



Activating inactive people through digital marketing

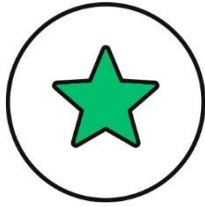
(Learnings from ParkPlay)



ParkPlay



What is ParkPlay?



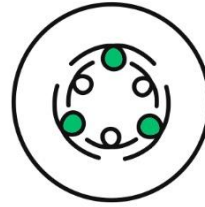
1.

It's two hours of free community play, every Saturday morning in a park or public space



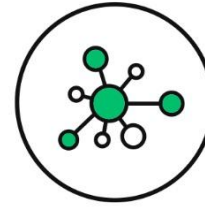
2.

It's active and inclusive games – all generations play together



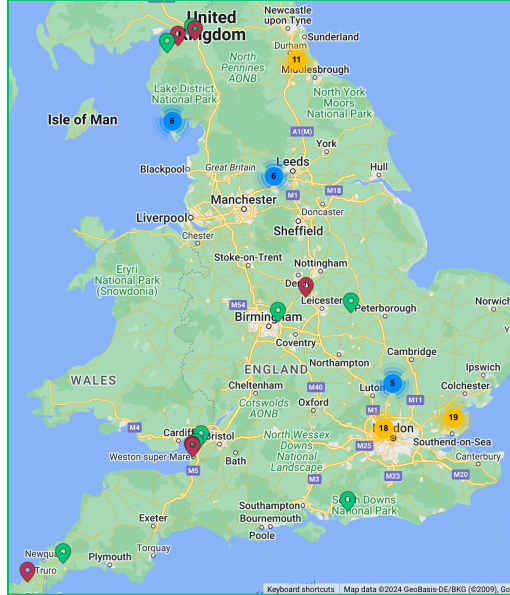
3.

It's a safe, welcoming and inclusive way for people to connect and have fun



4.

It's run by the local community for the local community



15,000+

Registered

8,000+

Played

What's ahead



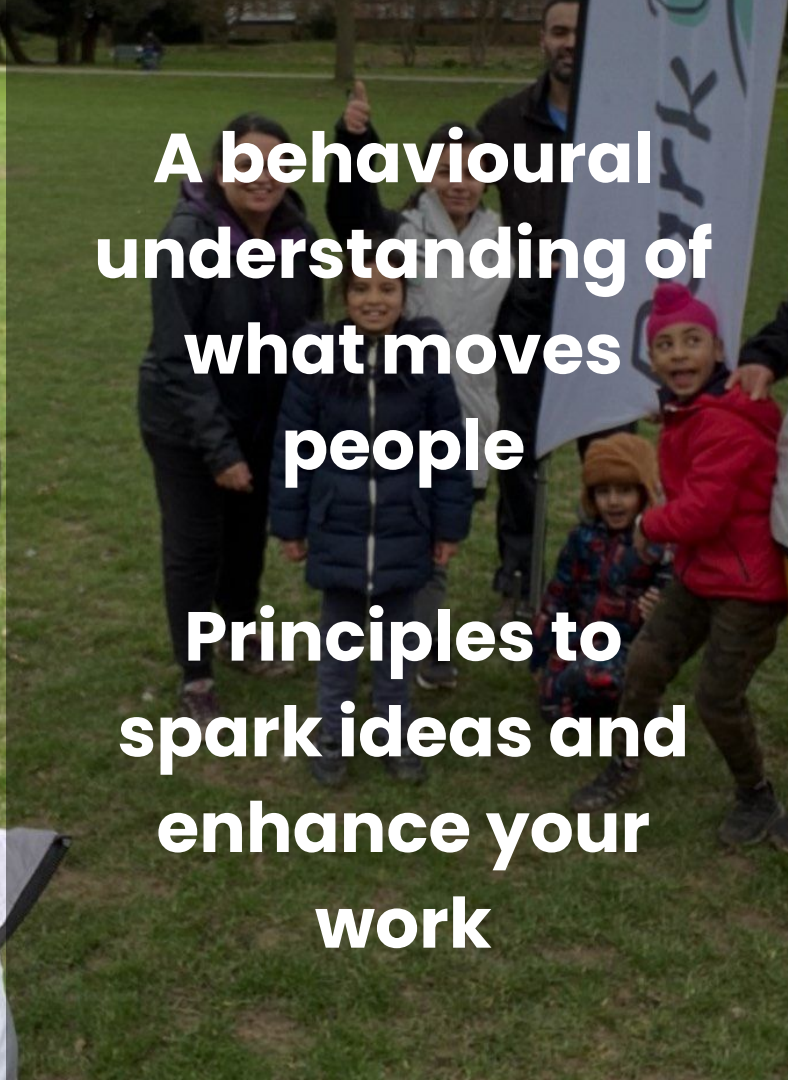
Principles



Examples



Sharing



**A behavioural
understanding of
what moves
people**

**Principles to
spark ideas and
enhance your
work**

**Digital
marketing
can't do it
alone**





Let's
hear from
you too

Principle #1

Recognise who has influence

Principle #2

Address the hidden barriers

Principle #3

Say “I see you”, before “please sign up”

Principle #4

Bridge the gap

Principle #5

Show you mean it

Principle #1

Recognise
who has the
influence

**Amplify your message by using those
who already have a voice**

**Micro influencers are not always
obvious**

**Alignment between your brand and
those with influence is key to
authenticity, authenticity is key to
trust, trust is key to being moved**

Micro influencers



Principle #2

**Address
the hidden
barriers**

**Directly address them, and
indirectly address them**

**Understand what they are, address
them somehow in every piece of
content and communication**

In case you are wondering...

Is ParkPlay free?

Absolutely free, always.

Can the whole family come down?

Yeah! We encourage people of all ages to come along and play.

Can I play at my own pace?

Yes. ParkPlay is all about playing in a way that works for you.

Who else will be there?

Other people and families from your local community.

Will everyone there be sporty?

Not at all, people of all ages and abilities play at ParkPlay.

How many people will be there?

Usually between 20 and 50 people

Do I have to sign up every week?

Nope, just check in with the PlayLeader when you arrive.

Do I have to take part in all the games and activities?

No. You can get involved in as much or as little as you want to, no pressure.

Can I drop my child off at ParkPlay?

No. Parents/guardians are invited to stay and get involved!

PlayLeader of the Month

Kaye @ Easington

 ParkPlay  DECATHLON



Hi {{ subscriber.first_name }}

Welcome to ParkPlay

Thank you for registering for ParkPlay.

We can't wait to #MeetMovePlay with you.

Find all the details you need about your local ParkPlay, like timings and exact location, on our website.

[Find Your ParkPlay's Details](#)

Principle #3

Say “I see you”
before “please
sign up”

Highlight people and their stories

**Speak about them and what matters to
them, not about you**



“Exercise while you’re laughing”



“I’ve met more people, doing ParkPlay, than I did in 30 years”

Congratulations to our Decathlon ParkPlayer of the month...

Lois from Treverbyn ParkPlay

DECATHLON



Congratulations to Shildon PlayLeader, Dylan on his recent academic achievements!

Everyone at ParkPlay is proud to have Dylan as a member of our team!



“My son was a bit shy, now he is totally different”



“We have just as many adults, I know for a fact they enjoy it so much”

Principle #4

**Bridge
the gap**

**Help people get to the start line by
building up a picture, bit by bit**

Smallest possible actions

Welcome, belong, delight!

Hi {{ subscriber.first_name }}

{{ subscriber.parkplay }} ParkPlay happens every Saturday morning.

People young and old from your community are coming together to experience the life-changing power of play.

[Find your ParkPlay's timing and location details](#)

Here are five reasons play is good for you:



Spend quality time with your loved ones

Playing together - young and old - all playing the same game can strengthen relationships, and build shared memories that can last a life time.



Improve your mental health

Carving out a couple of hours a week to just have fun and be with others has huge positive impacts on our mood and wellbeing.



Getting out into the open air

We know that life is busy, sometime so busy we don't have time to get outside into our green spaces. But play, is a great way to explore the outdoors and get us into the fresh air.



Meet new people and make friends

Getting to know new people can be tricky. Playing a game of Power Pads, circle Tag or End Zone with a family we've not met before though will mean we are friends in no time!



Boost your physical health

We make sure ParkPlay is safe and inclusive for everyone

Every ParkPlayer's safety during ParkPlay is our number one priority.

Our PlayLeaders are fully checked and trained, and we loads of things in place to make sure you can play knowing you are safe.

Find out more about our safeguarding principles and how to contact us about any concerns on our website.

[Click here](#)

A few terms and conditions

As a newly registered ParkPlayer there are a few details we wanted to make sure you have read and understood.

[Terms & conditions](#)

[Privacy policy](#)

Follow us on social

Follow us on Facebook and Instagram to see all the latest from ParkPlays across the country including your local ParkPlay.



Thousands of ParkPlayers already #MeetMovePlay every Saturday

People just like you are playing together in their communities.



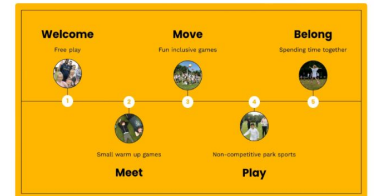
Have you registered everyone in your family?

Remember, everyone needs to be registered so if you only registered yourself or you only registered your children please go back onto the registration page and register everyone individually.

[ParkPlay registration](#)

What happens at ParkPlay

Every ParkPlay has five sections...

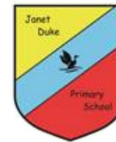


Principle #5

**Show you
mean it**

**Use your platform to show you
are there for them, not for you**

Trust is built with consistency



ALL WELCOME

JANET DUKE COMMUNITY HUB

WE ARE HERE TO SUPPORT YOU

Relaxed environment to get support,
information and see a friendly face!

Thursdays (Term Time)

9AM - 1PM

Visit main reception
no appointment needed

- Digital Support
- Volunteering Opportunities
- Form Support
- Food Support
- Free Local Activities
- Access To Services
- Referrals
- Wellbeing support

JOIN OUR FACEBOOK GROUP : ATF - JANET DUKE COMMUNITY HUB



Achieve Thrive Flourish



DMH

Sean Longhurst

Email

Sean@park-play.com

LinkedIn

Sean Longhurst