

Floorball- an easy access to an challenging target group

Changing environment


Unique platform

Adoptable attitude

Young consumers

Modern values

Challenging behaviour



**One World
One Ball**

INTERNATIONAL FLOORBALL FEDERATION (IFF) Recognised by the IOC Ordinary member of SportAccord



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Unique Floorball Platform:

- A High Participation Sport
- Managed by the Players
- Short & Flexible Decision line
- Own Lifestyle
- Brand Loyal Consumers
- Strong Floorball Equipment Brands
- Open for new Ideas






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Young Target Group:

- Most Player are between 15-29 year of age
- Modern Urban Youth (19-29 years)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented





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Challenging Behaviour:

- Adapts to New Influences Fast
- High Sensitivity for Change
- Are Creating Information, not Only using it
- High Social Media Penetration
- Not Relying on Traditional Media Channels
- Wants to Play & Participate









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Modern Values:

- Diversity
- Equality
- Fairness
- Participation
- Accessibility








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Adoptable Attitude:

- Flexible approach
- Challenging traditional patterns
- Creative
- Takes Calculated risks
- Cause Driven
- Self-confident
- Own Lifestyle






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Changing Environment:

- Lot of Speed & Drama
- Easily Accessible
- Low Entering Barrier
- Fast & Proactive Learning Curve
- Applicable to Social Change





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