



sportspodium



# BRAND **COMMUNICATIONS** PLAYBOOK

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BRAND  
COMMUNICATIONS  
PLAYBOOK  
**SportsPodium**



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### **INTRODUCTION**

Just like in sports, this brand communications playbook contains strategies, approaches, programs and actions - our 'plays' – to best communicate the SportsPodium legacy. We aim to level the playing field, but to do so, we need to up our brand compliance, and this guide will help us achieve that.

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# BRAND COMMUNICATIONS PLAYBOOK

## SportsPodium

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### HOW TO USE THIS PLAYBOOK

→ **Expand the roster.**

Everyone is a player on the brand stage and therefore everyone plays a part in our playbook. Users, partners, experts, suppliers, intermediaries, third parties, leaders, boards are all people who can play a role in SportsPodium success. This playbook will show how to communicate and connect with all the players to bring about greater victory.

→ **Recognise the requirement to improvise.**

No playbook can possibly contain every possibility and permutation. This playbook should be used as a guidebook, a way to shape judgment, values and culture. It is intended to serve as a guide for on-the-fly decision making and aims to empower instead of restrict.

→ **Decentralise the playbook.**

Make a point to engage the community in defining future plays - they will have the first-hand experience needed to create and bring about meaningful change. Social media often plays a role in recognizing and popularizing 'proven best practice.' After all, whose advice do you trust more, a peer who says that this worked for them or a system that says this should work for you?

We hope this dynamic guide will help you embrace the information-intensive realities of today's brand landscape. But if you need a little more support, don't hesitate to call a time-out and get in touch with our marketing and brand representatives.



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SECTION 1

**01**

WHO ARE WE?

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## WHO ARE WE?

### 1.1. Purpose statement

SportsPodium is a transparent sports community. We level the playing field by taking ethics, real value, sustainability and passion in sports to full throttle by rewarding aspiring athletes for the most important element of training – diligence.

### 1.2. One-word positioning

At our very core, SportsPodium embodies **tenacity**.

All communications must embody tenacity, perseverance, diligence, persistence, determination, resolution, unwavering commitment and firmness of purpose.

*“We are driven to improve every day and we’re never content with a last performance. We are disciplined. We commit to a strict schedule. We focus on the task at hand and tune out distractions. We never give up, no matter how hard it seems. When adversity strikes, we get right back up and try again. We’re relentless. We persevere. We triumph.”*

### 1.3. Brand pillars

SportsPodium is built on four strong brand pillars:

- Transparency and ethics.
- Real value. Real rewards.
- Sustainability.
- Excitement.

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SECTION 2

# 02 WHO DO WE TALK TO?

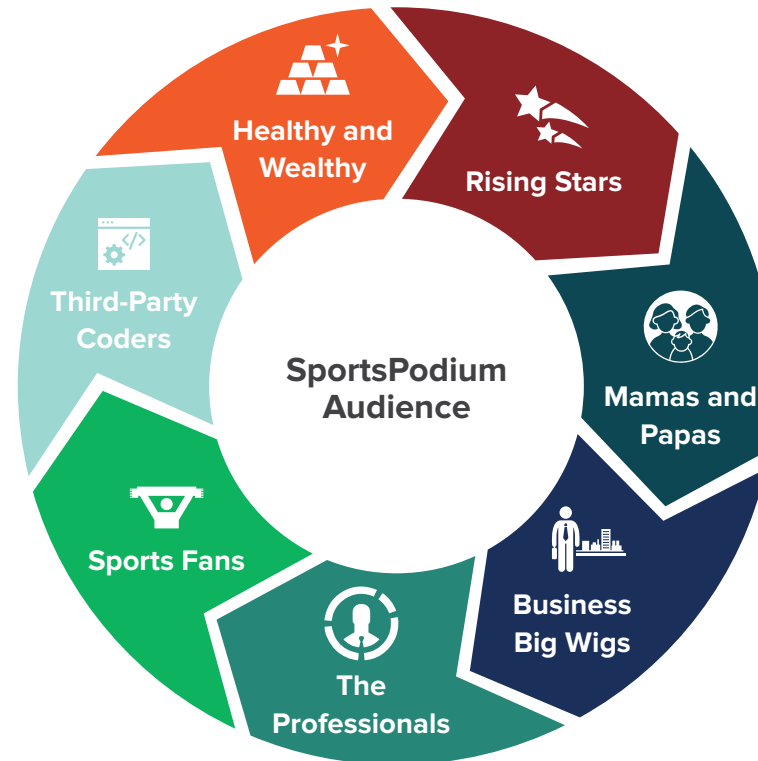
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## WHO DO WE TALK TO?

One of the biggest marketing mistakes is to attempt to appeal to everyone at once. Without a target audience, even the best campaigns may come up empty because it casts too wide a net. The most efficient way to reach more qualified consumers is to target smaller, more specific groups.

SportsPodium has seven defined audience segments.





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## WHO DO WE TALK TO?

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### **2.1. Healthy and Wealthy**

This target audience has money to spend and the time to spend it (in between busy board meetings). Even though their sporting aspirations will never exceed *glamateur* level, their lives are completely geared towards all things fitness related. This group typically includes 94.7/Cape Argus cyclists, half marathon runners and a wide variety of smart fitness device owners.

### **2.2. Rising Stars**

The aspiring athletes love SportsPodium because of the real value the app offers (and the real rewards are not too bad either). Rising stars are fully committed to pursuing professional sports careers and often have some form of a sponsorship in place already. They are driven by data, data, data, and the sponsorship dollars that can come with it. They usually exercise at least twice a day and can be found at a Nike Store or Kauai health food shop between breaks. Just don't invite them for a crazy night out, they have to train in the morning.

### **2.3. Mamas and Papas**

This audience segment dreams of multimillion-dollar contracts, Olympic glory and college scholarships... for their children. The Mamas and Papas love to push their children and live vicariously no matter to who's detriment. Holiday destinations are selected based on proximity to park runs and Christmas or birthday gifts always include a new pair of training shoes.

### **2.4. Business Big Wigs**

The global sports industry represents over USD\$91 billion every year. And if there's a market, there's a buyer. The Business Big Wigs audience includes sponsors, organisations and companies who want to financially/commercially contribute to the SportsPodium platform.

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## WHO DO WE TALK TO?

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### **2.5. The Professionals**

SportsPodium boasts various prominent brand ambassadors that all share our brand values.

There are still many professional athletes who would like to take their careers to a new level by joining the SportsPodium team.

### **2.6. Sports Fans**

Mobile has changed how we watch sports. Fans want to feel the roar of the crowd, real time. Fans want to push entertaining and inspirational content out to their networks. They want to be armed with information for social situations. Who are these fans? Everyone. Where are they? Right here.

The sports fan universe now completely centres around apps. The masses demand reliable data, real-time updates, authentic verification and social broadcasting.

### **2.7. Third-Party Coders**

The open-source nature of the SportsPodium app can only be inhibited by our lack of imagination, or lack of proper coders. By building the world's largest sports database, third-party developers will always look for ways to integrate external apps and in doing so, create even more value.

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SECTION 3

**03**

WHAT DO WE SAY?

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## WHAT DO WE SAY?

BRAND PROMISE	Level the playing field.			
BRAND PURPOSE	SportsPodium is a transparent sports community. We level the playing field by taking transparency and ethics, real value, sustainability and passion in sports to full throttle by rewarding aspiring athletes for the most important element of training – diligence.			
HIGH LEVEL FUNCTIONALITY	The SportsPodium value-for-value economy will reward everyday aspiring athletes of all ages, across all levels of proficiency, with crypto-based rewards for tracking their day-to-day commitment to their sports and fitness activities. The information will be uploaded using powerful blockchain technology, creating a transparent and credible global sports database that will completely disrupt the current flow of funds and talent.			
AUDIENCE	<ul style="list-style-type: none"> <li>➔ Healthy and Wealthy</li> <li>➔ Rising Stars</li> <li>➔ Mamas and Papas</li> <li>➔ Business Big Wigs</li> <li>➔ The Professionals</li> <li>➔ Sports Fans</li> <li>➔ Third-Party Coders</li> </ul>			
BRAND PILLARS	TRANSPARENCY AND ETHICS.	REAL VALUE. REAL REWARDS.	SUSTAINABILITY.	EXCITEMENT.
HEADLINE BENEFITS	SportsPodium aims to renew transparency and ethics in sports around the globe.	The SportsPodium economy generates real value and real rewards.	SportsPodium ensures sustainability.	It's exciting.



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SECTION 4

# 04 KEY MESSAGES

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## KEY MESSAGES

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### TRANSPARENCY AND ETHICS

First and foremost, most sports stars are all very frustrated with how international sport is run. By giving power to the athletes through more transparency and a more direct allocation of funds, many of the challenges they faced in sport can be overcome.

SportsPodium is creating the world's largest, completely transparent, sports information database with our completely unique talent identification algorithms. We strive to make fairness, merit and equal opportunity the benchmark for competition, and to create an open and engaging platform for sports lovers throughout the world where all can share in the excitement of sports and fitness.

#### **The sports industry desperately needs the resurgence of both transparency and ethics:**

- Aspiring athletes don't always have access to the relevant data, financial support or visibility to propel themselves to the next level.
- Without reliable data, sports bodies and head-hunters don't have the means to find potential stars – ethical team selection is only a pipe dream at the moment.
- Potential sponsors don't necessarily have direct access to sportspeople at all levels.
- Parents with youngsters who just started a sport don't know where to even start to support their child in their sporting journey.
- Sports teams, bodies and participants at all levels struggle to fund themselves in a transparent and accountable manner.

That's why SportsPodium is so desperately needed to help solve these challenges and create better, ethical opportunities for all sports people. The SportsPodium crypto currency will be the equaliser for the sports world, causing disruption of the existing flow of money, where income will be shared equally, fairly and transparently amongst our community of tenacious, passionate aspiring athletes.



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## KEY MESSAGES

There now is a real, transparent and ethical way to facilitate the flow of funds in the sports industry that can effectively reduce corruption and ensure that the funds reach the athletes and programs it was intended for. SportsPodium's unique blockchain algorithms have been developed with this specific goal in mind, and we are incredibly excited about the impact it will have.

### **REAL VALUE. REAL REWARDS.**

Pursuing sports dream almost always come at great financial cost, but SportsPodium users can now transform their blood, sweat and hard work into the financial assistance required for gear upgrades that can improve performance.

- Value in the quality and credibility of sports data and the analysis it offers.
- Value by being able to credibly benchmark your own efforts with peers around the world.
- Numerous health benefits and value through quality of life the diligence will bring about.

#### **It also offers real rewards:**

- Users will be rewarded with crypto currency for every upload.
- The currency can be transferred into your bank account with great ease, giving you real money and not just loyalty points.
- The financial reward will empower aspiring athletes to augment their sports kit as required, without having to stress about the exorbitant costs. Parents will be able to support their children's athletic dreams without the financial burden that usually comes with it. New sports can be explored, new talent can be discovered, and new careers might even be launched.
- The financial support will provide equal opportunity for talent to receive the support needed to excel. No matter where you come from, no matter your parents' occupation, you will have a chance at greatness, not hampered by the lack of sports gear.

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## KEY MESSAGES

### **SUSTAINABILITY**

The SportsPodium conceptualisation started in 2012. After two years of research and development, MyRugbyCV.com was born and quickly signed up 7 000 rugby players, just in one city. In 2016, the incredible disruptive capacity of blockchain technology broadened our horizons and our ideas matured, refining our reputation and talent identification algorithms into what is now SportsPodium.

Now jump forward to 2018, SportsPodium already has a network of celebrity sports ambassadors across several sporting disciplines in each region. This network of recognised, household names, along with community interaction, will ensure large-scale user adoption of the platform.

But the real beauty lies in blockchain - the SportsPodium blockchain will be at the heart of this system to enable sportspersons to capture their daily training, dietary and competition information while being rewarded with cryptocurrency. The elegant convergence of cryptocurrency technology, social interaction and real-world human activity, we will create a thriving ecosystem with innumerable commercial opportunities. And blockchain technology has already been lauded as the biggest contributor to future innovation, which strengthens the sustainability of the SportsPodium value offering.

The best part of the solution? Regardless of the athlete's age or level, they can earn an income and market themselves to the right clubs or sports bodies, assisting them to reach the highest level possible – all depending on their talent and drive.

Implementing this sustainable solution, purely based on merit, it will greatly aid in promoting transformation at grassroots level that will carry through into the senior and professional levels.

#### **Other factors that contribute to ensuring the long-term success of SportsPodium:**

- ➔ Sports is already one of the largest economies in the world – we are directly transposing that into the crypto world.

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## KEY MESSAGES

- The promise of crypto and blockchain is that it's able to monetize activities that were previously unmonetizable.
- We're not doing something new, we're just going to a level that was previously not possible.
- The world has already made up its mind that blockchain will take over – transforming the sports industry is the first logical step, and one that will ripple over to various other global industries.
- Encouraging manageable corporate social investment into sports facilities and the technology infrastructure.
- Creating a future for many children. Many young talents identified through this project will go on to make a living from sport. The ripple effect of upliftment is potentially enormous.
- Providing a fair and just governance platform in sport with verified structured and usable and reliable data.

### EXCITEMENT

At SportsPodium, we are absolutely fanatical about the excitement that sport brings into our lives. Our platform will empower people to have fun, get noticed, learn about their sport, all while earning crypto currency, just for diligently uploading their sports data. And THAT is quite exciting!

- The platform will help you upgrade your gear, and the excitement around any new addition to sports gear makes us all feel giddy.
- By tracking your performance, you will soon set new personal bests and up that VO2 max – always something to be thrilled about!
- Young talent will now be legible for team selection, which previously might have never happened. This will change real lives!
- Sport is exhilarating. Sport gives additional meaning and focus to our lives. It gives us purpose. It is always exciting!



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SECTION 5

**05**

WHO SAYS IT?

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## WHO SAYS IT?

### 5.1 SPOKESPERSON CATEGORIES

- The athlete
- The crypto-economist
- The lobbyist
- The technologist
- The visionary

*\*Refer to media training for detailed spokesperson biographies*

### 5.2 SPOKESPERSON MATRIX

	Healthy and Wealthy	Rising Stars	Mamas and Papas	Business Big Wigs	The Professionals	Sports Fans	Third-Party Coders
THE ATHLETE	X	X	X	X	X	X	
THE CRYPTO-ECONOMIST	X			X			X
THE LOBBYIST	X		X	X	X	X	
THE TECHNOLOGIST	X			X			X
THE VISIONARY	X	X	X	X	X	X	X

### 5.3 REFER TO MEDIA MATRIX FOR SPECIFIC SPOKESPERSON ASSIGNMENT

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## CONTACT DETAILS



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