

Marketing Function Report/Tero Kalsta 10.6.2019

Sales Overview

Based on the conclusion made earlier this year the sales focus has switched to countries where the sport is well established and represented (e.g. international brands from the Nordic countries) or with international brands which have already worked with floorball on a national level or as LOC partners in WFC's.

Sales Status

There has not been any development on the timing partner side. The contact with G-Shock (Casio) has not proved to be active or shown great interest.

On the sports apparel side we are currently still in discussions with two companies. Hummel is still interested in floorball and consider it a serious option from 2020 onwards. Floorball has been identified by them as a strategically important sport in their strong markets (Nordics). Having said that, the evaluation process for sponsorship agreements does not only include floorball but also other new sports. I have constantly updated them with information. I have also been in regular contact with Puma and reinitiated the case with sight on 2020 on-wards. A clear stand on whether or not they are considering us (or any new) sponsorship has not been taken. Interesting development has been seen in Denmark as the national federation just struck a deal with Select whom extends from football for the first time to floorball.

On the title and main sponsoring front there are over 90 contacts made and this year several new leads have been created to keep the pool of potential broad. The best leads at the time have been established with

- AJ products (on-going contact)
- HMD Global (Nokia phones / Miko Paassilta, Nordic Marketing Manager)
- Fysioline / Ice Power (muscle gel)
- Superpark (indoor activity parks)

The contacted brands vary from fast food, snacks, drinks, travel industry to consumer electronics (phones, headphones, loudspeakers).

Our two sales partners have been working on their contacts. In Finland he is trying to open two fronts (Lidl international and Tallink Silja). The companies our Swiss partner has contacted (Nestlé Suisse, Mars Schweiz, Mondelez (Toblerone), Victorinox, L'Oreal Suisse, Café Chicco d'Oro) have not shown interest in cooperation.

The results with our current sales partners have not been satisfactory. We have established contact with a sales agency called Protocol Sports Marketing. Based on the material (surveys + sales material) delivered to them they see good potential of selling floorball as a product in their portfolio. Negotiations are on-going in early June.

While trying to sell a Main Sponsor there are also some offers made regarding the Champions Cup 2020. The floorball manufacturers Unihoc, Oxdog and Salming have been contacted.

Marketing Status

I have offered articles about the current success of floorball to Scandinavian business magazines and publications. Another Nordic approach is to find a solution for conducting direct mailing (e-mail) for Scandinavian brands.

The editorial (paid) article published by SportsProMagazine in November has reached best views in our LinkedIn feed. The topic is how to tackle the paradox of being a growing sport with good

proven figures (spectators, tv-reach, Youtube views/minutes, SoMe reach) but not attracting new sponsoring partners.

An investigation about utilizing affiliate networks to create some additional revenue through banner advertising on our homepage is on-going (Tradetracker). The results of the fan-survey help to find the correct target group however one challenge is the big volatility in our web-traffic (high traffic during WFCs and rather low outside of the WFCs).

The fan survey was supplemented in April with answers from the Czech Republic. Attached find the updated summary of the results. There are no breakthroughs as such however the results validate us several things that we have before self-defined as being facts. Going forward these are facts to back up sales negotiations. Results are published early June.

Another target in branding is to make our social responsibility brand stronger. We will utilize the outcome of the survey to develop this further. For many brands this is a major factor in decision-making. For this there are two main topics (and two sub-topics):

- A very fitting organization from the IFF perspective would be the World Health Organization (WHO). The WHO has published physical activity recommendations, and this is something the IFF also wants to promote. There are also some potential partners who share the support of this ideology (Superpark, ValoMotion). There are also great results in Denmark within their "Movement for life" project which can be used in this
- Environment / recycling: a campaign to collect old floorball material (blades, balls, drinking bottles) in cooperation with recycling cooperatives and/or plastic products manufacturers. Unihoc has interest in this topic as it is part of their strategy
- Identify and contact brands which share our #GoGirls project values (e.g. P&G (Always), Essity)
- According to the fan-survey the best fit to the values of our fans are the following benefit organizations
 - Unicef, Red Cross

Other on-going projects include:

- Reference cases (video) from current sponsors
 - published in early May / part of promotional material
- Gathering best-case scenarios from national level (i.e. Pantamera in Sweden, WFC2018 success cases (Gerflor/Street Floorball League))
- How to leverage our social media platforms for sponsors with most impact (planning with Mari Myllärinen) => e.g. for Ice Power campaigns

In the CCMNG meeting in May will went through the fan survey and Sportcal GSI results and the importance of utilizing them in our sales and marketing efforts. The countries also shared several on-going cases which will be shared and support the other countries. To point out a few, Finland is developing sponsor sales concepts together with the league teams and Switzerland is focusing how to target the big mass (400 000) of recreational players. A further topic was the future of monetizing the broadcasting rights of the WFCs, which approach and with which partners. This will be an on-going topic. Roughly half of respondents from the fan survey are prepared to invest into pay-tv.

Environmental aspects are also being considered for marketing and sales purposes. The experiences from the EcoCompass-project in WFC2015 are being evaluated for future implementation cases. The topic has been touched how to integrate this in WFC 2020.

Our partner school for the fan survey (Glion School of Higher Education) has offered us the possibility to conduct further projects with their students (start after the summer). After two years since the launch of the new IFF brand image one potential topic could be to evaluate how well it

has been established / is being recognized / is being perceived (comparison to old) and how well it has served the purpose for which the renewal process was initiated for.

Further some new perspectives for marketing have been worked on (also discussed at the CCMNG). Mr Kalsta has discussed with a company which produces digital brand activation services (Uplause (www.uplause.com)). The aim is to create more activation elements in IFF channels e.g MVP voting for Youtube/IFF Events app as well as the venue such as voting, decibel-meter, Jumbotron social wall, kiss-cam, etc. All these elements can be partner branded/customized. This will be discussed with Unihoc as a concrete development topic for the WFC 2020 (with the understanding that they will need to invest). This dialogue will be led further to see if we could strike a general agreement with Uplause for IFF to aid LOCs and national federations to utilize these kinds of services.