

Game changer.

Bringing sports into your **marketing A game.**

Includes...

- Tips & Trends
- Brand Spotlights
- Sports Calendar
- Considerations
- Data



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& CO.**

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GEMMA CHANDLER
CONTENT DIRECTOR,
CREATURE & CO.



“ Sports, it seems, is having an awakening. Conversations on sporting equality, accessibility and inclusivity have been galvanised, passions for female-led sports have been ignited, and a generation of children are being inspired by a far more inclusive range of sporting idols. Of course, there's still plenty more work to go, but with socially active audiences and a value of \$500 billion and growing, the global sports market provides an incredible opportunity for brands to take a shot at success.

While you may think sports marketing is best served by the heavyweights of the brand world, we believe it's anyone's game. That's why we've created this guide - for brands big and small, global and local, with or without an obvious link to sports - to help you leverage sports in your brand marketing, and win big.

Key themes on the rise.

TECH IS RAISING THE BAR

The intersection of sports and tech is booming! In fact, the global sports technology market is expected to grow at a compound annual growth rate (CAGR) of 20.8% from 2023 to 2030.¹

A LEVEL PLAYING FIELD

It's been a standout year for women's sports, with over 70% of sports execs predicting revenue growth exceeding 15% in the next 3-5 years, heralding a new era of opportunity and recognition.²



We asked parents for their perspectives on accessibility in sport. Here's what they said...

"Schools place too much emphasis on winning & ability, so children with special educational needs, or those less gifted, develop a dislike for anything sport-related."

"There needs to be more team sport options for children who aren't considered 'talented enough' to be in the first team."

"Sport needs to be much more financially accessible and inclusive for those with additional needs, or who are not ultra-competitive."

"Anxiety is a real hurdle for getting kids into sport. They're worried about making mistakes, letting the team down or not being as good as their peers."

"When it comes to sport, no one ever considers autism."

Purpose potential.

With so many causes to champion, there's an opportunity for brands to make their sports marketing even more purposeful.

INSIGHT

To help implement change, research barriers to participation, or social, physical or medical issues associated with your chosen sport, e.g. discrimination or affordability.

ACCESSIBILITY

Ensure that content is accessible to diverse audiences – we love [Vodafone's GiveVision headsets](#), which made Wimbledon accessible for visually impaired fans.

SUSTAINABILITY

Is there opportunity to bring an environmental message or element to your comms or campaign? E.g. refillable drinks or pre-loved sports gear.



Brand Spotlight – Bodyform

The period wear brand's collab with This Girl Can (an award-winning, purposeful campaign by Sport England), seeks to challenge the fact that 7 in 10 women avoid being active on their period, by empowering girls to get active, any time of the month.

Why it works: The campaign, No Blood Can Hold Us Back, draws a powerful metaphor between the blood, sweat & tears of physical activity, and periods – perfectly aligning the two brands' punchy, feminist attitudes. This was followed by a suite of period education resources for teachers.



Dates for your Diary.

We've pulled together a calendar of key sporting dates for the coming year. From health & fitness awareness dates like **World Wellbeing Week**, to major sporting events like the **Olympic Games**, these meaningful calendar moments will ensure your sports messages land at just the right time.



[View our full Sporting Dates For Your Diary 2024.](#)

Game, set, stats.

Around

30%

of sports fans attribute their fanhood to their participation in youth sports.

[DELOITTE, [THE SPORT FAN INSIGHTS SURVEY](#)]



Around half

of Gen Z and Millennial fans say they have used **social media** while watching live events from home.

[DELOITTE, [THE SPORT FAN INSIGHTS SURVEY](#)]



Over

30%

of Gen Z sports fans have **followed other brands** or athletes as a result of following a professional athlete online, and **over 20%** have bought a physical product.

[DELOITTE, [THE SPORT FAN INSIGHTS SURVEY](#)]



Between 2021-2022, **63%** of adults and **47%** of children met the government's recommended guidelines of the amount of physical activity per week.

[SPORT ENGLAND, [ACTIVE LIVES ADULT SURVEY](#) & [ACTIVE LIVES CHILDREN & YOUNG PEOPLE SURVEY](#)]



Over

90%

of families enjoy participating in sport & physical activity together.

[SPORT ENGLAND, [FAMILIES FUND](#)]

3,000,000

The number of people who have taken part in a UK parkrun since 2006.

[[PARKRUN.ORG.UK](#)]



67%

of fans feel **disappointed** that the teams and players they follow are insufficiently prioritising **environmental sustainability**.

[CAPGEMINI RESEARCH INSTITUTE, [EMERGING TECHNOLOGIES IN SPORTS: REIMAGINING THE FAN EXPERIENCE](#)]



Walking, running, cycling, football and swimming have the **highest participation** of sports and activities in the UK.

[SPORT ENGLAND, [ACTIVE LIVES ADULT SURVEY](#)]

Finding your stride.

1. RESEARCH

Conduct research with your audience to identify the sports they're already actively involved in, or interested in. By aligning with sport, you have the potential to reach new audiences – but take care not to alienate your current audience, in the process.

2. IDENTIFY

Consider your brand's identity – not only its products and core message, but also its values. Can you identify a sport or activity from your research that links authentically to all of these? Look for sports that align with your brand story, not simply those that are on-trend right now.

3. STRATEGISE

Consider how you'll bring sports into your brand. Will it be via big commercial activities, like sponsorship or ambassadors, purposeful activities and initiatives, or simply through content, such as social posts primed for sporting moments, or profiles of inspiring sports stars.

At Creature & Co., we can help you with your sports strategy in a number of different ways:

Brand Purpose

If you're new to the world of sports, we're here to provide expert guidance, helping you discover and hone your unique sporting purpose.

Comms Strategy

We'll collaborate with you to enhance and effectively convey your current or new sports strategy to both your target audience and internal teams.

Content Production

We can elevate your brand's purposeful sporting campaigns with bespoke content creation and digital development.

Consumer Research

Let us do the hard part and conduct extensive audience insights to ensure your campaigns hit a home run.



Are you with us?

Get in touch if you'd like
help aligning your brand
to sports in an authentic
and purposeful way.

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HELLO@CREATURECO.CO.UK

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