic Committee: 18%
YOU'RE WITH US.

WOULDN'T IT BE COOL TO BE ON NATALIE COUGHLIN'S SWIM TEAM?

YOU ARE.
USA Swimming members support corporate partners
Member Support

More Likely to Trust USA Swimming Sponsors
(Much More/Somewhat More Likely)

Member Support

Impact of Purchase on Connection with USA Swimming
(Yes, Definitely/Yes, Somewhat Connected to USA Swimming as a result of purchase of sponsor products)

Member Support

Attitudes Towards Sponsors
(Strongly/Somewhat Agree)

Source: Sponsor Research International (SRI). Survey conducted Aug. 23-Sept. 23, 2010. 1,099 respondents. Charts will be comparing respondents age 18-64 to MRI data for individuals 18-64.
Amplification Effect

**Conviction**: Quantifies the impact a sponsorship has on relating with consumers in a meaningful way.
- Likability?
- Relevance?
- For Someone Like Me?
- Popularity?

**Superiority**: Quantifies the impact a sponsorship has on building brand perceptions.
- Modern and up-to-date?
- Cool/hip/trendy?
- Differentiation?
- Trust?
- High Quality?
- Convincing?

**Attention**: Quantifies the impact a sponsorship has on a brand’s ability to capture a consumer’s attention and engage them.
- Stop and look?
- Enjoyable?
- Engaging?

**Connection**: Quantifies the impact a sponsorship has on relating with consumers in a meaningful way.
- Worth more?
- Purchase intent?
- Brand advocacy?
- Intent to purchase?

SRI's 4 Pillars of Amplification
Amplification Effect

Control Ad
No USA Swimming marks or swimming imagery
Amplification Effect

**Test Ad**

Amplification Effect = +36% when we add USA Swimming marks & swimming imagery!

- Test - With USA Swimming Marks
- Control - Without USA Swimming Marks
Measure it
Brand Measurement

Sponsorship Awareness

Unaided
71% 68%

Aided
93% 94%

Effectiveness of Sponsorship on Brand Perception

69% 70%

Likelihood to Recommend (10/9 on 10 Point Scale)

78%

2008 2010
Return on Investment
The rules have changed on promoting youth sports
We ARE the media
People Expect it Now!
Swimming is a Social Story

Disney on Ice Adventure

Giving Kids a Lifeline
Use a rifle, not a shotgun
St. Vincent’s Medical Center
SWIM Across the Sound
to fight Cancer
AUGUST 4th
Captain’s Cove, Bridgeport
www.swimacrossthesound.org
Current Google Pilot Campaign – 99% of visitors who click are taking an action (ex. club search, clicking on the website, emailing the club, etc.)
Plans for 2012
# What We Know

## People Want to Swim But They Don’t Know What To Do!

According to a 2011 study by the Sporting Goods Manufacturers Association (SGMA), people “aspire” to swim for fitness, but **the #1 deterrent is that they don’t know how to begin**.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Ranking of People who “Aspire” to Swim vs. Other Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-12 years old</td>
<td>#1 vs. all other sports</td>
</tr>
<tr>
<td>13-17</td>
<td>#2</td>
</tr>
<tr>
<td>18-24</td>
<td>#2</td>
</tr>
<tr>
<td>25-34</td>
<td>#3</td>
</tr>
<tr>
<td>35-44</td>
<td>#2</td>
</tr>
<tr>
<td>55-64</td>
<td>#3</td>
</tr>
<tr>
<td>65+</td>
<td>#1</td>
</tr>
</tbody>
</table>

The Impulse

Are We Ready at When People Want Our Sport the Most?
Target “Impulse” Parents
Survey & Focus Group

Survey & Focus Group Research

• Partner with USA Today for a survey on how parents select sports for their kids – Fall 2011
• Conduct follow-up focus groups
• Share results and recommendations with clubs
Improve Welcoming Point

Create a Welcoming Entry Point
Simplify the process to self-identify skill level. All options below link to more info on your skill level to help steer you in the right direction.

Make a Splash
A great place to start if you are wanting to learn to swim for the first time! Create questions parents should ask.

Club Swimming
Team programs for kids, tweens and teens who know how to swim and are now ready to get better and race with friends. Questions parents should ask.
2012 Promotions

Promotional Plans

• Continue America’s Swim Team
• Google Search Campaign
• Deck Pass
• Social media
• Splash Bash
• Digital Splash
• PR campaign
Case Study: What is it worth?

NOTE: This is a fictitious club, but uses real data and analysis. This information is used as a guide only, understanding market and pricing factors vary by location/situation.
Case Study: Mountain Aquatics

- 40 years
- Tourist area
- Community center and aquatics
- Host national events
Case Study: Mountain Aquatics

Assets
- On-site banners
- Advertising
- Magazine
- Mailings
- Internet
### Case Study: Mountain Aquatics

**Assets to Evaluate**

<table>
<thead>
<tr>
<th>Assets</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Site Exposure</td>
<td>10,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>100,000</td>
</tr>
<tr>
<td>Collateral / Publications</td>
<td>20,000</td>
</tr>
<tr>
<td>Mailings</td>
<td>1,000</td>
</tr>
<tr>
<td>Internet</td>
<td>100,000</td>
</tr>
</tbody>
</table>
## Case Study: Mountain Aquatics

<table>
<thead>
<tr>
<th>Assets to Evaluate</th>
<th>Impressions</th>
<th>Value</th>
</tr>
</thead>
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<tr>
<td>On-Site Exposure</td>
<td>10,000</td>
<td>$5,000</td>
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<td>$1,000</td>
</tr>
<tr>
<td>Collateral / Publications</td>
<td>20,000</td>
<td>$500</td>
</tr>
<tr>
<td>Mailing List</td>
<td>1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Internet</td>
<td>100,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**TOTAL** $8,000
“X” Factors – that can add to value

- Brand association
- Reporting
- Measurement
- Tie-in to national
- 1:1 or 1:1½ value
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