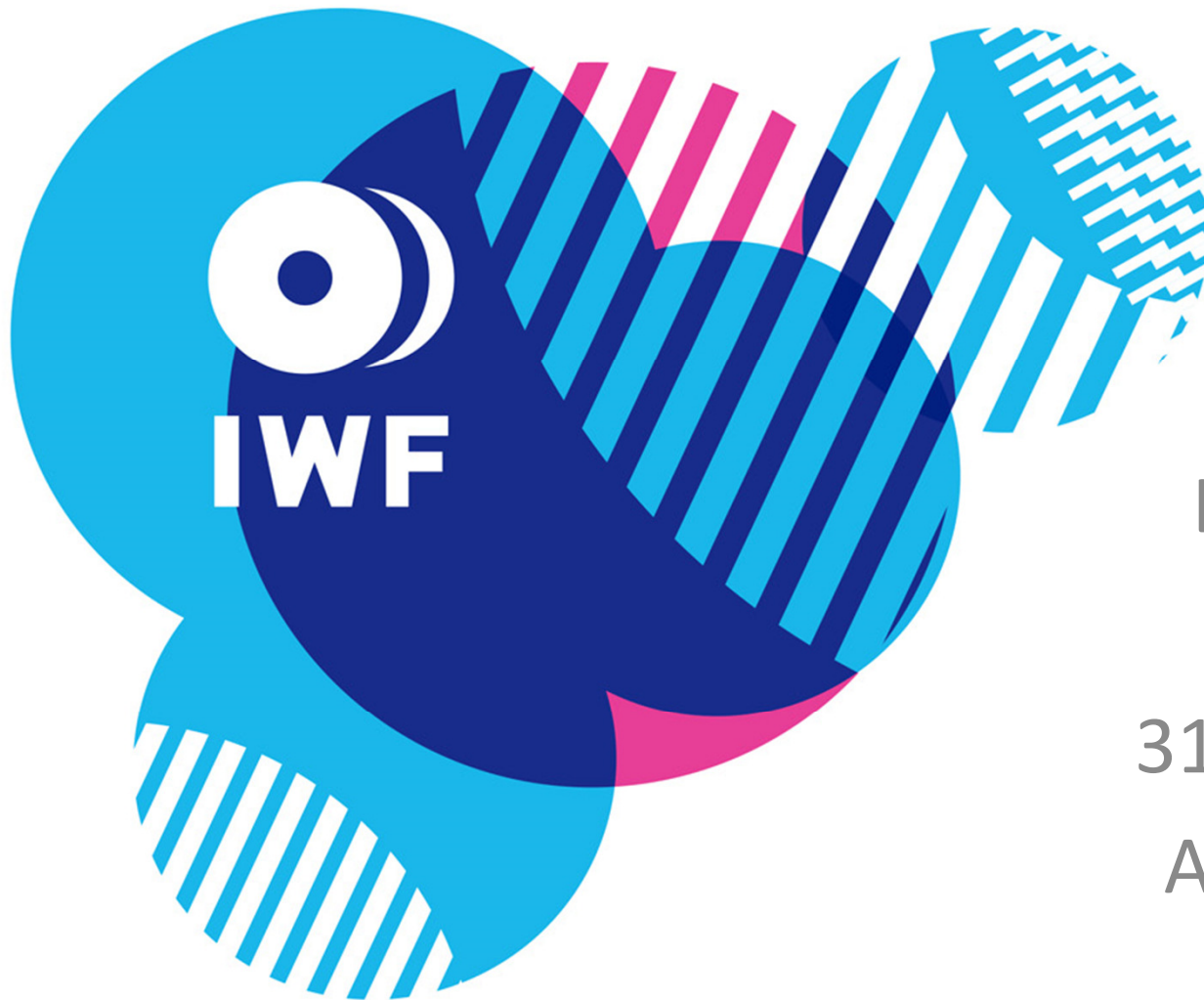


# Communication and Media



Lilla Rozgonyi

Congress

31 October 2018

Ashgabat, TKM

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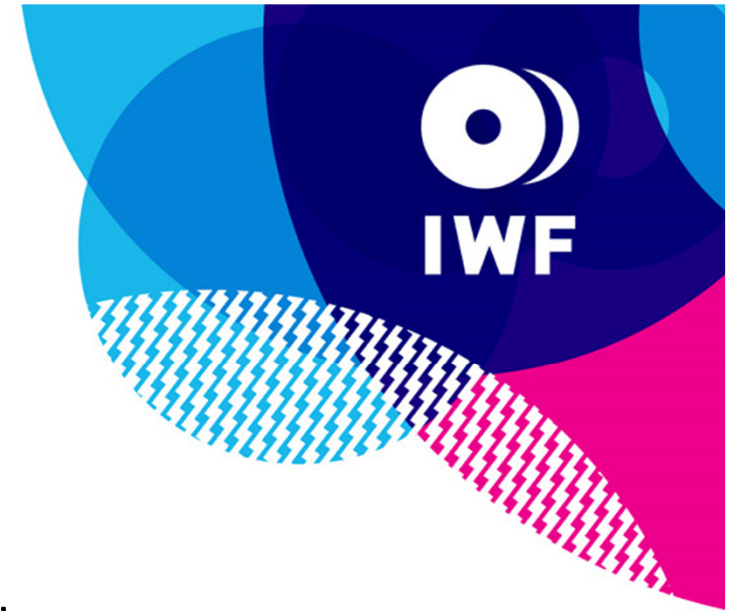
# Goals



All projects are serving the same aims:

- Align the Federation with the Olympic Movement
- Change perception and rebuild trust
- Attract and retain a youthful audience
- Break into key territories
- Attract new sponsors and build commercial value

# Ongoing Campaigns



## Meltwater

- Press monitoring

## Insidethegames

- Exclusive sponsorship and editorial content

## Altair

- Strategic media planning

## Imagen

- Video and Photo portal

## Penceo

- Social Media activation
- World Championships coverage (plus social media buys)

## JTA New IWF website

## Huxley / Umbrella

- Video content production

# Insidethegames



- Exclusive sponsorship of the Weightlifting section on ITG website
- An Icon advertisement to drive traffic to your section. This Icon will appear on every page of the website, on the mobile site, on the daily e-mail e-alert and Weekly Editor's Choice.
- At least three weightlifting news stories a week.
- Various sub-sections including: Lift The World, Development and Education, Competitions, The Two Lifts, Past Olympics, IWF TV and Social Media
- Quarterly Do You Know email to the insidethegames.biz database.
- Social Networking of the Sponsored Section.
- Live Blog run from the IWF World Championships (Daniel E.)
- Dedicated journalist at the event, flights, accommodation and subsistence to be covered by IWF.
- Live Blog Highlights from previous days on home page of the website.
- Live Results and Medals Table on the home page of the website.

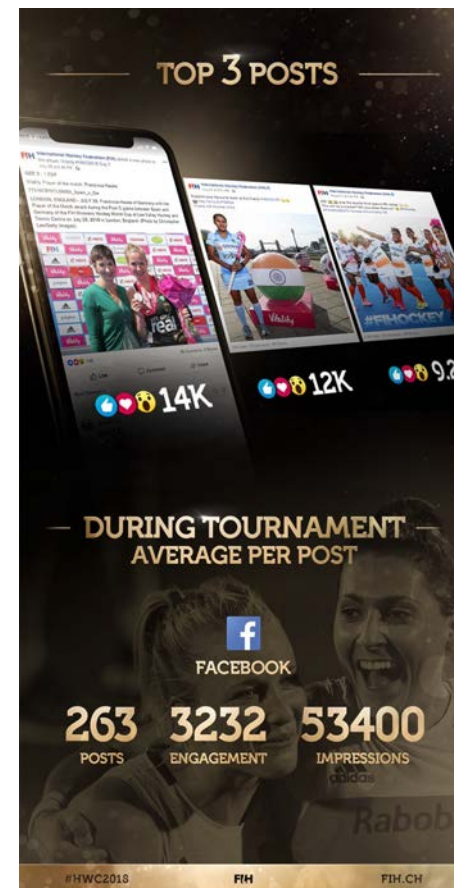
# Penceo



- Connecting all IWF's social media platforms with the new website
- Form a stronger relationships with our athletes and MFs
- Get the most exposure from our events and increase our commercial attractiveness for sponsors
- Establishing channels of consistent communication with IWF stakeholders send and receive content
- Increase IWF's online presence
- VIDEO at the center of the content strategy
- New website will have the capability to host live streams to cover those areas where we have not sold broadcasting rights
- This will drive the successful delivery of the new Grand Prix format
- Better showcase the 2018/2019 World Championships
- Show IWF progress by Tokyo 2020



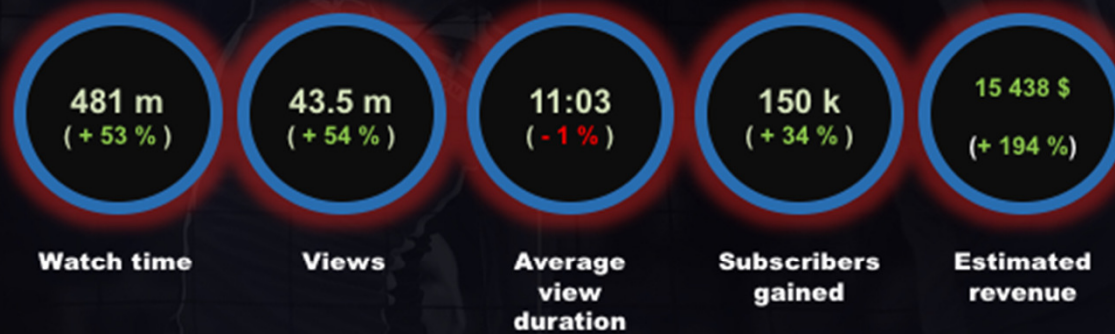
# PENCEO Campaigns



# FIVB CHANNEL PERFORMANCE

## OVERVIEW

9/19/2016 – 9/19/2017 period compared to 9/19/2015 – 9/18/2016



## CHANNEL PERFORMANCE

### OVERVIEW

9/19/2016 – 9/19/2017 period compared to 9/19/2015 – 9/18/2016

### Number of Subscribers Growth

167 K → 312 K

# JTA WEBSITE



## Questionnaire overview

- 550 people completed the questionnaire
- 29% visit the website several times a week
- 52% athletes, coaches – 26% fans
- over 54% of users visit via mobile

## Positive aspects

- Accuracy of the content
- High interest in results, records, rankings, competitions
- Facebook (67%) Instagram (67%) Youtube (66%)
- 77% would like to watch live competitions on the website

## Negative aspects

- No videos (81%), blogs, live streams (73%), interviews (54%)
- More training tips, better athlete database, historical data
- Allthingsgym 1st source of weightlifting



# JTA WEBSITE

## AIMS

- Become the no.1 resource for Olympic weightlifting information and content
- Retain traffic
- Provide users with a variety of content
- Be the hub of IWF – connect all other digital platforms
- Offer brand exposure for partners and sponsors
- Become host for video content and live streams
- Delivery April 2019

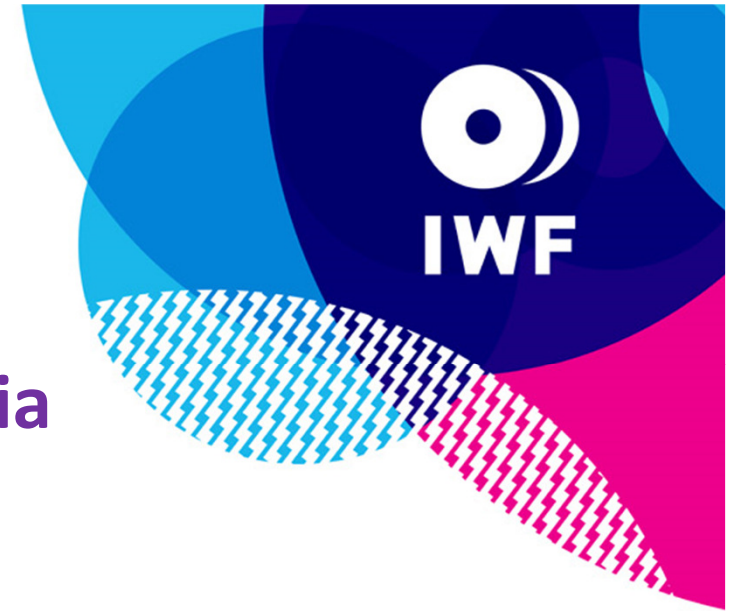


# HUXLEY / UMBRELLA

## Video Production for Social Media

Primary campaign ideas include:

- human-interest stories, explore the professional and personal lives of the sports high-profile international athletes
- Tutorial and training videos with high-profile coaches
- Nutrition and health
- Collaborations with barbell manufacturers to illustrate the back-room processes in weightlifting



# HUXLEY / UMBRELLA

## Video Production for Social Media



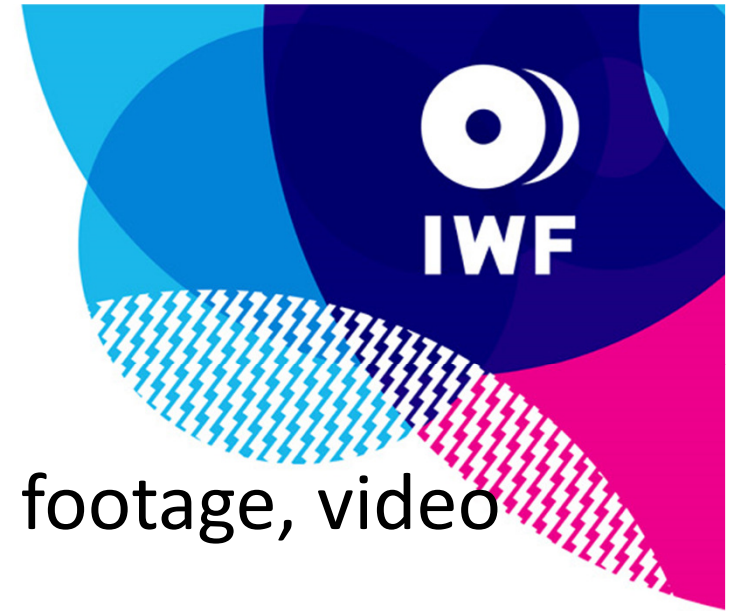
Based on topics to be delivered by the IWF Committees, explanatory videos will be produced following the questions of interest among the IWF followers

The weightlifting audience are interested in history and knowledge

Playful and fun education videos will be produced to support anti-doping initiatives

Sport explanatory will help sports presentation at competitions

# Imagen



- Media Portal
- Store and archive competition footage, video and media content
- Upload and download access provided to TV, broadcasters, Olympic Channel, photographers, videographers, MFs, CFs etc.
- Content is stored in one central location where it is easy to find, edit and use.
- Allows media distribution tasks to be taken in-house
- A higher level of promoting weightlifting will be achievable

# Imagen



Member Federations will have access to the platform

- Download (athlete promotion)
- Upload (weightlifting promotion)

Official request to upload photo and video content from:

- National Championships
- Continental Championships
- Youth and Junior events



# Final conclusions



IWF had to expand its budget spent on communication to target the IOC and address the current challenges

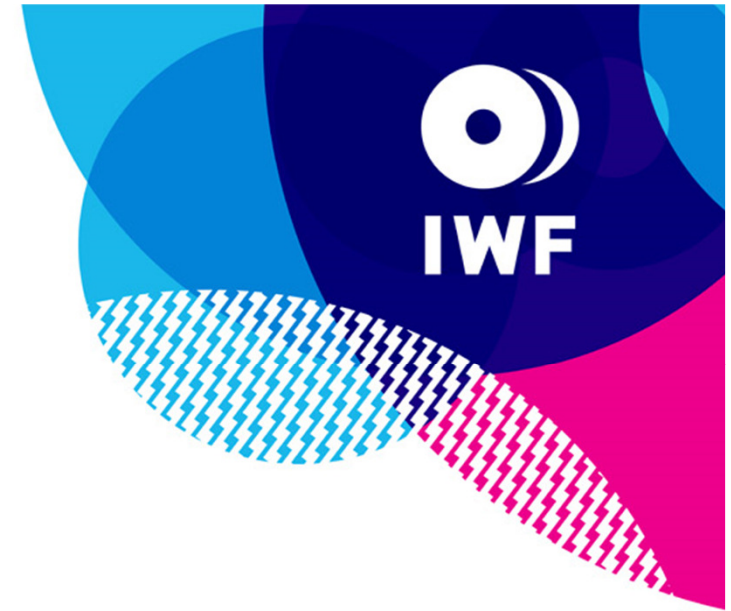
Special focus:

Focus on Youth engagement and Social Media

Technology and digital content creation

Identified area to address:

Sponsorship



**Q + A**  
**THANK YOU!**