

	Awareness	Liking	Preference	Trial	Re-Purchase
Touchpoints	TV, Radio, Social Media	Long Weekend Event, Billboards, Bus Stops	Magazines, Google AdWords, Website EDM's	App, and Snapchat Geo-Location Filters	Website, Social Media
Process	<ul style="list-style-type: none"> <li>Parents will watch the TV advertisements during prime time at night or day part (9.30am to 11.00am).</li> <li>Parents (specifically mothers) will hear radio advertisements during morning drive to school.</li> <li>See sponsored content and ads during lunch breaks (when checking social media) and at night.</li> </ul>	<ul style="list-style-type: none"> <li>Parents and their family will attend the long weekend event</li> <li>Following this event parents will see billboards and bus stops during their commute to and from work, or picking up children from school.</li> </ul>	<ul style="list-style-type: none"> <li>Mother's will read magazines either at home or at appointments</li> <li>Parents will then be prompted to use Google AdWords to find more information of WBBL.</li> <li>The website will prompt a sign up to EDM's for coupons and more information for upcoming WBBL games.</li> </ul>	<ul style="list-style-type: none"> <li>Parents will use the WBBL app at live cricket games and when watching from home to find out information and to engage with the game.</li> <li>Snapchat geo-location filters will be used at live cricket games</li> </ul>	<ul style="list-style-type: none"> <li>Parents after their positive experience at the WBBL game will repurchase tickets on the website and will share their experience on social media.</li> </ul>
Experience	<p>The graph illustrates the Parents Customer Journey across five stages. The experience starts at a low level (sad face) and rises through four stages, ending at a high level (happy face). The stages are represented by smiley faces on a line graph.</p>				

	Rationale	<ul style="list-style-type: none"> <li>• TV and radio advertisements will be engaging and highlight the benefits to parents.</li> <li>• The radio stations have been selected due to the highest proportion of parents listening (25-39 year olds).</li> <li>• Social Media will increase awareness of WBBL and cricket as a team sport for girls.</li> <li>• Social Media will hold competitions for parents to submit photos of their girls, and how 'it's never too early' helped their children.</li> <li>• Encouraging engagement and interactivity from other parents.</li> </ul>	<ul style="list-style-type: none"> <li>• The long weekend event will be a family activity to highlight the community aspect of the game</li> <li>• Billboards and bus stops will accompany the long weekend event acting as 'follow up' reminders</li> <li>• Billboards have been selected to be located in 2 suburbs of each state (based on a high amount of foot traffic and close proximity to cricket grounds)</li> <li>• Bus stops will be distributed in CBD's in each state</li> <li>• Billboards and bus stops will expose parents to advertisements during their commute to and from work, and picking up their children.</li> </ul>	<ul style="list-style-type: none"> <li>• Better Homes and Gardens and Women's Day have readership profiles that match the target market of parents.</li> <li>• The native advertising piece in Woman's Day will provide necessary information on the benefits of cricket for girls.</li> <li>• Progressing mother's in the decision making process to preference and liking of cricket.</li> <li>• Encouraging parents to enrol their girls in cricket and to purchase tickets for the family.</li> </ul>	<ul style="list-style-type: none"> <li>• The app provides a game for both parents and children to play to ensure the whole family is entertained.</li> <li>• Snapchat geo-location filters will encourage interactivity in the cricket game and to share their experience with friends and family when attending live cricket games.</li> <li>• These entertainment means will prevent children and parents from becoming bored during the game.</li> </ul>	<ul style="list-style-type: none"> <li>• The app and snap-geo location filters provided entertainment, which ensured that parents and their children has a favourable experience of the WBBL game.</li> <li>• Prompting parents to repurchase tickets for upcoming games and to encourage their girls to keep participating in cricket.</li> <li>• Social media will provide interactive posts to encourage parents to share their positive experiences with their children at WBBL games and at grassroots games.</li> </ul>
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