

# See Humans Fly

2015 World Gymnastics Championships



## FOR PUBLICATION

**Industry sector**

Travel & Leisure

**Client Company**

Glasgow Life

**Design Consultancy**

Front Page

**Submission Date**

1 July 2016

**Front Page®**



# Executive Summary

In 2012 we embarked on a three year journey with Glasgow Life and the Fédération International de Gymnastique (FIG) to design a brand identity, website and integrated marketing campaign for the 2015 World Gymnastics Championships. The championships are the fourth largest global single-sport event, with a television audience of 800 million.

## The results were emphatic.

- 55,410 tickets were sold, exceeding the target by 38.5%
- Total net income was £1.2 million, exceeding the target of £1.1 million
- In terms of bang for marketing buck, ticket sales alone generated £15.79 for every pound of marketing investment and the wider contribution to the local economy amounted to a dizzying £52 per pound spent
- 62% of spectators heard about the event through the website, highlighting its effectiveness as a marketing tool
- Following the event, Glasgow was named the fifth best sporting host city in the world, having climbed the rankings by three places since 2014
- Since the event, participation in gymnastics has increased by 17% in Glasgow

## Front Page was commissioned to:

- Design the event logo and brand identity
- Design a fully responsive, content-managed event website and media hub, featuring video, social media skins and custom emails
- Art direct the campaign photo and video shoot
- Devise and implement a fully-integrated multi-channel marketing campaign targeting local, UK and international audiences

We firmly believe that effective design played a huge role in helping our client, Glasgow Life, to achieve all of their project objectives. They smashed all revenue and event attendance targets, the way gymnastics is presented has now been re-positioned to highlight the sport's creativity, participation in the sport has increased and Glasgow's position as one of the world's leading event cities has been strengthened.

(280 words)

“ This is how gymnastics should have been presented at every competition. It’s fun. It’s a show. It’s gymnastics ”

Nadia Comaneci, 1976 Olympic Champion

## GLASGOW WAS NAMED THE FIFTH BEST SPORTING HOST CITY IN THE WORLD

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# Project Overview

## Outline of Project Brief

**Front Page initially won a highly competitive pitch to design the brand identity for the 2015 World Gymnastics Championships and subsequently won the pitch to secure the full marketing implementation, website development and digital briefs.**

Having succeeded, we drove an integrated and seamless strategic and creative solution that represented the brand at all stages of the customer experience.

The original objectives of the project were both commercial and reputational:

- To raise awareness of the 2015 World Gymnastics Championships as a prestigious international sporting event
- To contribute to the overall target of 40,000 ticket sales, worth £1.1m
- To reposition the sport of Gymnastics, to raise its profile in the UK and increase participation levels in the sport after the event
- To raise the profile of Glasgow as an international sporting events city, building on the legacy of the Glasgow 2014 Commonwealth Games
- To create a seamless creative journey from the launch of the marketing in 2012 through to the event itself in 2015
- To reach the crucial young, female audience who typically participate in Gymnastics but do not spectate

## Description

Glasgow has been on a mission to become one of the most prestigious sporting cities in the world and the success of the 2014 Commonwealth Games was quickly followed by the 46th World Gymnastics Championships that ran in October 2015. It's the fourth-largest single-sport event with a television audience of 800 million and it turned out to be one of the largest and most successful sporting events ever held in the city.

## Overview of Market

Glasgow is a sporting city, yes, but its first love is not gymnastics. The target audiences were therefore always going to be hard to reach. Although increasingly popular, gymnastics remains a minority sport, so participative membership of Glasgow's gymnastics clubs could not sell out the event alone. One major challenge was that the vast majority of active gymnasts are female and participate at a junior level and evidence showed us that females are far less likely than males to spectate at sporting events. Furthermore, although sports participation is only marginally skewed towards males (41% male to 31% female), sports spectatorship is massively so; as demonstrated by the extreme male bias of Sky Sports 1 and Sky Sports News viewing.

With a design budget of just £100,000 and £115,000 for media, it was crucial we reached our target audience in the most effective and cost efficient way possible,

## Product Launch Date

The first phase of the project ran from December 2012 and involved creating the brand identity for the event. The website launched in August 2013 and was regularly updated until the end of the event in November 2015.

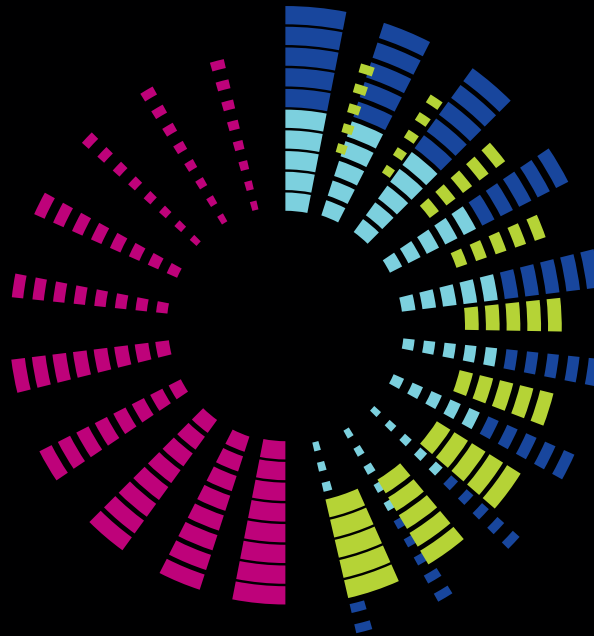
## Size of design budget and production costs

The overall design budget was £100k. This included the initial design of the brand identity as well as the design and build of the website, and all print and digital advertising.

*(484 words)*

# Outline of design solution

One of our key objectives was to highlight the level of creativity involved in gymnastics, putting a spotlight on the athletes. We wanted to reposition the way gymnastics is presented to its audiences and create a modern and dynamic identity. The resulting logo reflects the flow, motion and timing of gymnastics, and was inspired by the SSE Hydro building where the event took place, and the personality of the city of Glasgow.



**2015 WORLD GYMNASTICS  
CHAMPIONSHIPS**

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GLASGOW 23 OCT-01 NOV

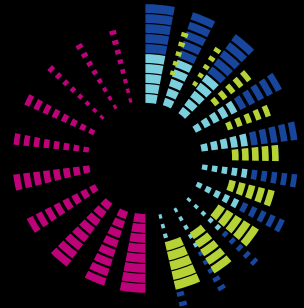




# Outline of design solution (contd)

Gymnasts in full flight seem to defy gravity. Gymnasts' bodies twist into impossible positions, tackling each apparatus with an incredible mix of strength and finesse. We wanted to capture these split-second moments as the basis for our branding. One challenge was the timeframe; creating branding for a sporting event so far in advance meant we couldn't hang it on any 'superstar' gymnasts, as we couldn't know if they would compete at the championships. This led to us shooting gymnasts in our atmospheric 'halo' style, with the gymnasts remaining anonymous (despite us shooting an Olympic medal winner) and therefore 'timeless'. Simultaneously, the effect accentuates the shapes and forms we wanted to celebrate and emphasise. The overall black tone of the brand provided a strong contrast for the bright pink, green and blues of the logo—our branding's accent colours.

The brand identity aimed to mark the 2015 World Gymnastics Championships as a significant event. Gymnastics is a sport that Glasgow knew well—thanks to the annual World Cup event that the city had hosted since 2011—but not on this scale. The aim was to excite gymnastics fans and intrigue non-fans. It was hoped that fans would be proud to be associated with the event, while the non-fans would be keen to find out more and get involved in another high profile sporting event in Glasgow.



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CHAMPIONSHIPS**

GLASGOW 23 OCT-01 NOV



# Outline of design solution (contd)

After a two-day photoshoot in November 2013, we had a suite of action shots to release at various stages in the two years leading up to the event. Starting with close-up details of chalk-covered hands, we slowly pulled back at each stage of the campaign to reveal full shots of the gymnasts in action. Prior to tickets going on sale, we also shot a series of promotional videos of gymnasts in action – in the same darkened, atmospheric style.

Added to these images were strong, memorable headlines that complemented the creative at each key stage of the campaign.



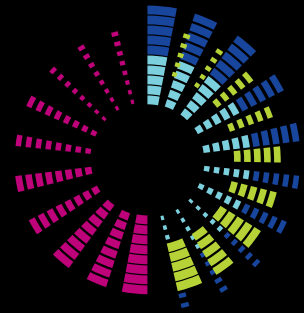


# Outline of design solution (contd)

We went on to design and build a fully responsive, content managed event website featuring video, animation, social media skins and custom emails. The website became a hub for live results, news and scheduling so prospective visitors, coaches, competitors, volunteers and media could follow the event both in the lead up to and during the event. All within the £100k budget

We also designed a multi-channel marketing campaign that included print, outdoor and digital media.

(469 words)



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GLASGOW 23 OCT-01 NOV



# 62%

of spectators heard about  
the event via the fully  
responsive website



# Summary of results

## Ticket sales and contribution to the local economy

- The event boasted 55,410 paying spectators, exceeding the target of 40,000 by **38.5%** and outselling London 2009 – the last time the event had been held in the UK– by **42%**
- 8,144 tickets were sold in 50 countries outside the UK. Total gross income was £1,657,451, **51%** ahead of the target £1.1m
- Glasgow City Council estimates that over 20,000 hotel bed-nights were booked at an average room rate of £74.58 = £1.49million
- VisitScotland estimates the average Scottish visitor spend per night of £59 per person = £2.36million (assuming all 20,000 bed nights were double occupancy)
- Total income was therefore (at least) £5.5million
- In terms of bang for marketing buck, ticket sales alone generated £15.79 for every pound of marketing investment and the wider contribution amounted to a mouth-watering £52 per pound spent

In total, **85.8%** of total ticket capacity was sold and more than **50%** of sessions achieved over **90%** capacity. Impressive, with more than half the sessions being qualifiers, which typically attract fewer spectators. One of the qualifying sessions completely sold out for the first time in World Championships history.

## Raising the profile of Gymnastics as a sport, and increase participation

Almost 5,000 resource packs were downloaded from the event website across 41 countries. These were produced in collaboration with Education Services and made available to schools and other groups as an educational resource. In the six months following the event, there was a **17%** increase in participation in the sport in Glasgow, and a **28%** increase in attendance at Gymnastics Clubs. Additionally, 598 pupils from 29 schools took part in Gymfest, an annual gymnastics display event run by Scottish Gymnastics.

# 8,144

tickets were sold in 50 countries outside the UK

# OVER 20,000

hotel beds-nights were booked

# £5.5M

Total income Generated for Scottish Economy

# 85.8%

of total ticket capacity was sold

# Summary of results (contd)

## Raising Glasgow's profile as a sporting city

At the 2016 Sport Accord Convention in Lausanne, Glasgow was named the fifth best sporting host city in the world, finishing ahead of Los Angeles, Tokyo and Paris, and climbing three places in the rankings since 2014. Glasgow was also named the number one city in the world in the legacy category, and the best small city by population band.

## Creating a seamless creative journey

Throughout the campaign, all marketing collateral directed users to the event website, which was designed in line with the brand identity. We also created a branded skin for the Ticket Soup website, the official ticket vendor for the event, to ensure a seamless creative journey.

**62%** of spectators heard about the event through the official event website, highlighting its effectiveness as a marketing tool. The website also made a major contribution during the week running up to and after the event, resulting in:

- 317,800 users
- 590,700 user-sessions
- 2.8m page views with a lengthy average session time of 4 mins and 42 seconds
- **46%** of traffic came from outside the UK thereby boosting Glasgow's international reputation

Figures show the campaign achieved £256m worth of online media coverage – 73 x its target of £3.5m.

## Reaching a young, female audience

Just over four fifths of spectators to the event were female (**81%**). The most common age group was under 16 (**32%**) followed by 16–24 (**19%**). A total of **35%** of visitors were under 18. These statistics prove that we succeeded in effectively reaching the young, female target audience.

It is no surprise that Glasgow continues to move up the rankings of the Ultimate Sports Cities Awards and has won the Legacy Award. Time and time again it has shone on the global stage delivering truly world-class events, none more so than the 2015 World Gymnastics Championships...

...The legacy benefits of events such as the World Gymnastics Championships will continue for generations to come and are to be applauded and admired.

**Rachel Church**

Head judge & Founder, Ultimate Sport Cities

In Glasgow, with this presentation, I believe it has been better than at the Olympic Games

**Bruno Grandi**

Fédération Internationale de Gymnastique (FIG)

# Other influencing factors

Glasgow Life had a small, in-house PR team to support the event. However there were no staff working full-time on PR.

There was a media spend totalling £115k, which included all digital, print and radio advertising, as well as film and videography. The bulk of this budget was spent in the year running up to the championships. All of these assets used the branding we designed, and pointed to the WGC website.

# Research resources

Broadcasters Audience Research Board (BARB)

World Gymnastics Championships Economic Impact Assessment

British Gymnastics

Sport England

LJ Research

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# Front Page®