

Marketing Function Report/Tero Kalsta 7.3.2019

Sales Overview

On a general level, sales have obviously not gained the traction which we would like to expect. In evaluation of the success, or respectively lack thereof, there have been some conclusions. In chasing sponsors the approach to brands must be made in 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. The likeliness of achieving positive results by introducing a partnership proposal from a sport which is unknown to the decision-maker, no matter how good the numbers are, is very low. It is often hard to identify the reasons for being turned down but usually they point to sticking with existing partners and chosen strategies which leave no room for additional partners. Good news is that in discussions with our Swiss sales partner we could verify that our price setting should not be a reason we are not winning cases (bench mark from ice-hockey world championships).

Sales Status

The efforts of finding the timing sponsor experienced a big setback when SwissTiming, after a long discussion (since February), informed that they will not engage into a sponsorship agreement. The offer was evaluated by Omega, Longines, Tissot and Rado. I have established contact with G-Shock (Casio) and am chasing this as an option as timing partner.

On the sports apparel side we are still in discussions with several companies. From the bigger brands Puma who initially showed genuine interest is still focusing on existing projects (Danish Handball Federation, Norwegian Track&Field and a third un-named partner) but still consider floorball as a serious option. I have been in regular contact and reinitiating the case with sight on 2020. After the Handball World Championships finished Hummel was contacted again. They are very 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). Currently the commercial implications (revenue expectations) of the WFC's is being evaluated with Hummel. I have also been able to open discussion with the sponsorship manager of Errea (Italy) and a need assessment is on-going. The similar kind of discussion is being led with Stanno (Netherlands/Sweden) whom have been provided with material for evaluation. The further discussions with Craft have been unsuccessful. They currently do not see an investment on an international level as feasible (rather that working with local/national partners). Reactivation towards Joma have been commenced in 2019.

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 (offer sent mid-February)
- HMD Global (Nokia phones / Miko Paassilta, Nordic Marketing Manager), we worked together in our fan-survey
- Momondo (Allan Askov/Global Partnership and Brand Activation Director)
- Lidl (Timo Hansio, Commercial Director / also contact via Finnish sales partner) has to map the strategy of Lidl regarding international sponsoring

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 the negotiations with a major hotel partner fell through but in the energy and telecom sector still on-going discussions. For our Swiss partner I have signed off eleven (11) contacts he has contacted. Our Swiss sales partner is also the IIHF Director of the World Ice hockey Championships in Lausanne 2020. He

will contact six agreed companies which are among the current IIFH sponsors (Nestlé Suisse, Mars Schweiz, Mondelez (Toblerone), Victorinox, L'Oreal Suisse, Café Chicco d'Oro)

While trying to score a Main Sponsor there are also some offers made regarding the Champions Cup 2019. The floorball manufacturer Oxdog bought LED-advertising for CC 2019.

Marketing Status

In reference to the target segment focus for the Nordics I am trying to plan how we could market ourselves on the Nordic market (instead of doing only 1-2-1 sales). A part of this is to offer 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.

An editorial (paid) article was written and published by SportsProMagazine in November. The topic is be 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. 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 carried out and the analysis received from the Glion students. Attached find the 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 (due to the inconvenient timing of the survey (during the WFC) we have no replies for the Czech Republic / I'm currently trying to organize this as a separate launch (data to be collected into the same survey platform).

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:

- 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
- 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)

Other on-going projects include:

- Reference cases (video) from current sponsors
 - post-production ready by end of February
- Gathering best-case scenarios from national level (i.e. Pantamera in Sweden, WFC2018 success cases)
- How to leverage our social media platforms for sponsors with most impact (planning with Mari Myllärinen)

The focus for the CCMNG meeting in May will be to discuss how floorball can gain more awareness in the business world. As part of that we will go through the survey results which will concur some facts about our followers and also include the Sportcal GSI results in this

discussion. A further topic will also be the future of monetizing the broadcasting rights of the WFCs.

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 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. 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 of these elements can be partner branded/customized. The idea has been tested with one of our existing sponsors (including the financial implications) and they have requested more information. This dialogue will be led further to see if we could strike a general agreement for IFF to aid LOCs and national federations to utilize these kinds of services.