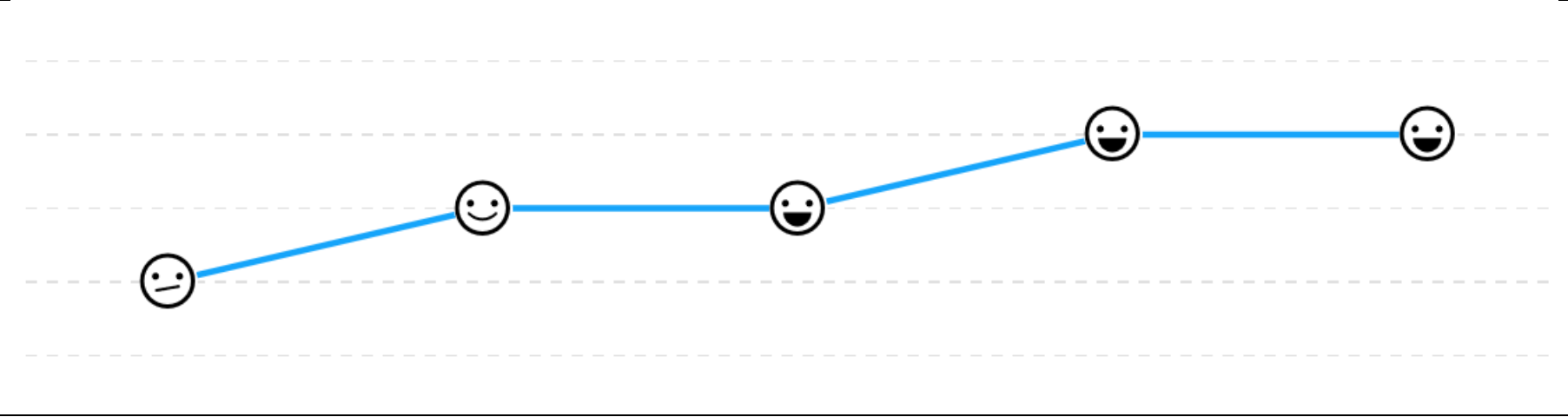


Girls (6-12 years old) Customer Journey		Awareness	Liking	Preference	Trial	Re-Purchase
	Touchpoints	<i>TV, Radio</i>	<i>Long Weekend Event, Billboards, Bus Stops</i>	<i>Magazines, Website, School Presentations</i>	<i>App, and Snapchat Geo-Location Filters</i>	<i>Website</i>
	Process	<ul style="list-style-type: none">Watch the TV advertisements during prime time at night with their parents.Girls will then hear radio advertisements during the morning drive to school.	<ul style="list-style-type: none">Girls will attend the long weekend event and participate in the activities of the event.Following this event girls will be reminded of WBBL with billboards and bus stops.	<ul style="list-style-type: none">School presentations will be run for five weeks with two schools from each state visited each weekGirls will then see advertisements in Total Girl over a 3 month period to solidify their preference for WBBL.Girls will then interact with the website with their parents or friends at school.	<ul style="list-style-type: none">At live WBBL games, girls can play the game on the appGirls will also be able to engage with their parent’s snapchat geo-location filters.	<ul style="list-style-type: none">Girls will go back to the website to find out more information about their favourite players.Will want to continue playing WBBL and attending live cricket games with their parents.
Experience						

	Rationale	<ul style="list-style-type: none"> • TVC and radio advertisements will be engaging to get girls interested in WBBL. • Radio advertisements will highlight the fun aspect of the game to girls. • Increase girls' awareness of WBBL. 	<ul style="list-style-type: none"> • The long weekend event will be a family activity to highlight how cricket is fun and is a sport where girls can make new friends. • Billboards and bus stops will display the 'never too early' message to encourage girls to get involved in cricket today and to get their parents to purchase tickets to games. 	<ul style="list-style-type: none"> • School presentations will increase girls' awareness and preference of cricket as a fun, team sport to play with their friends • Girls will be shown magazine advertisements with slightly older girls to inspire them to participate in WBBL. • Girls' preference for WBBL will then influence their parent's decision to allow them to participate in cricket and to attend WBBL games. 	<ul style="list-style-type: none"> • The app will provide girls with a game to play and information on their favourite players. • The entertainment will ensure the whole family is entertained, influencing's girls' parents to attend future games 	<ul style="list-style-type: none"> • The app and Snapchat geo location filters will ensure that girls had fun at the game • Girls' will have continued interest in WBBL because they are playing cricket with their friends and want to discuss WBBL with their friends. • Girls' attitudes will prompt parents to repurchase tickets for upcoming games
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