

ITCA (GBR) marketing report for AGM 2017-18

1. Overview of activities

ITCA (GBR) marketing activities break down into the following areas:

- Promotion and building of the class brand and its communications, both on and off-line
- Promotion of our sponsors at National events and in the class generally
- Member specific communications
- Exhibitions
- Specific promotions such as 'Reactivate your Topper' and 'Topper Taster Days' to encourage more Topper sailing, and importantly sailing in general
- Audiences are members, sponsors, RYA, press and sailing community in generally, both in the UK and abroad

All of the activities described in this document are designed to both support and promote these activities, bearing in mind our limited resources in both terms of time and money.

Therefore we are very grateful to our sponsors for all the help that they give us.

2. Our sponsors

Title sponsor:

- GJW Direct – marine insurance

Partners sponsors:

- Sailing Solutions/Rooster – clothing and equipment
- Harken – equipment
- Clip International – exhibition
- Optimum Time – personal time keeping

3. GDPR and photography

The new GDPR regulations came into force on 25th May 2018, and these regulations are retrospective. As a result any photographs ITCA (GBR) have taken or will take, without an opt in, are redundant. Therefore the class association have implemented a GDPR policy and our Data Protection Officer is Simon Percival.

As from the 2018 Inlands (28th – 29th April), all competitors are being specifically asked to 'opt in' to having themselves photographed and filmed. It will allow the class rebuild our photo and film library, which is an important asset for our promotion.

4. ITCA (GBR) brand positioning

Following a strategy day before Christmas 2017, ITCA (GBR) have reviewed their positioning. This is now being incorporated into all communications and will take several months to deploy.

These are:

Strapline: TOPPER FOR LIFE

ITCA

Topper Class Values

- Easy Entry
- Friendly Class
- Competitive Racing
- Sailors for Life

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TOPPER MISSION

ITCA

"The Topper aims to develop sailors for life. As the 'Friendly Class' we deliver fun and challenges to help our sailors achieve their full sailing potential and acquire key life skills, including mental and physical fitness, independence, confidence and team work, all whilst making friends for life."

Short version:

"By making the Topper sailing experience easy entry, friendly but also competitive, we will create Sailors for Life!"

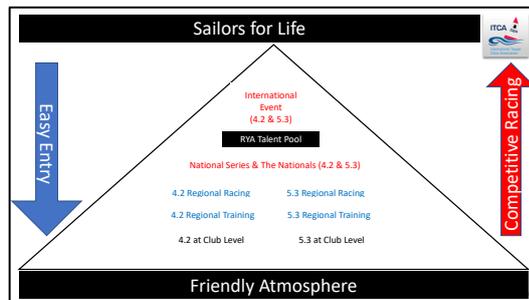
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Topper 8 key points

ITCA

1. Fun – exciting and accessible with larger and smaller rigs for younger and lighter sailors
2. Fair – the only true award winning one-design
3. Coaching support at all levels
4. Low cost – one of the cheapest boats in its category
5. Simple – easily rigged, maintained and transported
6. Tough – virtually indestructible
7. Delivers world class sailors – former Topper sailors won 2 Olympic Golds, one Silver in 2016, Round the World winner and half of the 2017 BAR team
8. World Sailing recognised International Class with 50,000 boats worldwide

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Points to remember when talking Toppers

ITCA

	Young Sailors	Parents	Schools Principals
Easy Entry	Beginner friendly, easy to right	Low Purchase costs from £100 onwards	Low maintenance cost
	Fall safe, will turn into the wind	Roof Topping, No need to tow	Virtually indestructible
	4.2 suitable from 8 years, 28kg	Many Toppers to pick from	Two rig sizes on one mast
		Low maintenance cost	Fall safe, will turn into the wind
			Plenty of spare parts
Friendly Class	Many fellow Topper sailors	Parents help each other	Support from Manufacturer for rejuvenating your fleet
	You won't be shouted at by some old gits	Support from Manufacturer at big events	
Competitive Racing	A vibrant regional & national scene	Many successful world class sailors, eg. Gini Scott or Helena Lucas	
	A proper boat with a modern rig and all controls of a bigger boat	Why not sail a Topper yourself, or enter a Master event	
	Once you've mastered a Topper any youth class is open to you		
	Great coaching from club to Olympic level coaches		

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SWOT

ITCA

Strength	Weakness
<ul style="list-style-type: none"> • Far more Toppers in clubs than any other class, approx. 50% of the recognised youth pathway classes are Toppers (around GWR) • A very vibrant regional and national event racing calendar, run by ITCA • Positive emotional equity with parents who remember their time in the Topper • Virtually indestructible hull • Low maintenance cost, low repair cost • A true one design class • As a fairly simple boat it can appeal to non sailing parents • A great training scheme like Jets, connecting clubs on a regional level 	<ul style="list-style-type: none"> • Many of these Toppers are in a poor state as not in use • Sailing on the national circuit takes sailors away from club sailing/racing, so they loose the connection to their club mates • ITCA is not anchored in Clubs as such, hence ITCA cannot drive club sailing • In comparison to other youth classes, many races are done on a single day at the national events • Lack of presence in social media used by young sailors
Opportunity	Threat
<ul style="list-style-type: none"> • Re-activating the dormant Toppers creates an easy point of entry for new sailors • Running more fun activities at national events • Utilising the ITCA regional volunteers for connecting with Topper clubs • Communicating the benefits of the 4.2 more clearly 	<ul style="list-style-type: none"> • Less active Toppers in clubs means less Topper sailors coming into the regional & national scene • As market leader Topper is losing market share to newer comers boats, eg RS Teas • The RYA is pushing for younger points of entry and out for the Topper class

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5. Exhibitions, promotional literature, advertising and stationery in the few months

5.1 Dinghy Show exhibition

Overall the Dinghy Show, despite the weather, was a great success, with as many people attending the show as last year. The ITCA (GBR) stand was very busy throughout.

The Topper featured more than any other boat throughout the exhibition, with no less than 5 or 6 Toppers on display around the halls.

This was also the first event where we introduced our 'Topper for Life' brand positioning, which has been well received. It has strong synergies with the latest promotional work developed by the RYA.

5.2 Reactivate your Topper Dinghy Show promotion (leaflet and banner)

There were several entries to our 'Reactivate your Topper' competition. This is yet to be finally judged by Topper International.

5.3 Class leaflets for membership, girls in sailing, participation, transitioning and basic guidelines

5.4 Literature promoting regional events and coaching in the Areas

5.5 Advertising and stationery

6. Social media and PR

Our social media and PR is handled by Chris Woodard, and others from time to time.

Chris makes sure to make sure that all ITCA (GBR)'s National Series events get wider publicity outside the Topper community. Part of it is getting people to realise that there are many regular events throughout the year with 150-250 competitors. These statistics are, for most classes, only a dream. Apart from the racing itself, these events are also an opportunity for us to attract families from other classes (transitioning) or into sailing as a sport.

Therefore, for National Series events, write-ups go to Yachts and Yachting, which appear immediately online and, in due course, an abridged version in the printed magazine. This is also Tweeted by Y&Y and it is shared it with various Topper Facebook groups, from where it is in turn shared elsewhere, including sailing clubs etc.

7. Topper Times

Sadly we have not managed to publish a Topper Times recently as we are lacking an Editor.

8. The Marketing Team

I would like to thank the following for their hard work and help:

- Andre Ozanne – promotions
- Matt Stein – brand development
- Chris Woodard – PR and social media

9. We need help and have roles to fill

- Extra resource on social media
- Topper Times Editor
- Club promotion
- 6 boat trailer manager