



THE FA RESPECT

We Only Do Positive

FA National Campaign overview

Agenda

- Overview campaign approach & creative idea
- Activation details
- Launch plan: Paid, owned and earned

Previous Respect campaigns have focused on the 'Disrespect' within the game, however research highlighted the opportunity to reinforce and focus on 'Respect' in a positive voice



Opportunity to reframe and give understanding to what Respect is within Youth football

The task is to deliver a new creative campaign to overarch all respect initiatives in order to raise awareness and change attitudes

Objectives:

- Increase awareness of Respect within youth football
- Decrease number of respect related issues/incidents

Target audience: parents and coaches of youth players

Creative idea:

We only do positive.



Key visuals support campaign message and are flexible & consistent across formats



Independent research conducted to solidify campaign claim

“90% OF YOUNG FOOTBALLERS PLAY BETTER WITH POSITIVE ENCOURAGEMENT.”

Alternate claims:

- *92% of young footballers are more motivated to play with support and encouragement*
- *92% of young footballer enjoy football more with support and encouragement*
- *90% of young footballers want to play more football in future with support and encouragement*

Research methodology

- 500 parents and 500 children aged 8-16
- 10 minute survey of which 3/4 mins with kids
- Results top two box (agree & strongly agree)

Campaign messaging extends through to on-pitch interventions that clubs can order through the Football Foundation scheme



Pitch side barriers



A-boards



Banners

Video is focused on parent to best resonate with 'adult' target audience



Focus on dad and son relationship



Script plays on audiences
preconception of 'football' dad



Please watch attached Respect campaign hero video

Respect activations throughout the year will give longevity to the campaign beyond the launch



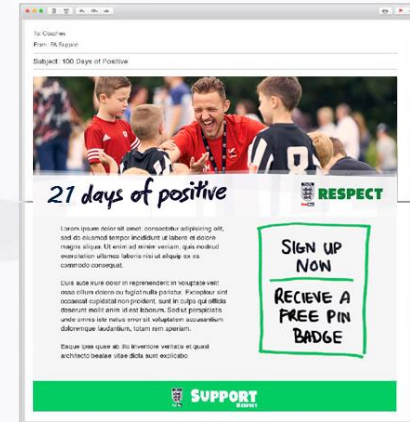
Code of conduct

- Refreshed wording
- Updated clubs documents
- Video codes of conduct
- September launch



Positivi-tea

- Pilot experiential sampling
- Branded with code of conduct
- 5 central venue sites
- November launch (TBC)



21 days of positive

- Coaching challenge
- Challenges & tips for positive coaching
- Case studies for owned channels
- January launch (TBC)

Refreshing the code of conduct messaging & giving it presence throughout the season

- Rewording code of conduct documents for all youth clubs.
- Code of conduct how to guide & schedule for clubs.
- Code of conduct video stings read by players, parents and coaches.
- The videos can to be used by CFAs, Leagues & Clubs through social and digital channels.



If we behave positively during practice and matches, our children will too.

By setting a good example, we'll help build a supportive environment in which everyone can enjoy themselves.

FA Code of Conduct

Spectators and parents/carers

Play your part and support The FA's Code of Respect for spectators:

- Have fun; it's what we're all here for!
- Applaud effort and good play from both sides
- Always respect the Referee and coaches and encourage players to do the same
- Celebrate good play from both sides
- Stay behind the touchline and within the Designated Spectators' Area (where provided)
- When players make mistakes, offer them encouragement to try again next time
- Never engage in, or tolerate, offensive, insulting, or abusive language or behaviour

I understand that if I do not follow the Code, I may be:

- Issued with a verbal warning or asked to leave
- Required to meet with the club committee, league or CFA Welfare Officer
- Obligated to undertake an FA education course
- Requested not to attend future games, be suspended, or have my membership removed
- Required to leave the club along with any dependents and/or issued a fine

 **RESPECT**

we ONLY do Positive.

WIP 21 days of positive – Coach & club activation

What is it:

Coaches & clubs will be encouraged to set themselves targets around positivity for coaching sessions and matches for those 21 days.

Launch

- Introduction to coaches
- Coaches sign up via TheFA.com/Respect
- Promoted via email and social media

2 weeks prior to launch

Challenge packs

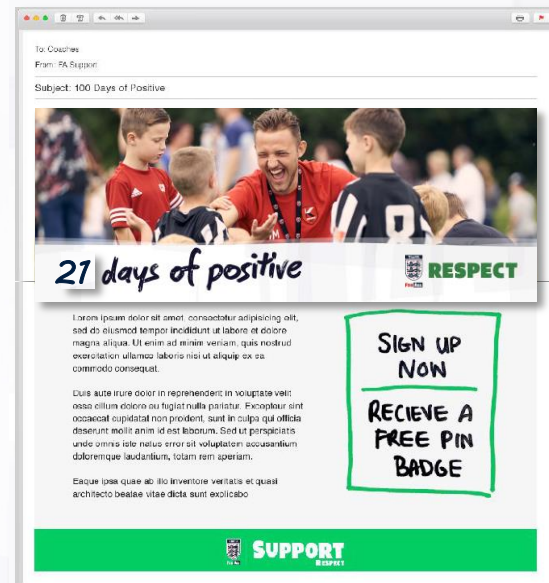
- Coaches receive digital challenge pack via email
- Includes tips on positive coaching techniques
- Supported by a new tip or story on FA social

21 days from receiving pack

Feedback & case studies

- Feedback and reflections from coaches
- Captured through Smartsheet/Google form
- Promote testimonials from coaches, parents & players

Staggered until end of season



More details on this to be shared in due course

WIP Positivi-tea – Parent & spectator activation

What is it:

- We'll give free branded cups to the five central venues in England to serve tea to parents on the side line.
- Each cup will have Respect messaging to make parents take a sip and think before they speak or shout.

How it works:

- Branded cups will have a short piece of copy as per parents' code of conduct.
- Branded tea van & ambassadors to launch activity at 5x central venues.
- We'll supply 4 games worth of cups up to 500 teams.
- Pre & post results tracked & used as owned and earned media content.



n.b. mock up

More details on this to be shared in due course

LAUNCH PLAN

The new RESPECT campaign will be launched across all our owned channels and combine with proactive comms and paid media plan



CFA's



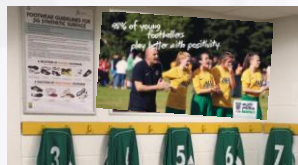
**SPORT
BIBLE**

Pitchero

PAID



FA Websites



Leagues & Clubs



ECRM



RESPECT



Comms



Social



Paid media focused on reaching audience during key youth football moments



Video First

Time targeted use of the video asset to prime audience prior to weekend games.



Est. Impressions:
900k social



Social focus

Establishing new behaviours and generating conversation as part of a socially charged campaign.



Est. Impressions:
500k social
625k article



Contextual Environments

Make best use of key Grassroots football environments (contextual and mindset targeting)



Est. Impressions:
500k display banner
Sponsored story
DR box (video)
250k emails

Coaches handbook

Overview:

We will create a 'We Only Do Positive' Coaches' Handbook which will housed as digital version of the handbook will also be made available online at TheFA.com.

The handbook will feature:

- Gareth Southgate as lead contributor and on front cover
- Introductory foreword from Gareth
- 5-10 positive youth coaching principles from Gareth and implementation examples
- Real-life case studies from grassroots coaches (min 1x male & 1x female) who have implemented positive coaching principles in their work

Timings:

- Handbook Launch date TBC - Mon 1 Oct or Mon 23 Oct

Media/PR:

Media will be provided with the following assets when activating The Coaches Handbook;

- Press release
- Content from Coaches Handbook
- Quotes from Gareth Southgate interview
- Research stats provided by FA findings
- Imagery



More details on this to be shared in due course



The Unexpected Team Talk

Overview:

A PR-led video where a famous face associated with football surprises a struggling youth football team with a team talk.

'Hard man' (TBC) gives the team a positive and motivational team talk, when the players and onlookers may be fearing a more negative intervention.

Authentic reactions from both the team and parents will be included.

Timings:

The Unexpected Team Talk will be filmed in November and launched in December.

PR/Media:

The video will be distributed on the FA channels, ambassador channels, and shared via PR.

Media will receive the video, alongside the press release including imagery and quotes from players, parents and involved talent.



More details on this to be shared in due course

21 days of positivity

Overview:

Celebrating 21 days of positivity, members of England's men's, women's and youth teams will share a piece of positive advice a coach has given to them when growing up.

The FA will film players thanking a specific coach for a positive impact on their career. The FA will post on own social channels and we will ask players to share additionally.

Timings:

To launch on Mon Jan 21 2019 AKA 'Blue Monday' – officially the most depressing day of the year.

Different content will be uploaded each day for 21 day period.

Media/PR:

- Content will be proactively pushed to media alongside details of 21 Days Of Positivity campaign
- To supplement the social posts, FATV may produce additional pieces of content for publication during the 21 days of positivity.
- E.g. – Jesse Lingard surprised during former coach during an interview at Wembley

More details on this to be shared in due course



7/8th Sep
Campaign launch
& Codes of Conduct



Nov TBC
Positivi-tea



21st Jan
21 days of positive



Sep 18

Nov 18

Jan 19

March 19

Aug 18

April 19

Oct 18

Dec 18

Feb 19



21st September
On-pitch/off pitch
support packs



Oct TBC
Coaches
handbook



Dec (TBC)
Unexpected
team talk



21st Jan
Posts of
positivity

March (TBC)
4th Comms
activation

Owned media

Launch & support throughout season social/digital/ECRM

CFAs

Launch & support throughout season social/digital, comms & code of conduct