

## ITCA (GBR) Marketing Update

This is your marketing team:

Roger Proctor	Designer's Representative and Marketing Coordinator
Paul Luxford	Sponsorship
Paula Fox	Topper Times Editor
Andre Ozanne	PR
Kirsten Percival	Event Sponsor Coordinator
Will Willett	Social media
Chris Davis	Website project manager
Clive Grummet	Webmaster

We are also helped by:

Chris Giles	Design
Russell Bromley	Design
Milka Dimitrova	Digital Project Manager
Patrick Mulvey	Developer

This is a dedicated team who have overseen the marketing output of the class increase substantially in recent months. And we have had the fantastic support of your Class Secretary, Jeanette Sanderson.

It all started 22 months ago when the decision was made to update the class identity and brand. We wanted to make it feel modern, exciting and approachable. As with all of these things it always takes longer than you think, and it is an on-going project, particularly on the digital side.

In addition we wanted to attract paying sponsors, a big ambition in this day and age of tight corporate budgets.

So your marketing team is divided into several areas of activity.

Starting with the design team headed by me, Roger Proctor. I am assisted by Chris Giles and Russell Bromley, who are both very experienced and talented designers.

As part of the design team there is also a web team. This is headed by Chris Davis, a Topper parent, who has kindly agreed to sort out the structure and content, and manage it all through to completion. Milka Dimitrova is the Digital

Project Manager and ex Topper sailor Patrick Mulvey is the developer. Finally Clive Grummet is our long standing Webmaster and is helping us with implementation.

As mentioned before, the issue of sponsorship has become and more important to the class. You will become aware that we are asking sailors to display the branding of our new, official class sponsors, when it becomes available. The work that Paul Luxford (Volvo, Optimum Time, Sailing Solutions by Rooster) and Andrew Stirrup (GJW Direct) have done in this area has been vital and we owe them a great deal. Andrew has now moved on from the class and so Paul now heads up this vital work. The gaining of sponsorship, apart from being a great financial bonus and support, also means that they can help promote the class and youth sailing. With our sponsorship agreements comes a responsibility to help promote our sponsors and their products / services.

Of course, making sure that our events properly promote the sponsors is a vital job. That is the responsibility of Kirsten Percival, and you have already started seeing more and more sponsor branding around the official events.

So the Topper Class Association continues to develop its professionalism, and we want it to be the 'go-to' class that shows how an association runs its affairs and events. 2016, as every other year, brings new challenges and staying ahead of other classes is always a key motivation. Getting the message out to new sailors and parents is an important task and so spreading the Topper experience. Therefore key areas have to be PR and social media.

Andre Ozanne has been handling our upgraded PR effort and has been working closely with the sponsors and Jeanette in coordinating press releases, competitions and advertising. Will Willett has been on site at events running the social media, making sure the latest event news is getting out there.

PR activity helps us 'blow our own trumpet', from local club training to travellers and national series events. PR reports have been going out roughly since August 2015.

Obviously the more PR we can get out there, the better. Adding reports from your own region's racing events along with training reports from the many Squads would also really help. So if you fancy blowing a Topper 'trumpet', please feel free to contact Andre at [andre@mambosailing.com](mailto:andre@mambosailing.com).

Regarding our social media, our number of followers has increased significantly in the last year and our presence is spreading. Regular use of our Facebook and Twitter feeds are helping to increase our reach as a class and they're an excellent means for broadcasting news, events and engaging families, sailors and other organisations in our activities. Sailing events now (for example), are brought to people in real time, all over the world. We post a video of the black flag start of race 6 – and thousands of people all over the world can watch the footage of 80+ Toppers all lined up on the start.

At the last count on Facebook we have 1,175 followers now who regularly 'like' and 'share' our pictures, reports and comments. A year ago we were just short of 700. And we are also getting global reach – the class associations in Ireland, Germany and Japan in particular are regular followers of our media, and our reach is huge. Recently there was an example of one posts on our Facebook page that reached over 2,000 people. With only 17 people 'liking' or 'sharing' that post, it has reached 2,000 by means of their onward networks of friends and people. So it grows like bacteria on a petri dish! So if more and more of our fans and followers continue to 'like' and 'share', then our reach will continue to grow. So we need you all to get 'clicking'.

Also Yachts & Yachting online often feature our race reports, so again please feel free to press the 'like' button, it does help the class with Y&Y and, importantly, our sponsors.

It's a similar story on Twitter. By March we had grown from just below 400 followers to over 760. The art with Twitter is to link to other organisations, businesses, sponsors and the press who then exponentially grow our reach. We are yet to see the best from Twitter but with another good year at it, supported by our sponsors and with regular updates, then it will get even better.

And finally we come to Topper Times, which is close to many a member's heart. Paula Fox is the Editor and there have been a number of e-newsletters throughout the last few months. We are moving from two printed copies of Topper times per year down to one, in order to manage our costs more effectively. Remember, we need your contributions in order to make it the fun, rich and informative magazine we all want.

When I reflect on the last 22 months it is easy to think that there is still so much to be done, and to forget how much we have actually achieved – so here is a list for you that probably isn't exhaustive, but it gives you a good idea as what has been going on:

1. New logo
2. New stationery and business cards
3. x2 New members pack and membership card
4. x2 new class leaflets 'Join the Friendly Class'
5. A 'Basic Guide' leaflet
6. PowerPoint templates
7. Corporate identity manual
8. x2 adverts for Yachts and Yachting
9. x4 Topper Times e-newsletters
10. Topper Times design refresh
11. New website design and build in production
12. x2 Dinghy Show Stands
13. x2 Dinghy Show sail graphics
14. Various competitions at the shows
15. Sponsorship
16. Sponsor pack

17. Sponsor brand guidelines for the boat
18. Topper class film
19. x2 Topper Tips films with subtitles
20. Topper event trailer designs
21. Market research into Topper ownership
22. Nationals logo
23. Branding ITCA YouTube channel
24. Branding the class Facebook page
25. Branding the Twitter homepage
26. Design the Youth Squad logo
27. Designing the Launch for Life logo
28. Designing the 'Transition' leaflet
29. X2 Squad Guides
30. Designing the Traveller Events poster
31. Press releases
32. Twitter feeds

So what does all of this look like? Well you have probably seen most of it but here is a small reminder.

## Member's pack



## Membership leaflet



## A 'Basic Guide' for Squads



## Squad selection guidance



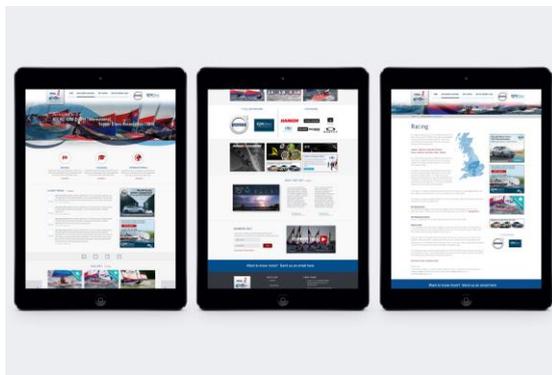
## Events poster for sailing clubs



## Press advertising



## Website



## Launch for Life logo



## PR - making a presentation to Xu Lijia (Lily), Chinese Olympic Gold Medallist



## Dinghy Show stand



So what about the future? Well there are still many projects being worked on and in the pipeline. The most significant project currently underway is the website headed by Chris. Admittedly it has taken a lot longer to develop than anticipated and hoped for, but with renewed dedication we hope to deliver it soon.

Other projects in immediate planning are a 'Reactivate your Topper' film and more sailing club promotion. But there are bound to be many more projects that come up.

The one thing we really rely on from you all is content. Please tell us what you are doing, write articles, send information and of course, photos. Also upload your films to the Topper YouTube channel and keep everyone informed of what you are doing. It really is good to know who is doing what and where, please tell us your amazing Topper stories!

Finally we always need help. If you think you can spare a few hours to assist the marketing team do an even better job, then please contact Jeanette and she will pass on your details to us.

Happy sailing!