

Project 10 minutes London Referees Group

New decisions have been made regarding the rebranding of the company, all in favor of the improvement and fulfillment of our objectives.

Our logo changed colors, now we have a striking red that denotes passion and love for the game, a white, a gray and a black as these are the definitive colors that will define our brand.

We had to redefine the size of the text as well as its alignment as this will improve the visibility of the logo in a total way both in large sizes and in small sizes.

Communication with you has been very important and we want to thank you for that since without your opinions we would not have achieved this, We want to present the new designs we have for you:

We know that the vision of LRG is not to direct attention only to the referees but to the game in general. We want to show that the referees are the third team on the field and that they also play a very important role just like the players, however not We could only highlight the referees so we decided to bring light and life to the whole game.

To these we also add keywords that when read by young people and children will be engraved in their memory and thus the brand through advertising.

Among these we can find:

// Name words

We also took into account all your comments and decisions to give more meaning to your website and we want to present it to you.

We start on the main page where you can see the navigation bar and the company's partners, it should be clarified that all the pages will maintain the same design in the bar to give uniformity to the entire website.

How you can see the page is very attractive but at the same time serious, in this way we maintain the professionalism of the company and focus on providing good service, the first thing that visitors will see is a great image of the hockey field here we can see the title And some inspiring words.

It is very important to always show attractive to the service that we offer, that is why we have decided to put a button right at the beginning that redirects visitors to the page where they can find the information to become an arbitrator; followed by this section we see the "About" section since it is important to make yourself known from the first moment, here you can see the mission and vision of the company and a little more information. If the user wants to read more about the company, they can do so by pressing that button that says learn more.

After this we focus more on the Referee where we will also see a little more information about who is a referee and what he does and there will be another button that can lead you to know more information about the referees.

The following section shows the services we provide, These are images with links so when you press them you will be directed to the services that the company provides and finally there is the footer where you will find the section of the referee program for children who are also very important for us because it is future generations who are going to maintain the rules of the game.

We can also see all the partners of the companies in more detail and the links for the different pages such as:

// Read links

The next page is very important is the page about us here we can see all the information about the company, the mission and the vision the history in this section we represent the history of the company with graphics; This creates less tiredness and boredom when going through the page since too much text would be a bit counterproductive.

Then there is the members page where we can see a little information about how the group is structured and the structure itself; We also use A graphic here to make the visit on our page a little more dynamic and entertaining.

Something very important that you can find on this page is the schedule, we have a button that would redirect you to The referee's schedule, which was a request that you requested.

So successively we can continue viewing the pages now here we visualize the juniors page where the boys could join the group and enjoy the beautiful experience of being a referee. We know that guys generally don't like to read so we decided to make a section with pictures of the step by step of how to join the company.

Next is the page that is looking for referees and here we can find all the sections depending on who requires them, Whether for tournaments either for minors' hockey, Sledge hockey or recreational in this section there are many variants, in fact we also have for the different winter spring and summer seasons.

And finally the extremely important contact page here is a contact form that will send the emails of the visitors and their messages to some specific emails either from the company manager or whoever said to take charge.

Four minutes more ***

Now let's take a look at our audience in this way we will understand the reason for the decisions we have made.

Our audience is men and women ages 14 and up who are clearly based in London.

They are people who are passionate about hockey and who feel they could make a difference in every game they attend. They do not have a full time job, they have the ability to ice skate very well, Their presence represents authority and they have high communication skills or are willing to develop them. They know how to control their temper and have a strong character or want to build it. They are also people in good physical condition who have a high school education certificate or are currently involved in high school. People who can be found on social media or who at least handle an email.

It is not only our audience but also us, so we must know what we have to offer them AND how we are going to communicate it.

Our next young officials will improve in this topics:

- Decision making skills
- On ice awareness as an official
- Communication skills
- Applying the rules of the game to promote safe and fair play

So, according to all these parameters that define our audience and the people we try to reach, these are the types of Advertising that we are going to be distributing to our audience:

Since we have our specific audience identified, we can move on.

As explained in our last presentation, we have divided the project into three phases: pre-launch phase, launch phase, and post-launch phase; We are still in the first phase and in this phase we are going to use the following three strategies to increase awareness of LRG, which will make us gain more audience by the time the second phase begins. Our goal is to have at least 500 visits to our page in the first two weeks of the launch phase:

1. Print Ads - Build trust

Most consumers understand the Internet is rife with fake advertising and grossly misleading marketing campaigns at worst. Because of the dubious reputation of online ads, print advertisements remain the most trusted source of marketing information.

These will be strategically located on school walls and more specifically in their coliseums or places where they develop physical activities, near the Budweiser stadium In the center of London and public skating places.

Give them 5 seconds to appreciate the ad

2. Brochures - Not expensive and endure

Brochures tend to be enduring as customers take them home and keep them for longer. The relatively low cost of producing brochures compared with other marketing options adds to their value for small businesses.

These can be distributed on the street and also in schools, so if someone is interested in becoming a referee, they will already have the information of the company and how to contact us. It would also be a good strategy to distribute them at the exit of the stadium after some important game.

Give them 5 seconds to appreciate the ad

3. Digital Advertising - Less expensive, easy to track and mass deliver.

Social media ads are a great and the best way to mass deliver So we will be using platforms like Facebook YouTube and Instagram to promote LRG. They have systems of tracking to know the success of each post according to the number of views, comments, shares, etc..

Give them 5 seconds to appreciate the ad

Our next phases have different strategies that will help us with the growth of LRG. In our launch phase we will attract more users via our website and most importantly we will establish loyal people who acquire our LRG services regularly. Strategies like Direct mail and email marketing will be implemented in this phase as well as the use and promotion our official partners will make us since we already have presence in their websites.

Finally, our Post-launch phase is a daily and constant work, our objective is being recognized anywhere and for that we need to expand our network. The great work LRG performs will make it easy thanks to word mouth that is one of the best marketing strategies.

Strategies like social proof which involves reviews of our current enrolled referees in the program, testimonials from the matches organizers which we have referee to and sharing experiences and stories. Also, the use of email marketing will keep a connection with our clients.

We hope you liked it, thank you very much for giving us the opportunity to work with you and we hope you make the best decision for the company and we are very happy to be part of your project. We'd like to hear your thoughts on the presentation and design of your website so please let us know via Justin.