

Memo

02-16



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Memo To: Zones & CAs
From: Graham Lee, Chief Operating Officer
Subject: Play Football Marketing Campaign Update
Date: 18/01/2015

The Play Football Marketing campaign for 2016 is currently underway with the paid digital marketing component launching on January 25, 2016. This digital advertising is aimed at parents aged 24-39 and is designed to work cohesively with the state wide radio campaign that will commence February 8, 2016. The attached excel sheet outlines times and radio spots state wide.

Play Football Marketing Material

Marketing material for both Zones and Clubs is now available via - <http://1drv.ms/1OhXTI3>

The marketing material is based on artwork provided by FFA which all Member Federations have utilised for the 2016 registration season. This link includes posters, social media suite (Facebook/Twitter headers, images sized to social media specifications, etc), Play Football Logos, Play Football Videos and Club specific collateral.

Clubs can fill out the following Jotform to receive personalised graphics for this campaign if they don't have the software to edit the Photoshop file themselves - <https://form.jotform.com/53617711567965>

Please note that as we rely on the club contacts in MyFootballClub to be able to connect with clubs can you please ensure all your clubs keep their contacts details up to date.

Play Football Landing Page

Football Queensland has created a landing page as a point of call for the Play Football campaign. All the above marketing material will point people to our new site 'www.playfootballqld.com.au'. Via this page we can track the effectiveness of the Play Football campaign by tracking clicks to the MyFootballClub online registration portal.

Football NSW have successfully utilised a similar approach in 2015 with their site www.playfootballnsw.com.au.

Information Day Banner

As part of the 2016 Play Football registration campaign, FFA will again be supplying physical, print-out banners for clubs to use in the promotion of their Registration Information Days.

Queensland clubs can now access a FREE OF CHARGE 2m x 1m registration banner. The templates (there are five different options to choose from) allow clubs to insert their Club Name, upload their Club Logo and enter the relevant details (additional banners for clubs can be ordered at \$39+GST each).

Banner link - <http://myfootballclub.allflags.com.au/>

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