

  
Advantage All

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# BRAND AND COMMUNICATIONS

GUIDE



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**Advantage All**  
Tennis is an Equal Advantage Sport™

# INTRODUCTION

This Brand and Communications Guide is one of a series of ITF guides written to help member nations and regions with the promotion of their gender equality strategies and related initiatives.

In 2018, the ITF formally announced its ongoing commitment to increasing the number of women involved in tennis, both on and off the court, with the launch of *Advantage All* – the ITF Gender Equality Strategy.

## OUR VISION

Tennis is an Equal Advantage sport

## OUR UNIQUE OPPORTUNITY

To become an inspirational role model for all Olympic and Paralympic sports

## OUR STRATEGY

The ITF's Gender Equality Strategy – *Advantage All*, is designed to:

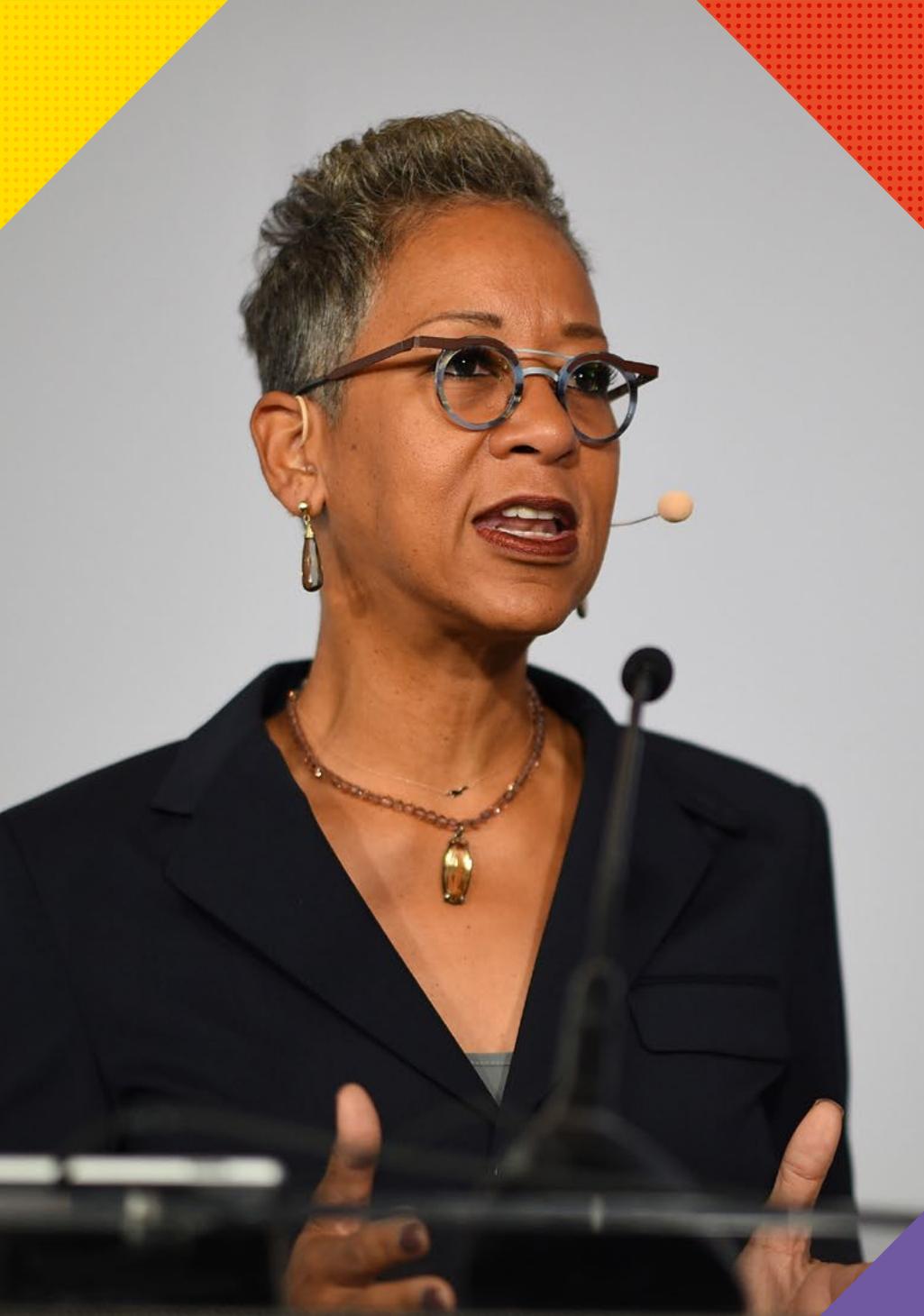
- ▶ Create more opportunities for women to become leaders in sport
- ▶ Encourage more women and girls to play tennis
- ▶ Champion female role models to inspire the next generation on and off the court
- ▶ Increase investment and award equal prize money
- ▶ Ensure our sport is addressing and eliminating bias and discrimination at every level

*Advantage All* is delivered via five main themes: EMPOWER, BALANCE, CULTURE, VALUE and VOICE.



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Tennis is an Equal Advantage Sport™



# ADVANTAGE ALL BRANDING

Our *Advantage All* logo and branding is built around the concept of the tennis scoreboard and scoring system

- ▶ Tennis owns this scoring terminology. It owns the word 'advantage'.
- ▶ The term '*Advantage All*' takes the familiar phrase and gives it a 'twist'
- ▶ The scoring is fundamental and inseparable from the sport... just like our 'equality' position
- ▶ It is highly inclusive and inspiring – a powerful idea for us to rally around

This guide provides some ideas on how you, as member nations and regions, can use the *Advantage All* brand to promote your own gender equality initiatives.

Please also refer to the *Advantage All* Brand Guidelines document that sets out the rules for the treatment of the *Advantage All* branding, including use of the ITF logo. This document is available from the ITF website.

The *Advantage All* brand provides a consistent 'look and feel' for all materials promoting gender equality.

We have provided some examples of how you can promote your own gender equality initiatives, under the *Advantage All* banner.

In order to ensure consistency across *Advantage All* communications, all artwork and uses of intellectual property must be submitted to the ITF Brand Department for approval. Please follow the below steps:

Send any file needed for approval to [brand@itftennis.com](mailto:brand@itftennis.com) with the subject heading 'Approval Request: [Insert Document Name]'

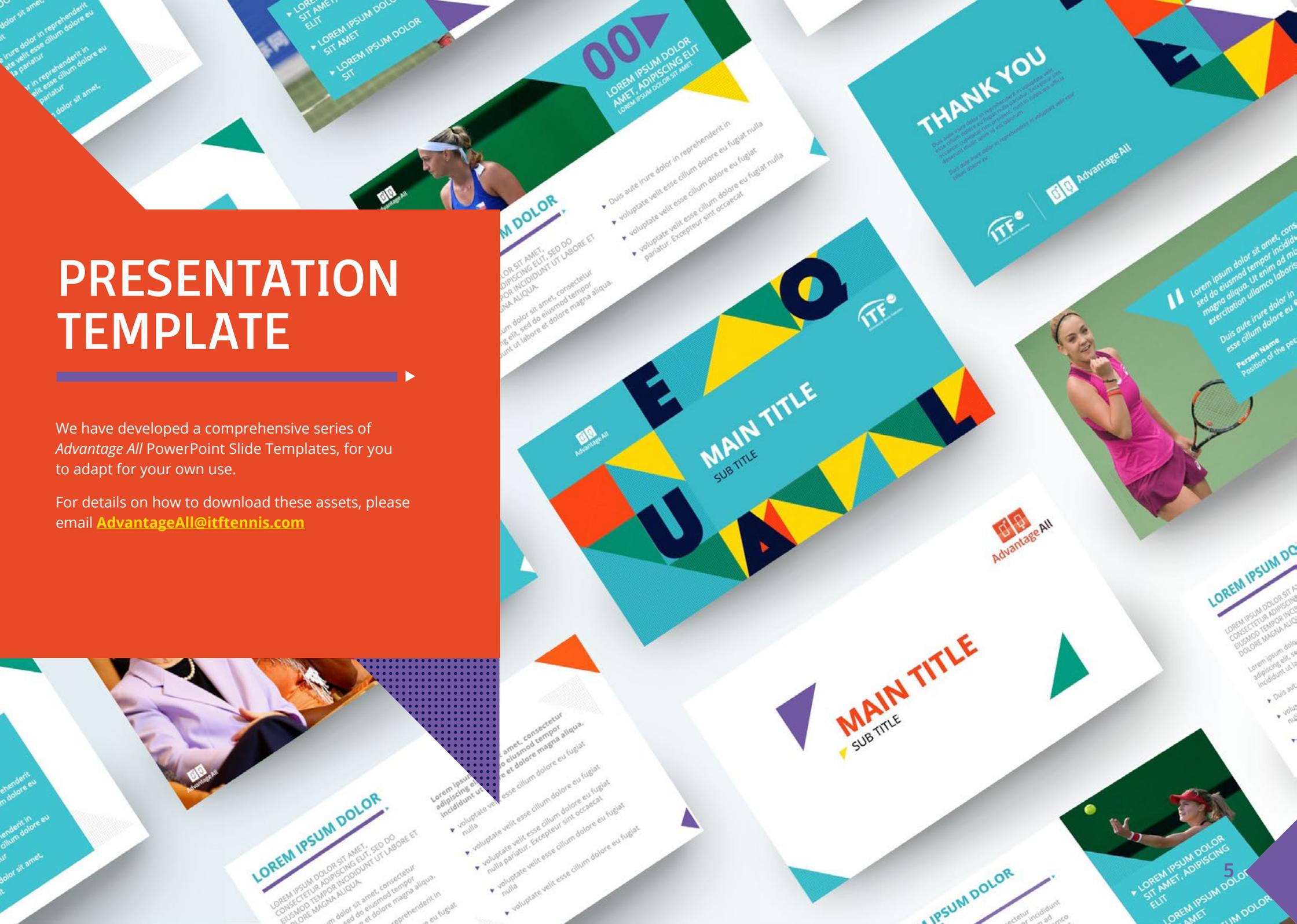
You will receive a response within 24 hours containing either feedback or approval

If changes are required, please amend and send back for final sign off.

# PRESENTATION TEMPLATE

We have developed a comprehensive series of *Advantage All* PowerPoint Slide Templates, for you to adapt for your own use.

For details on how to download these assets, please email [AdvantageAll@itftennis.com](mailto:AdvantageAll@itftennis.com)





# HEADED STATIONERY

Advantage All branded stationery. Built as a Word Template.

For details on how to download these assets, please email [AdvantageAll@itftennis.com](mailto:AdvantageAll@itftennis.com)

# SOCIAL MEDIA

It is likely your *Advantage All* strategy will include some level of social media activity. To support this, we have developed a set of social media templates for Facebook, Twitter, Instagram and LinkedIn. You can simply overlay these templates on images to immediately brand them *Advantage All*.

For details on how to download these assets, please email [AdvantageAll@itftennis.com](mailto:AdvantageAll@itftennis.com)



**Advantage All** 22,923 followers  
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Return to recreational tennis 8 June Update: As lockdown restrictions put in place in response to the COVID-19 pandemic ease in some parts of the world, the ITF has compiled the latest national updates regarding guideline: ...see more



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*Template options include the additional benefit of being able to include your member nation logo if desired.*



# EMAIL NEWSLETTER HEADER

To brand email communication, creative assets include an Email Newsletter Template Header, where you can change out the image behind and keep the *Advantage All* overlay for a professional and consistent look.

For details on how to download these assets, please email [AdvantageAll@itftennis.com](mailto:AdvantageAll@itftennis.com)

# PRINT

We have developed a simple print template for posters and adverts. You choose your headline and copy messaging.

These include the option of incorporating your member nation logo in the bottom right corner.

For details on how to download these assets, please email [AdvantageAll@itftennis.com](mailto:AdvantageAll@itftennis.com)



# DEVELOP YOUR OWN COMMUNICATIONS CAMPAIGN

## INTRODUCTION

Effective communications are not just about announcing a decision or raising awareness, but also initiating change or a call-to-action – whether that's encouraging someone to pick up a racket, put themselves forward for a leadership role, or embark on a new career path altogether.

The ITF is committed to ensuring tennis is an Equal Advantage sport throughout the world and is here to support you as you develop your plans.

## CREATING A PLAN

An effective communications plan should have:

- ▶ Clear, achievable goals
- ▶ A strategy to achieve these goals
- ▶ Specific tactics and actions to ensure your strategy delivers results
- ▶ A method to measure and evaluate your progress

Many of the principles referenced in the **'Write Your Own Strategy'** guide can be applied when you are creating a communications plan or developing a campaign. It is worth revisiting the four key questions raised in that guide so that you can start to identify the steps that need to be taken:

1. Where are we now?
2. Where do we want to get to?
3. How are we going to get there?
4. How will we measure and evaluate success?

## HOW SHOULD YOUR PLAN BE STRUCTURED?

There are several key stages and elements that should go into your plan. These have been divided into the following sections in this guide.

### OBJECTIVES

What do you want to achieve through your campaign? What does success look like?

### TARGET AUDIENCE

Who do you want to reach and influence?

### KEY MESSAGES

What do you want to say to your audience? What do they need to know?

### COMMUNICATIONS STRATEGY

Which media channels will you use to reach your target audience? What content do you need to develop to influence them? When will you deploy these tactics?

# OBJECTIVES

When setting objectives, ask yourself what you hope to achieve with your campaign. Do you want to reach a new audience? Engage with current stakeholders? Change perceptions, attitudes or behaviours? Create awareness of a new initiative? Or encourage participation?

Whatever you wish to achieve, your communications plan should work to the same timescale as your Gender Equality Strategy. And as with your overall objectives, your communications objectives should be **SMART**:

- ▶ **Specific**
- ▶ **Measurable**
- ▶ **Achievable**
- ▶ **Relevant**
- ▶ **Timed**

Opposite is an example of how communications objectives might contribute to the achievement of the overall objectives of your Gender Equality Strategy.

## Gender Equality Objective

Increase female representation on a board or committee

## Communications Objectives

- ▶ Demonstrate the value of increased female representation on a board
- ▶ Profile successful women in leadership and create role models
- ▶ Promote opportunities for continued professional development, from training courses to mentorships
- ▶ Raise awareness of off-court professions and decision-making roles within tennis
- ▶ Provide tools and resources to support potential leaders on their journey
- ▶ Gather insight to help overcome the challenges or obstacles they may face



# TARGET AUDIENCE

The next step in developing your campaign strategy will be to determine who your target audience is and how you can reach them. Understanding your audience will not only help you to develop appropriate content, but will also allow you to choose the right channel by which to influence them – both are critical for maximum impact.

Creating a stakeholder or audience map is a good starting point.

When mapping your audience, think about which stakeholders will have the most influence on your strategy and which will be most affected by it. How can they help you achieve your goal? What is the best way to reach them? What do they need to know? And what are their key motivators?

The template below should help you map out your key audiences.

Group/ Audience	Key message	Influence /impact	Channels/ Medium	Frequency	Timing	Feedback

## GROUP / AUDIENCE

Who are you trying to reach... Potential leadership candidates? Internal stakeholders? Media? Tennis fans?

## KEY MESSAGE

What do you need to tell them in order to influence their behaviour or drive a call to action?

## INFLUENCE / IMPACT

What would a successful engagement look like? Signing-up for a course? Investing budget into an event or initiative? Promoting your initiative or writing a story about an inspirational role model?

## CHANNELS / MEDIUM

How will you reach them? Through social media? An email campaign? Via an event or conference? Most likely a combination.

## FREQUENCY

How often do you need to communicate with them? Resource may be factor.

## TIMING

Are you launching a coordinated campaign? When do various stakeholders need to be engaged? Internal stakeholders will likely need to be informed of progress ahead of external groups.

## FEEDBACK

How will you know your tactics have been successful? Increased engagement on social media? Email open rates? Visits to your website? Sign-ups to a course or event? Earned media coverage?



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## KEY MESSAGES

Regardless of whether you are talking to media, stakeholders within the sport, internal colleagues or the wider public, it is essential that you are consistent and clear in what you say.

When developing your key messages, there are some important things to keep in mind:

- ▶ **Are they easy to understand?** – be clear and concise
- ▶ **Be positive and purposeful** – you are not just informing, you are influencing
- ▶ **Make your mission clear** – is it specific and relevant? Does it communicate your objectives?
- ▶ **Be honest and believable** – support factual statements with evidence
- ▶ **Keep it short. Keep it simple**



# MEDIA CHANNELS

Once you've determined who you are targeting and what you want to say to them, the next stage is to plan your channel strategy and select your preferred platforms to deliver your message. While there are different schools of thought, it's generally accepted that there are three main types of media channels: OWNED; EARNED; PAID. The table opposite outlines some of the different types of media available, along with the pros and cons of using them.

Media	Examples	Pros	Cons
Owned	<ul style="list-style-type: none"> <li>▶ Website</li> <li>▶ Blog</li> <li>▶ Social media</li> <li>▶ Email</li> <li>▶ Events</li> <li>▶ Press releases</li> </ul>	<ul style="list-style-type: none"> <li>▶ Complete control of content and schedule</li> <li>▶ Cost effective</li> <li>▶ Easy to monitor</li> <li>▶ Low risk</li> </ul>	<ul style="list-style-type: none"> <li>▶ More limited reach</li> <li>▶ Audience growth can be slow</li> <li>▶ Resource needed to actively develop and maintain</li> </ul>
Earned	<ul style="list-style-type: none"> <li>▶ Publicity</li> <li>▶ Media coverage</li> <li>▶ Third-party/ influencer endorsement</li> </ul>	<ul style="list-style-type: none"> <li>▶ Expands reach</li> <li>▶ Drives growth</li> <li>▶ Adds credibility</li> <li>▶ Increases awareness</li> <li>▶ Cost-effective</li> <li>▶ Builds trust</li> </ul>	<ul style="list-style-type: none"> <li>▶ Message cannot always be controlled</li> <li>▶ Takes time and effort</li> <li>▶ Harder to monitor and track</li> <li>▶ Can bring up negative issues</li> </ul>
Paid	<ul style="list-style-type: none"> <li>▶ Social media ads</li> <li>▶ Paid promotion</li> <li>▶ Search Engine Marketing</li> <li>▶ Paid influencers</li> <li>▶ Traditional marketing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Scalable and reliable</li> <li>▶ Easy to track and adjust</li> <li>▶ Instant results</li> <li>▶ Control over messaging and targets</li> </ul>	<ul style="list-style-type: none"> <li>▶ Expense</li> <li>▶ Risk of becoming reliant on paid channels if over-utilised</li> <li>▶ Credibility</li> </ul>

# CONTENT

As well as considering the various channels that are available and affordable to you, you must also plan what you are going to populate them with – this is your content strategy.

The type of content you produce could include web articles, blogs, social posts, infographics, case studies, surveys and videos. Hosting webinars or events could also be part of your approach.

**Your content must be relevant to your target audience** – don't just think in terms of what you want to tell them, but also what they'd want to hear. Why should they care? What's the hook?

**The content you create must have purpose** – it is not just about creating nice stories and assets, there must be a purpose behind your content that ultimately contributes to your overall objectives.

**Try to be original, engaging and unique** – you want to capture people's imagination

**Cross-promote content across your channels** – this will maximise the number of people who will see it

## EXAMPLE

If you are trying to encourage more women to take up coaching, you could focus on demonstrating the practical steps they would need to take (via a video or infographic) and promoting the tools that are available to them (such as the ITF Academy), while highlighting the rewarding nature of a career in coaching (you could ask an established coach to write a weekly blog for you). You could even host an introductory taster event for prospective coaches, influencers or journalists.

Whatever you decide, once you've established what your content is going to be, make sure to cross promote it – if you've published a blog post, promote it on your social channels and in your newsletter; if you've secured some earned media coverage about an initiative you are running, make sure there are further details and supporting information on your website; if you've produced a video, ask contributors if they'll promote it on their own channels.

Regardless of your objective, think about the bigger picture and utilise the tools and tactics that are available to help you achieve it.





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# TIMING

## Communications Calendar

As mentioned previously, your communications plan should work to the same timescale as your Gender Equality Strategy. This will ensure you are publishing relevant content at appropriate times.

Map out the key dates for your communications campaign in a planning calendar – be sure to include key milestones for the overall strategy. Ultimately, it is important to create a calendar that works for you. It could be as simple as listing key actions, themes, milestones and dates. Alternatively, it could contain a detailed breakdown of your content and channel strategy by date. The ITF can provide templates if required.



## WE CAN HELP LET'S STAY IN TOUCH

We welcome feedback about this guide, along with your wider experiences of communicating and promoting gender equality. There is a lot of beneficial learning that can be shared, so please be forthcoming with your views.

**Please contact us at:**  
[AdvantageAll@itftennis.com](mailto:AdvantageAll@itftennis.com)

