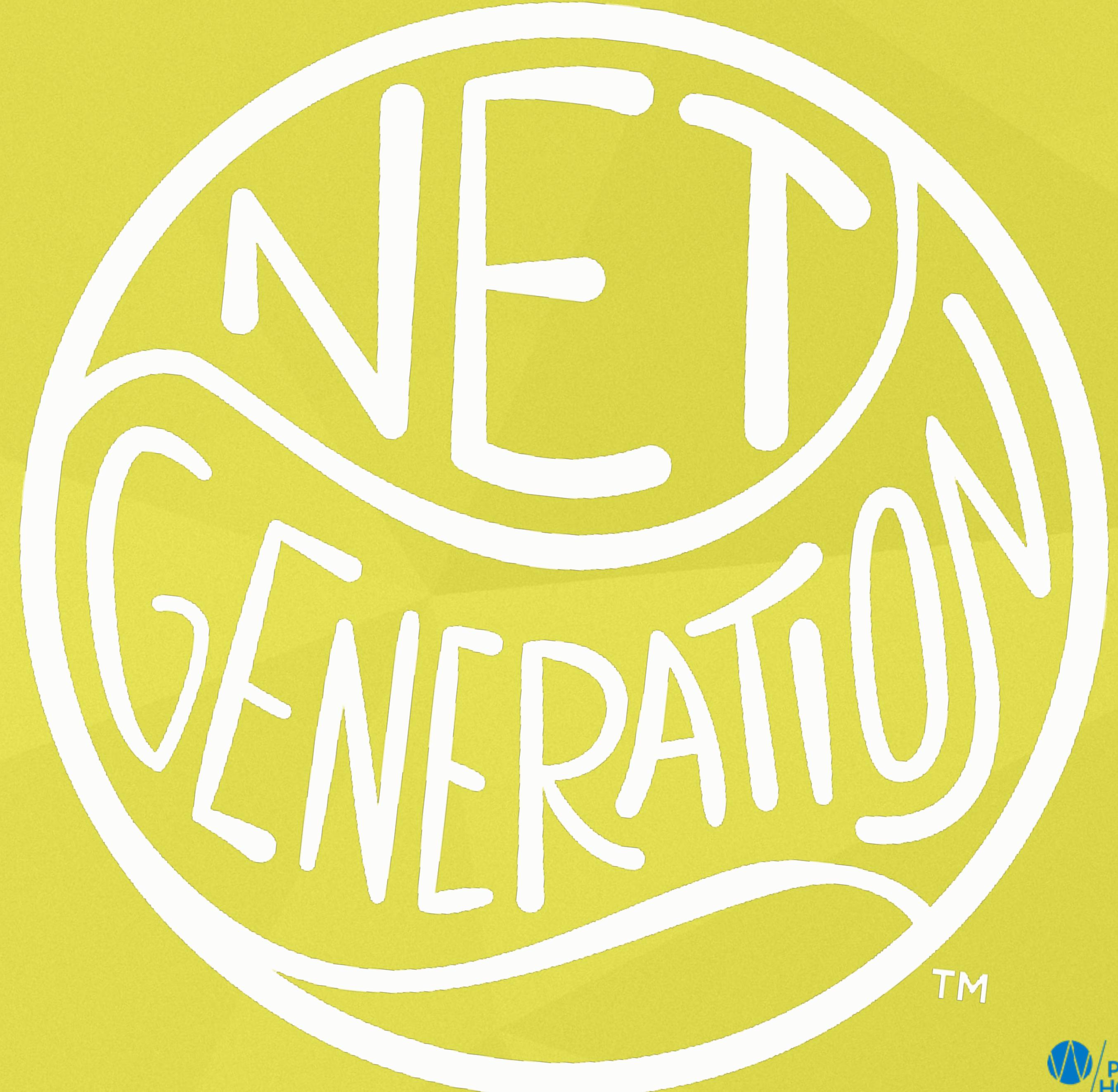


NET GENERATION
PILOT HOUSE DECK
8.1.17



Refresher

BRIEF

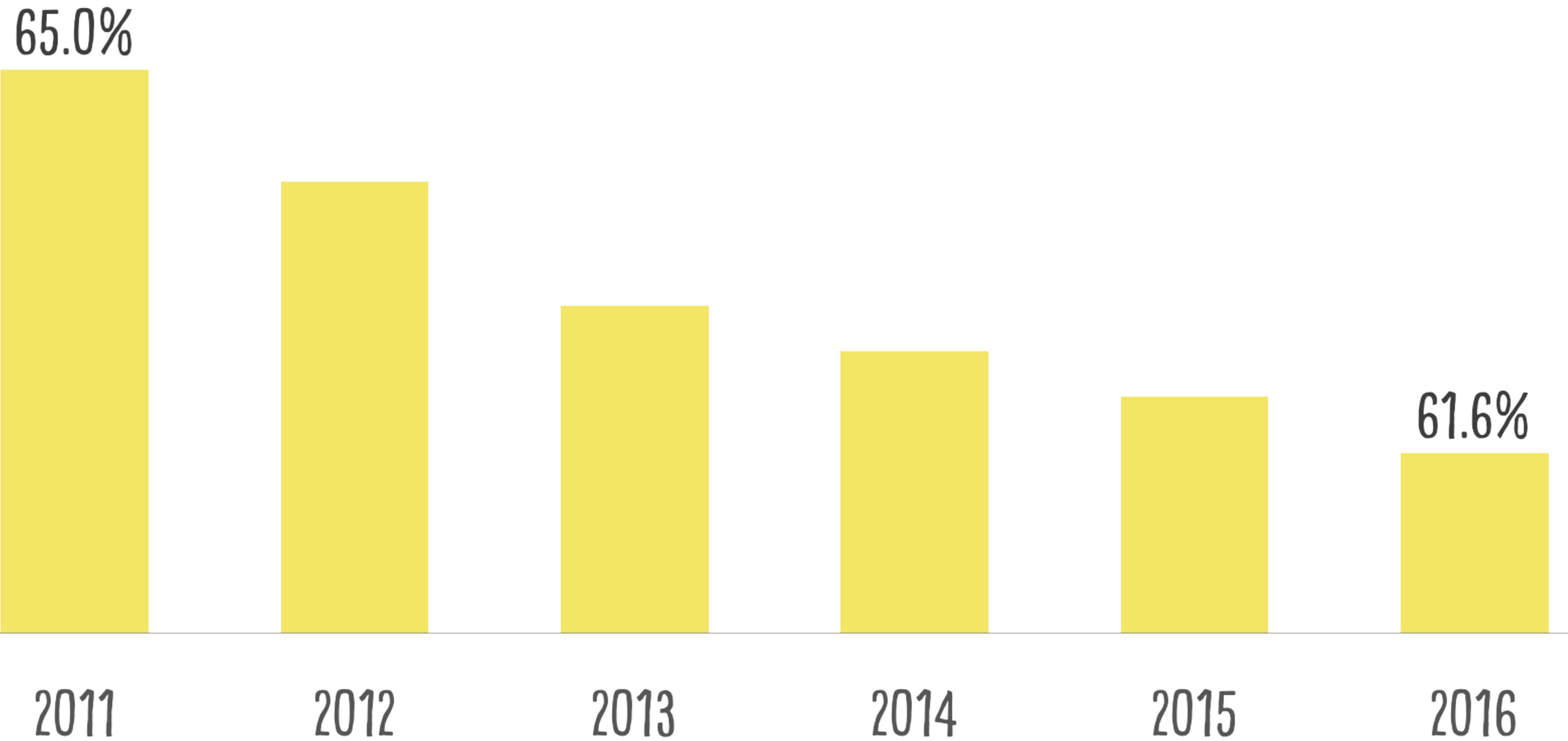


CHALLENGE

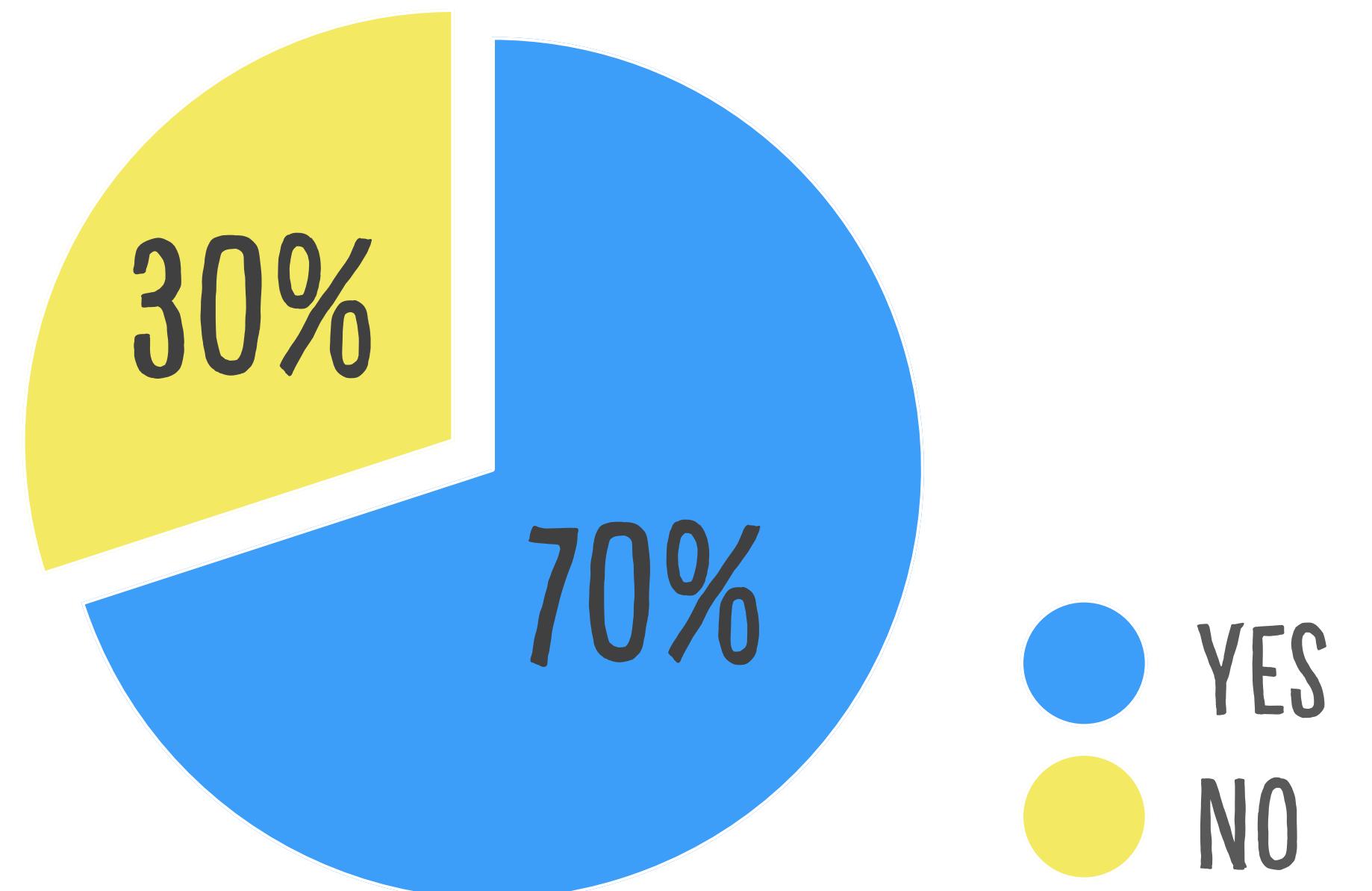
WE ARE LOOKING FOR ENGAGING TACTICS ON HOW TO
BEST ENGAGE OUR NEW BRAND WITH REGISTERED
NET GENERATION PARTICIPANTS.



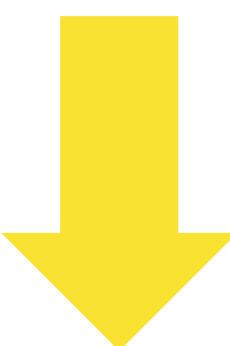
PERCENTAGE OF 13-17 YEAR OLDS ACTIVE MORE THAN ONCE A WEEK



KIDS WHO QUIT ORGANIZED SPORTS BY AGE 13



57%



60%



71%



INSIGHT

KIDS GIVE UP PLAYING ORGANIZED
SPORTS BECAUSE THEY FEEL INTENSE
PRESSURE TO SUCCEED.

AUDIENCE

KIDS:

Gen Zers are makers - ambitious, fearless, and eager to change the world.

72% of high school students want to start a business someday.

They grow up in environments that promote inclusivity and diversity, and therefore value individuality.



AUDIENCE

PARENTS:

80% of millennial moms and 90% of millennial dads say it's important to be "the perfect parent."

72% of millennial parents say that they watch YouTube videos as a way to stay in-the-know about their child's world.



AUDIENCE

PROVIDERS:

Coaches care about their students and want them to succeed.

As football coach John Burns says, “Youth sports isn’t just about sports. It’s about keeping the fun in the game and teaching your athletes lessons they can take with them in life.”



REFRAME

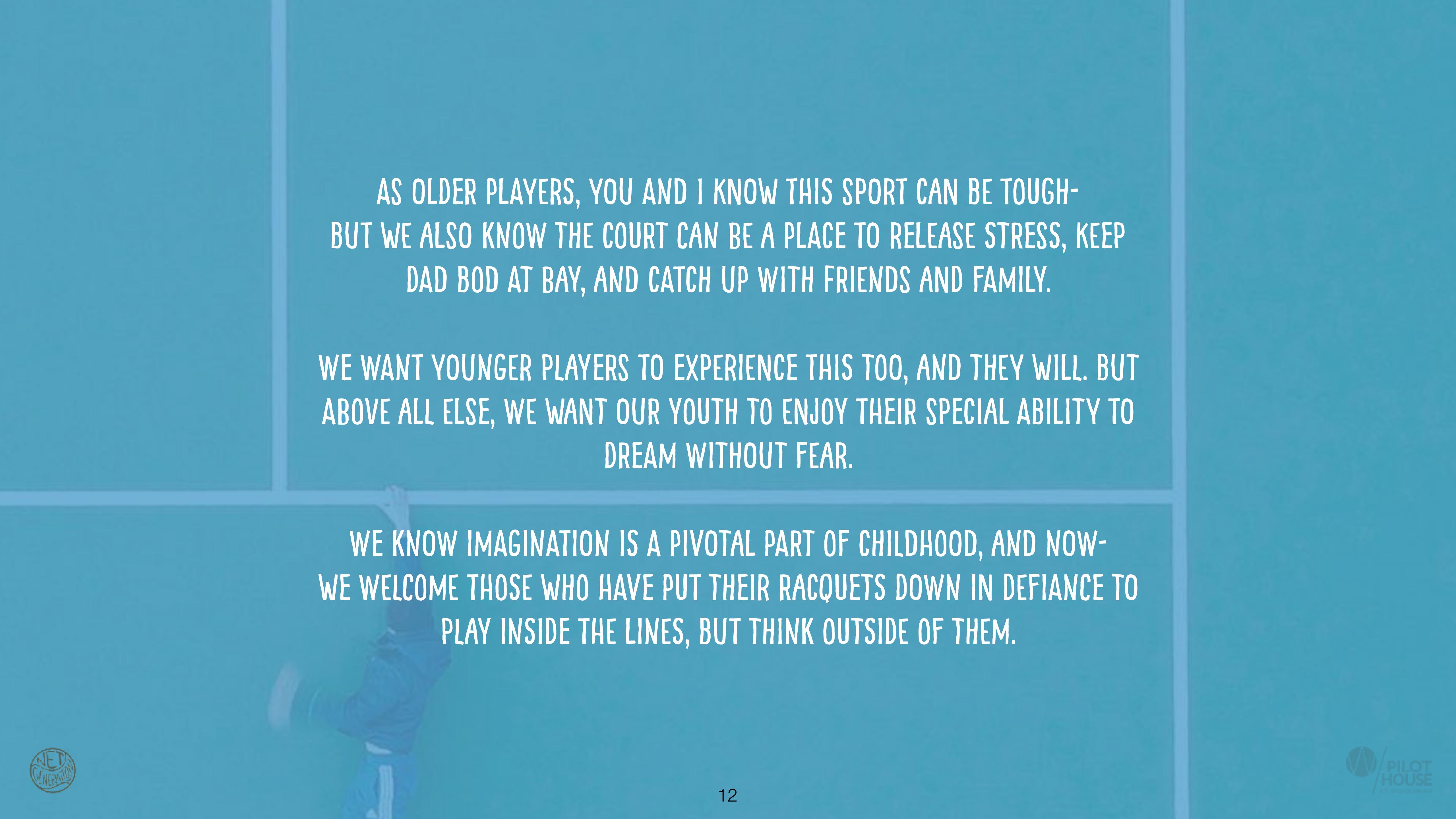
WE NEED TO PROVIDE KIDS WITH A
WAY TO DEFINE THEIR OWN SUCCESS.



Overarching Theme

**EVERY STROKE MAKES
YOU A MASTERPIECE**





AS OLDER PLAYERS, YOU AND I KNOW THIS SPORT CAN BE TOUGH-BUT WE ALSO KNOW THE COURT CAN BE A PLACE TO RELEASE STRESS, KEEP DAD BOD AT BAY, AND CATCH UP WITH FRIENDS AND FAMILY.

WE WANT YOUNGER PLAYERS TO EXPERIENCE THIS TOO, AND THEY WILL. BUT ABOVE ALL ELSE, WE WANT OUR YOUTH TO ENJOY THEIR SPECIAL ABILITY TO DREAM WITHOUT FEAR.

WE KNOW IMAGINATION IS A PIVOTAL PART OF CHILDHOOD, AND NOW-WE WELCOME THOSE WHO HAVE PUT THEIR RACQUETS DOWN IN DEFIANCE TO PLAY INSIDE THE LINES, BUT THINK OUTSIDE OF THEM.

MEET DAVE

- 13 years old
- Has a tough time balancing school, sports, and friends
- Uses social media to keep friends in the loop
- In order to get him excited about tennis again, the sport must seem less intimidating altogether



HOW DO WE KEEP DAVE ON THE COURT?





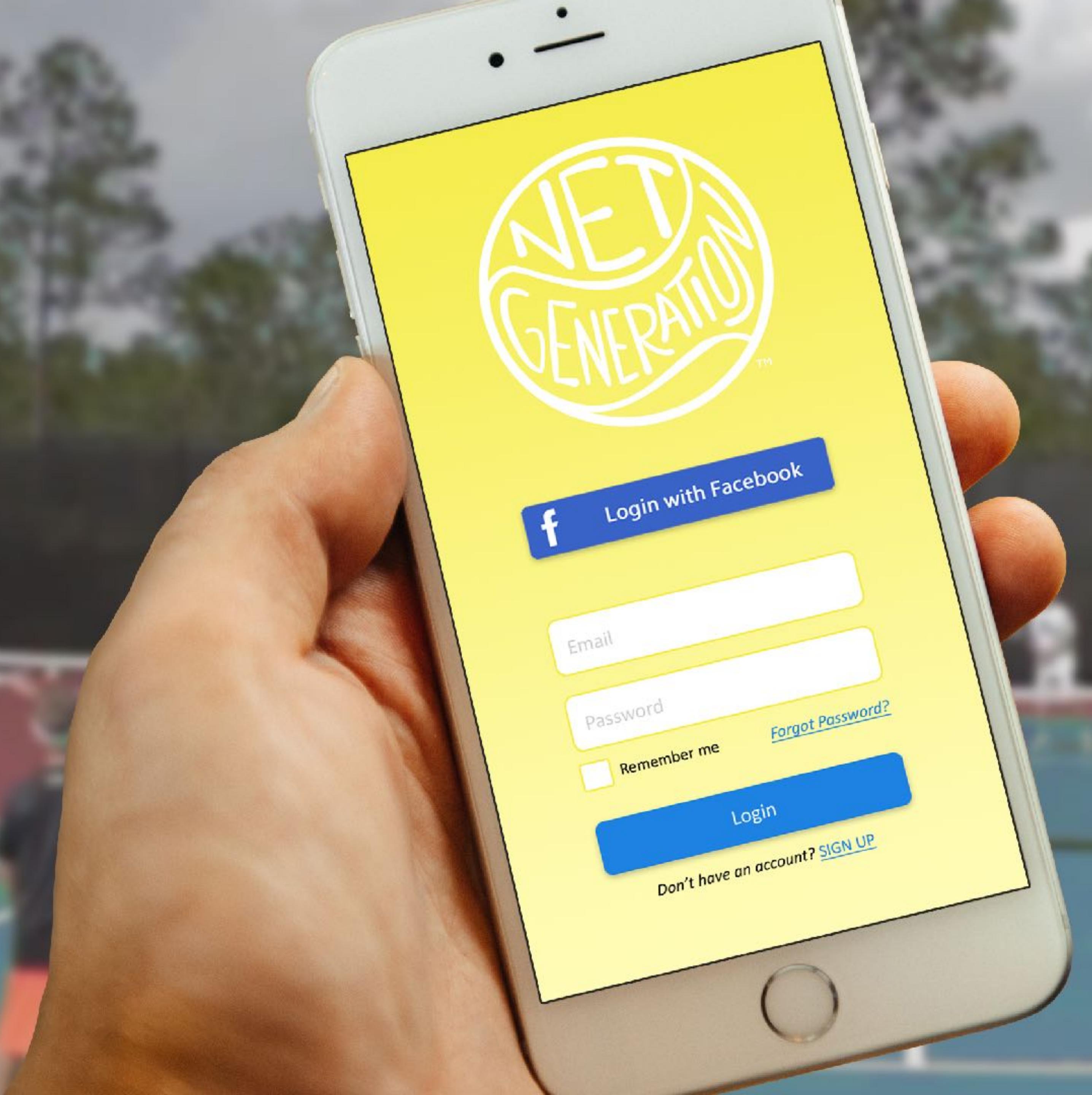
THE LAUNCH PAD

This is the vehicle that holds a player's mobile device and prompts the Net Generation app to start the experience.



#GAMESETSKETCH







ROTATE YOUR PHONE
TO START





SCANNING THE COURT

The **Launch Pad** uses court recognition to scan the boundaries of the court.





RECORDING

.....

Then, the **Launch Pad** starts recording the match.



RENDERING

While the video renders, the app asks players several questions that help coaches track the progress of the players.



FINAL CREATION

.....

The video is saved on the Net Generation app.



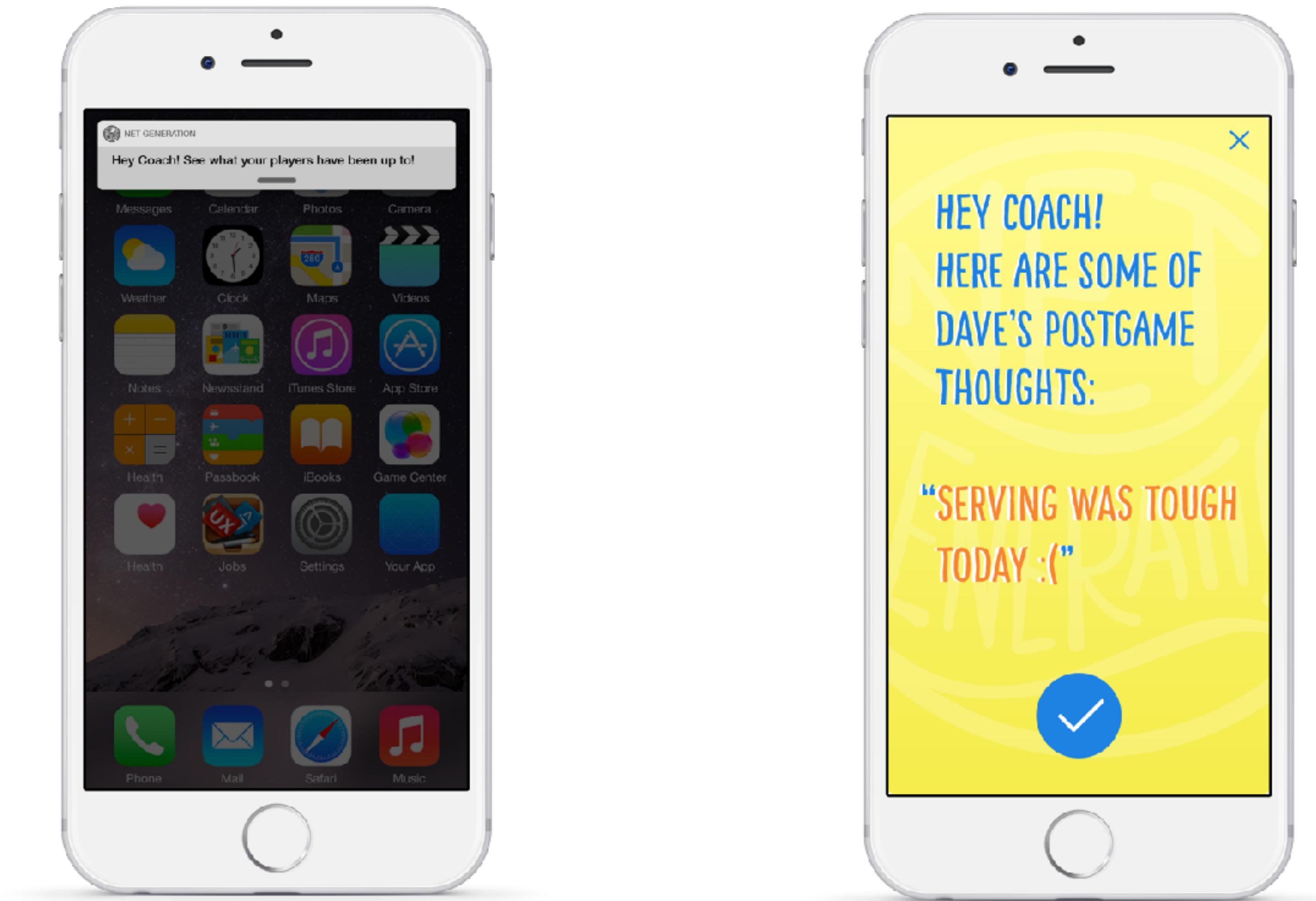


SHARE YOUR CREATION!

The app prompts players to share their creations on social media with #gamesetsketch.







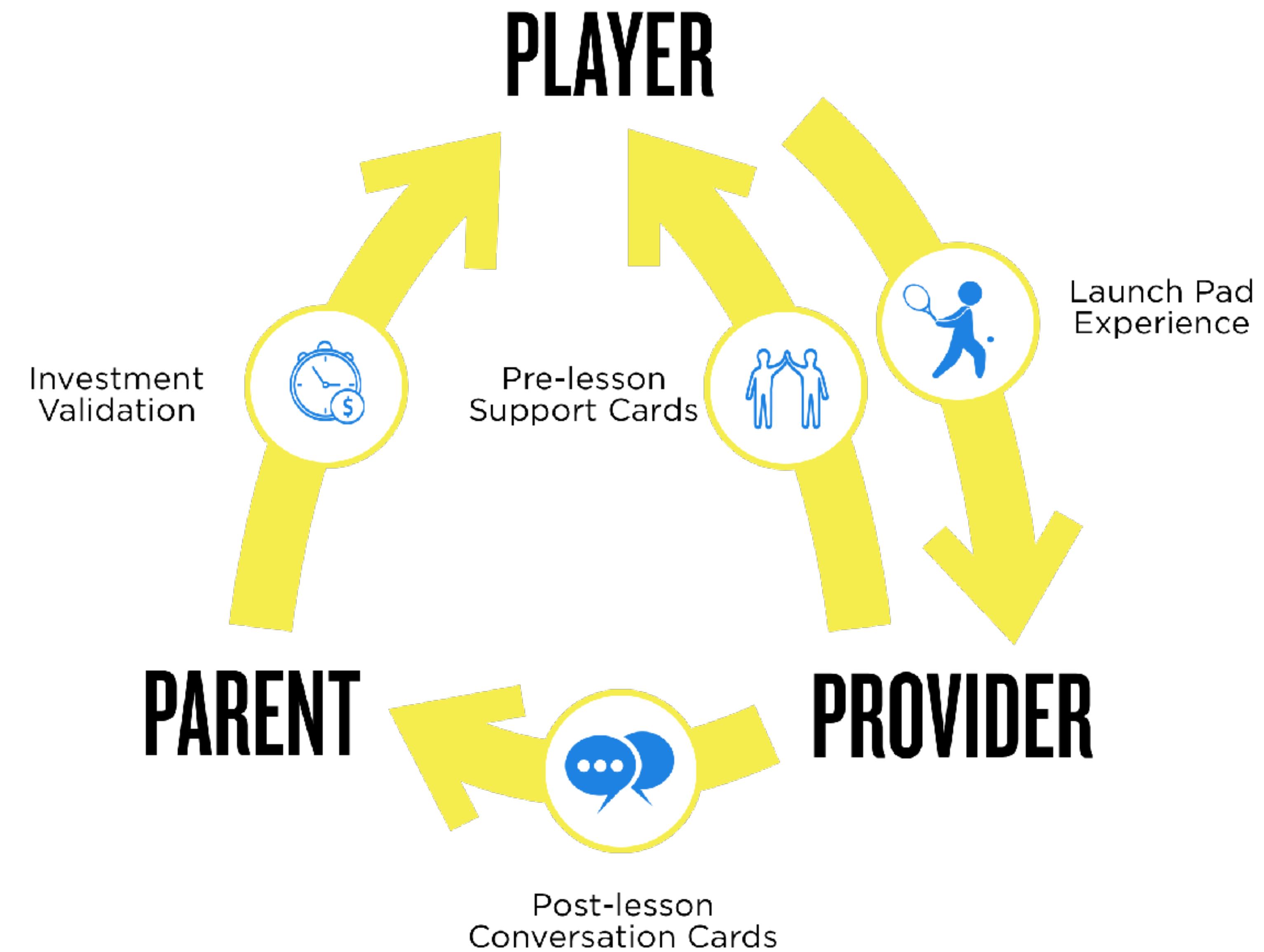
SUPPORT CARDS (PLAYERS)

Before each lesson, coaches receive support cards that remind them to stay on top of each player's progress.



CONVERSATION CARDS (PARENTS)

After each lesson, coaches receive friendly reminders to touch base with parents.



HOW DO WE GET STARTED?

[How it Works](#)[Coach](#)[Play](#)[FAQ](#)[App](#)[Register](#)[Log In](#)

A young girl in a white and red tennis outfit is playing tennis on a blue court. A large white play button is overlaid on the image. Hand-drawn style white illustrations of space elements like planets, stars, a rocket, and a satellite are scattered across the left side of the image. A yellow arrow points to the right on the right side of the image.

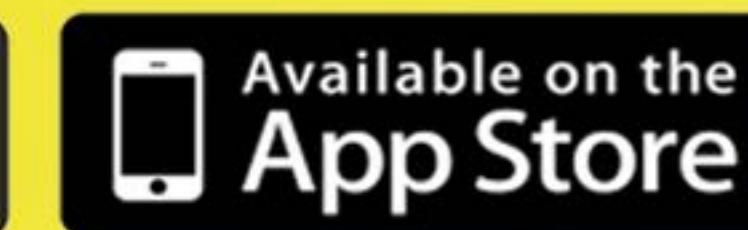
WHAT WILL YOUR PLAY LOOK LIKE?

IT'S SUPER EASY!

Rock your world and expand your imagination with the new Net Generation app! It's a whole new way to play the game.

Every game that you play with Net Generation creates a unique piece of art for you to keep or share.

Just download the app and head to the nearest Net Generation activated court. #gamesetsketch



FIND A LAUNCH PAD!

≡ ENTER ZIP CODE HERE

Rating
★★★★★

USTA WESTERN
3.3 ★★★★★ (12)
Tennis Club · 341 8th Ave
Indoor tennis center with 8 courts
Open until 10:00 PM

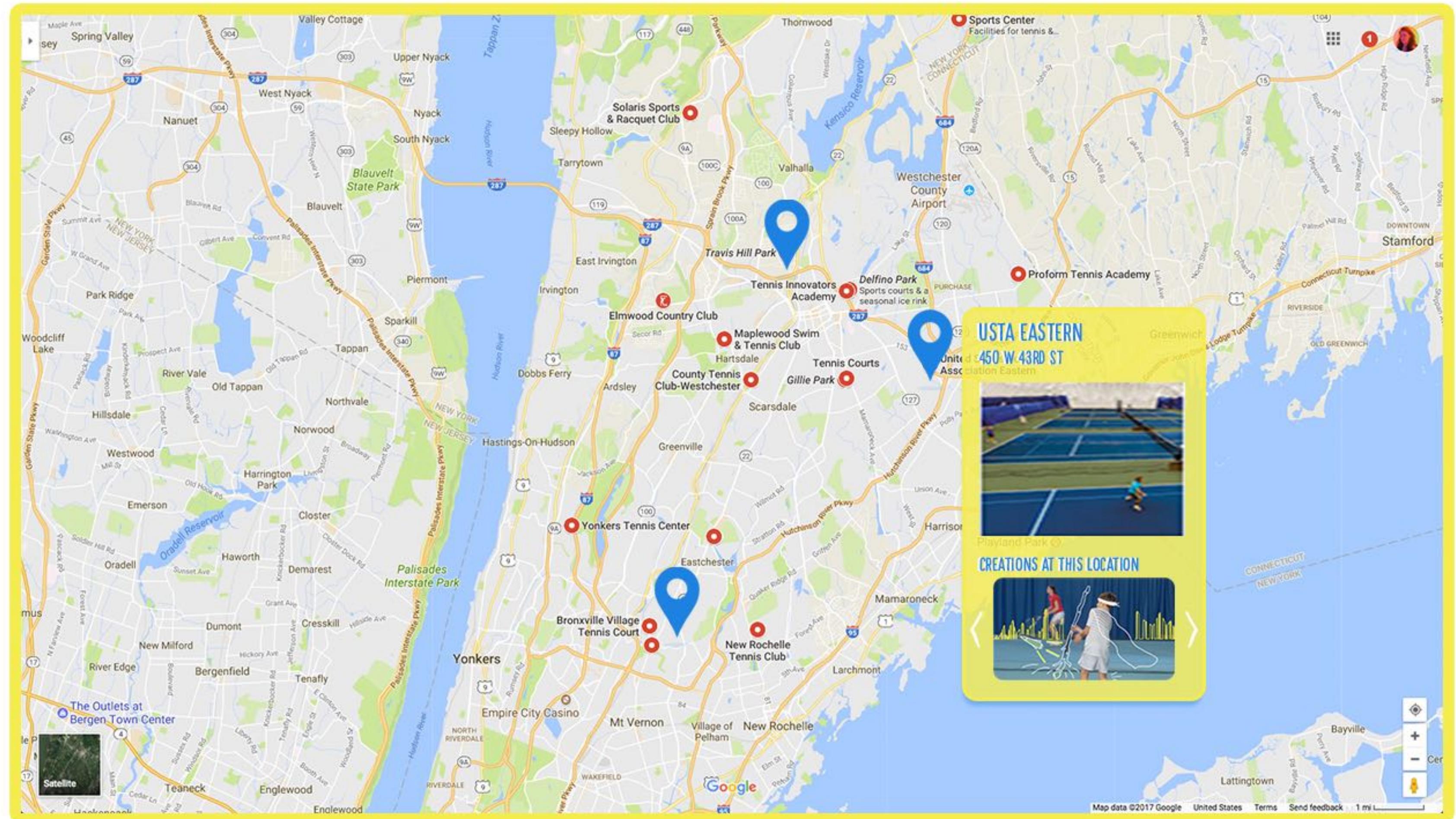
USTA EASTERN
5.0 ★★★★★ (5)
Tennis Club · 450 W 43rd St
Open until 12:00 AM

USTA NORTHERN
Tennis Club · 1560 Broadway

USTA SOUTHERN
4.6 ★★★★★ (14)
Tennis Club · 15 Vanderbilt Ave
Open until 1:00 AM

Showing results 1 - 20 < >

Update results when map moves



HOW DO WE GET THE WORD OUT?



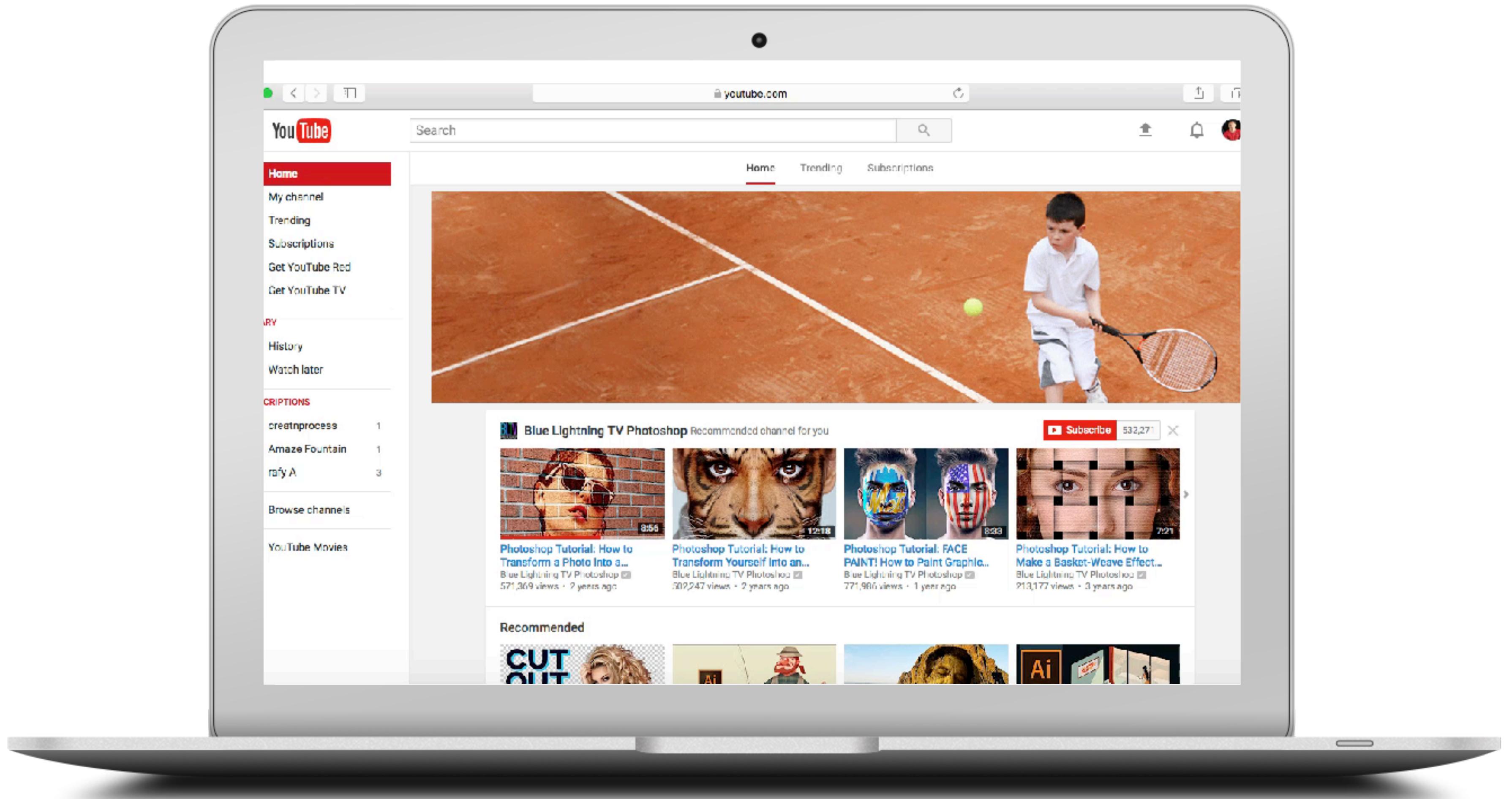
BILLBOARD

Players heading to the court are prompted to test out the experience by stepping on the court. They download the Net Generation app to try it out the new **Launch Pad**.



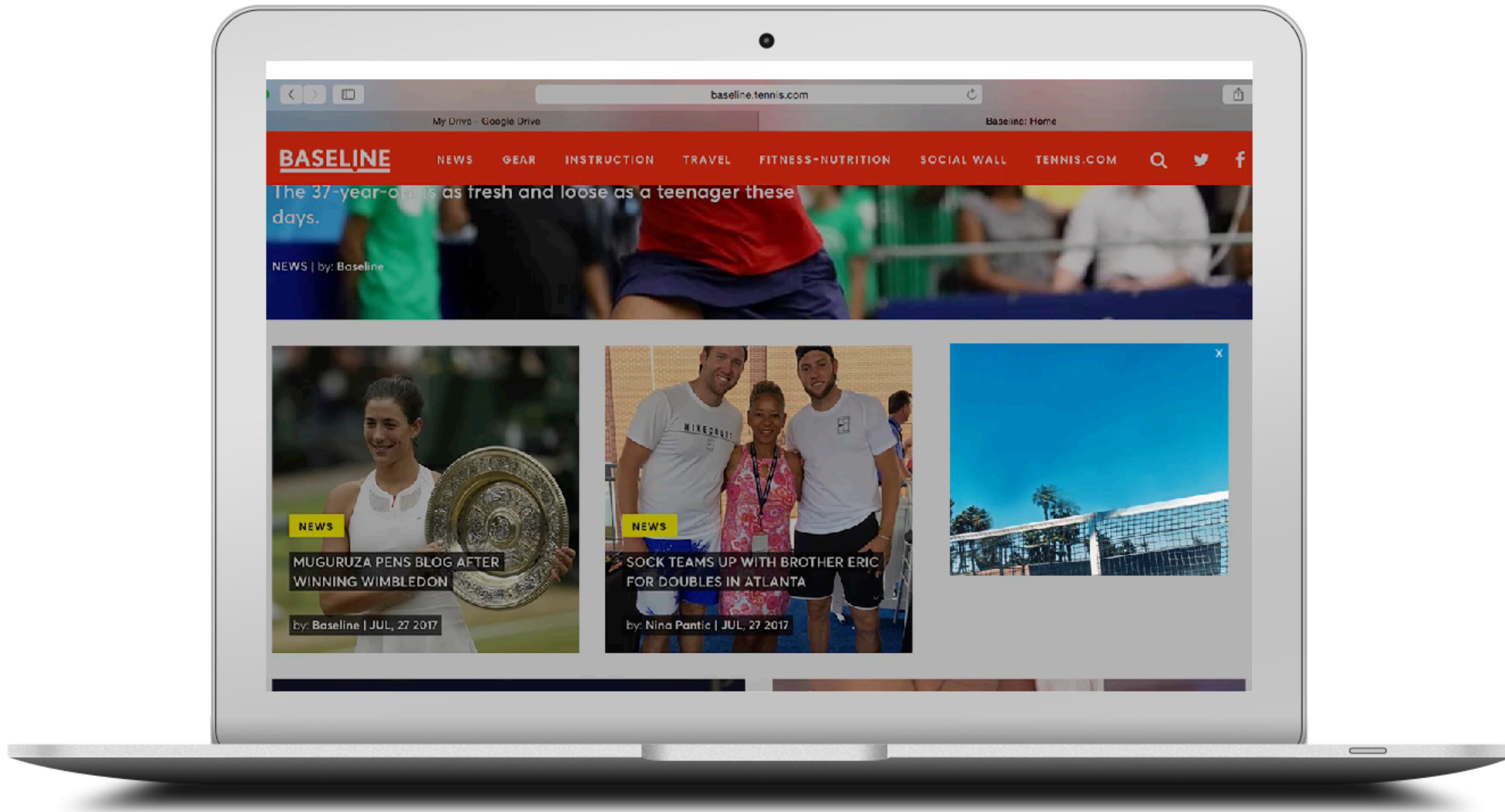
FLAG POLE BANNER

These banners will be unveiled at the US Open and other events.

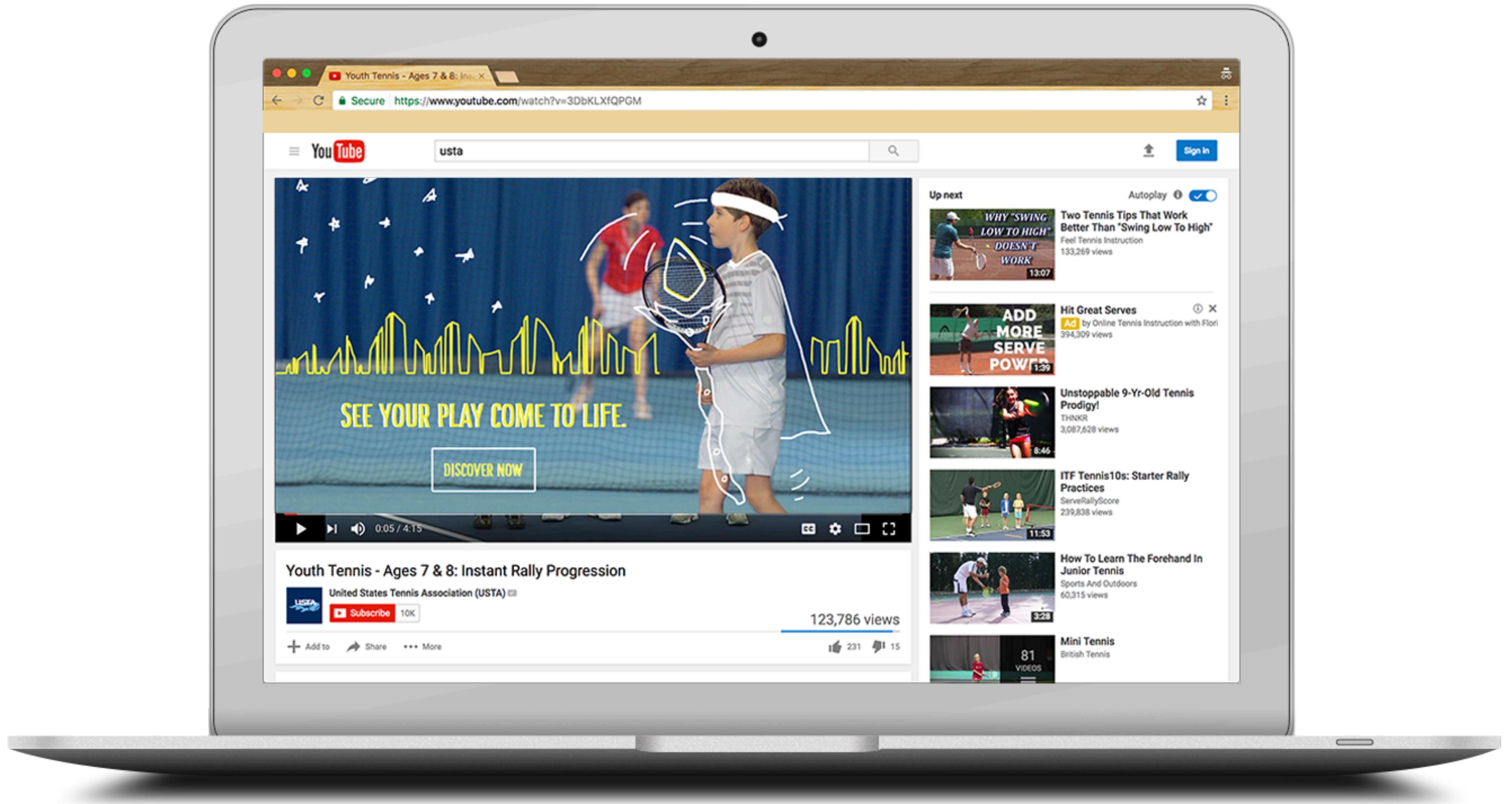


DIGITAL BANNERS

Animated GIFs live on websites like YouTube and prompt players to find out more.

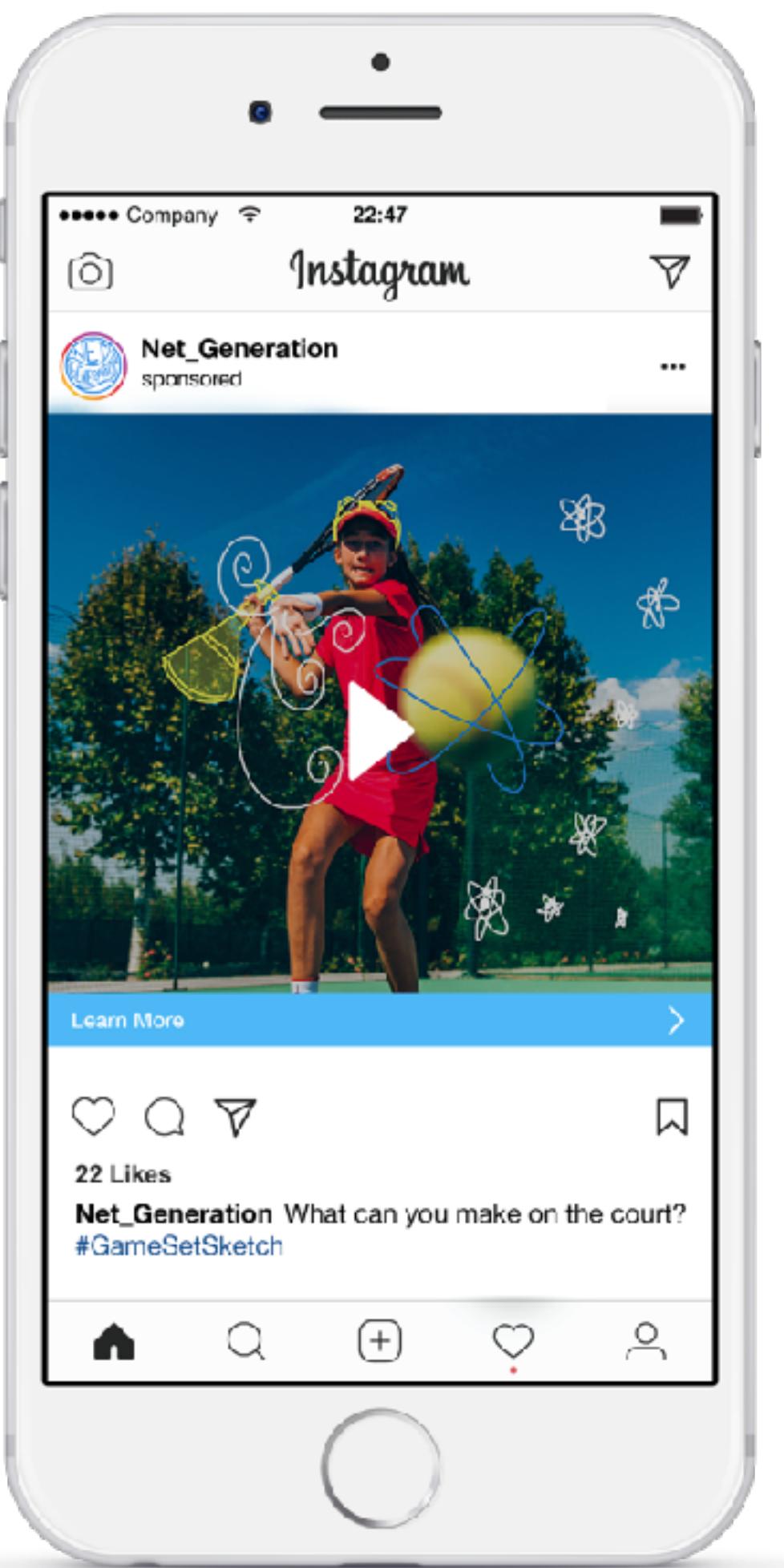
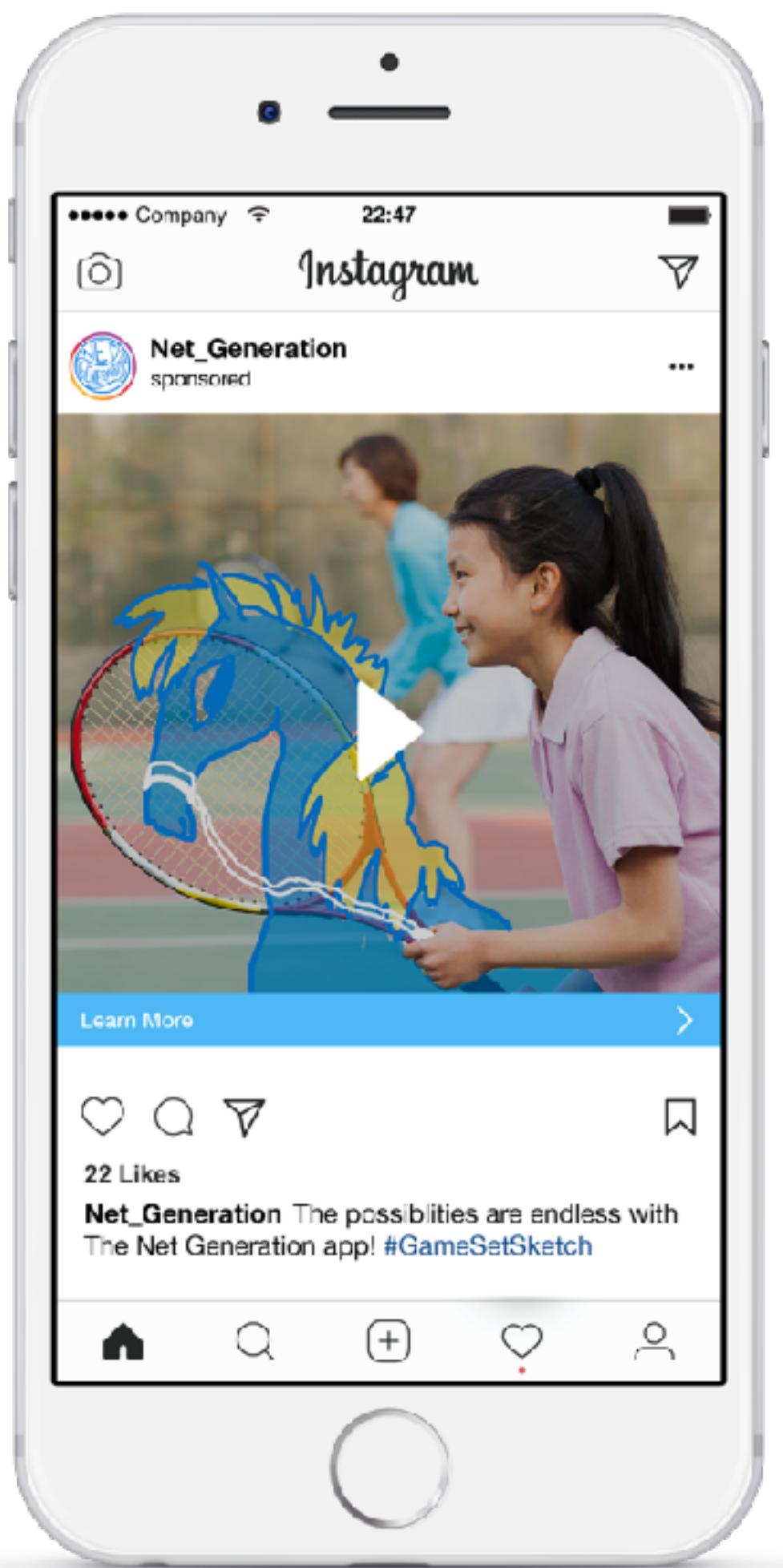
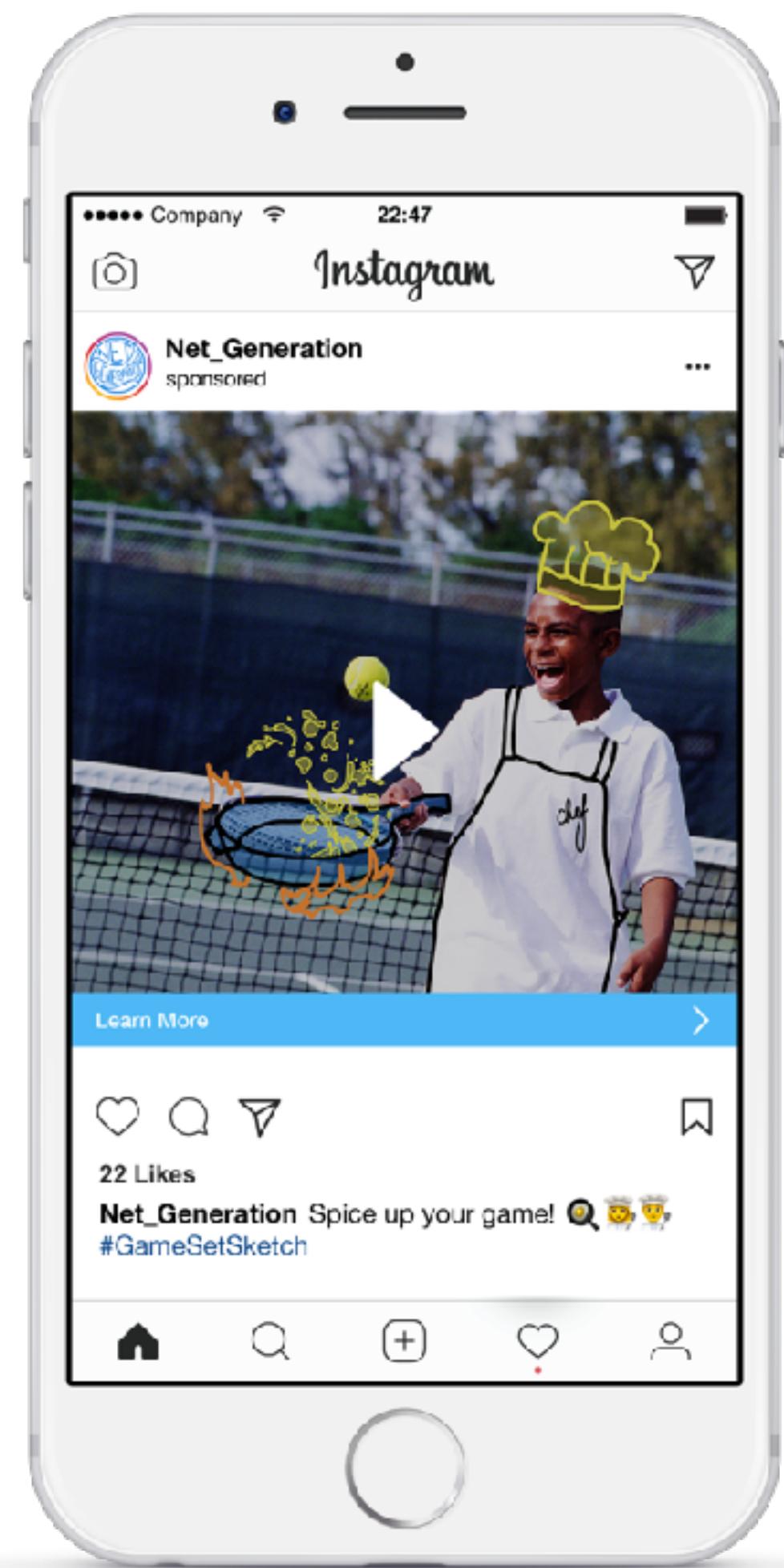


DIGITAL BANNERS



PRE ROLL VIDEOS

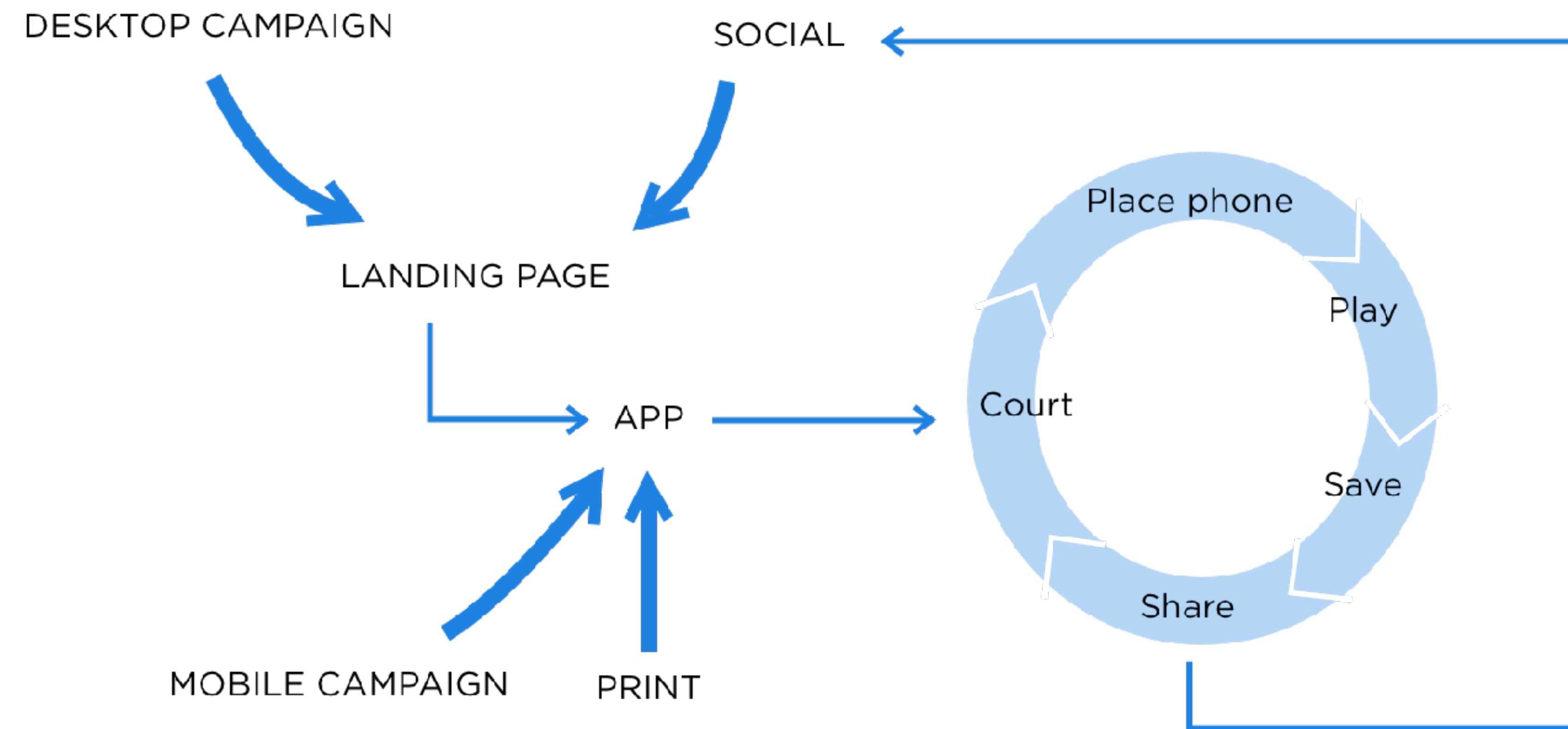
Quick pre-roll ads appear on YouTube showing players an example of what they can create on the court with Net Generation.



SOCIAL ADS

Static and video ads will appear on heavily browsed media like Instagram or YouTube. The ads give a visual taste of what the players can create. Share with the #GameSetSketch.

USER FLOW



WHAT DOES SUCCESS LOOK LIKE?

KPI

Category	Execution	KPI
Engagement	Banners ads	Clicks, CTR
	YouTube pre-roll	Views and click-throughs
	Instagram posts	Likes, views, repost
	Launch Pad	Number of plug-ins
Acquisition	Landing page	Page views, registrations
	Net Generation app	Number of downloads, visits, registrations

CAMPAIN MEASUREMENT

- 1 Metrics will be measured **pre-, during-, and post-campaign.**
- 2 Users will be categorized into three buckets based on frequency of activity: **low, medium, or high.**
- 3 The goal is to move them from a lower bucket to a higher bucket, and make them loyal to Net Generation.
- 4 Number of sign ups by players, parents, and providers will be measured.



THANKS!

