



AIM/BRAND STORY

TT Kidz provides young people with an **inspiring**, **engaging** and **fun** first experience in the sport.

BRAND PERSONALITY





**TT Kidz INSPIRES children to
try the game for the first time,
and gives them the space and
freedom to grow to love the game.**



The word "ENGAGING" is written in a bold, yellow, sans-serif font with a thick black outline. It is centered within a red, jagged, starburst-like shape that has several black lines radiating outwards, giving it a dynamic, comic-book feel.

**Through a shared passion for the game,
we will deliver an ENGAGING
programme to motivate a new
generation of table tennis lovers.**





**Table Tennis is a game without limits.
TT Kidz is an opportunity to let
imaginationS run free, and for
children to have loads of FUN!**



TOGETHER
we bring TT Kidz
to life!



tone of voice matters



Having defined the Brand Personality, we can define our Tone of Voice.

Tone of voice is how your brand comes through in your words, both written and spoken. It's not about what you say, but rather the way that you say it, and the impression it makes on everyone who reads or hears you.

For TT Kidz, we should always check back.

Does our tone of voice sound...

- ✓ *Inspiring*
- ✓ *Engaging*
- ✓ *Fun*

If it doesn't, we make some tweaks!

Hello. Hi. Sup.
Alright. Ayup.
Howdy. Hiya.
Greetings. Yo.

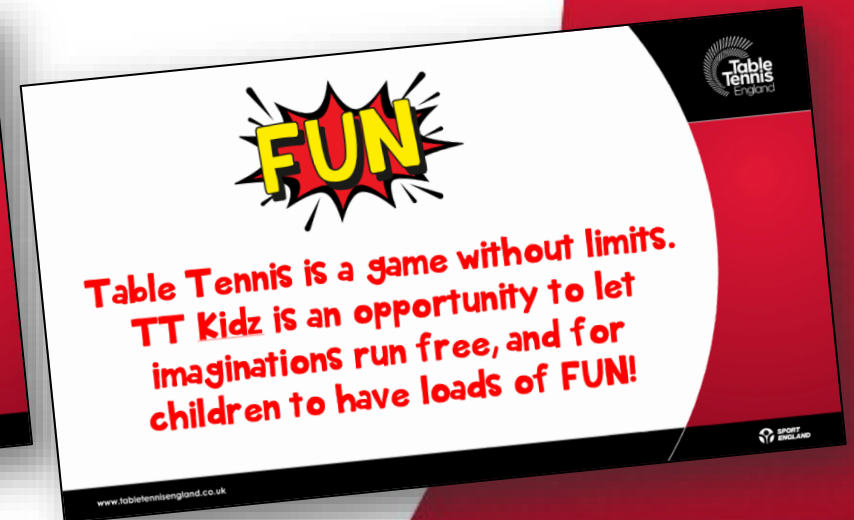
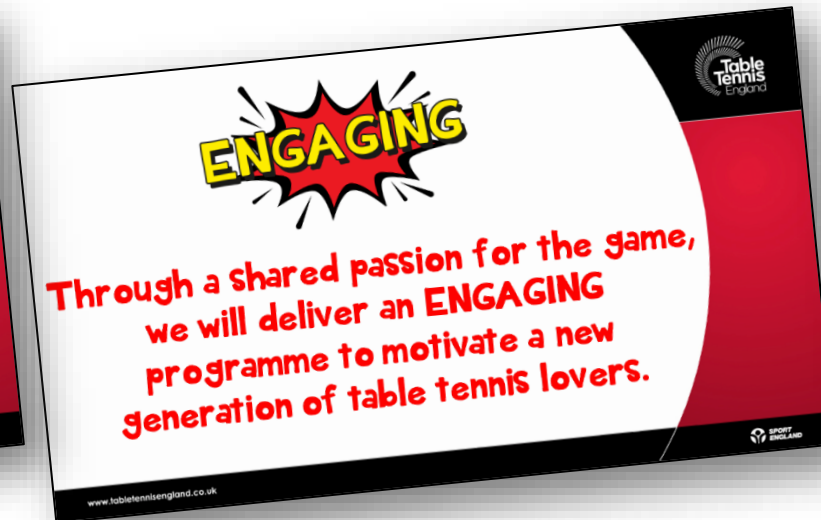
LANGUAGE MATTERS

The emphasis is on FUN... it's a first introduction to our game, after all.

Notice something?

I called it "our game", and not "our Sport".
Subtle, but important.

Yes, Table Tennis is serious. And yes, it's fun.
But for TT Kidz, we keep the language simple.



COMMUNICATION JOURNEY

Understanding what parents, children, Clubs and Activators expect and need at each stage of their journey helps us to make all our communications and touchpoints **relevant** and **useful**.

For this, we developed the **3 Phases of Play**.



THE 3 PHASES OF PLAY

PRE-PLAY (Engaging/Easy)

We need to make it effortless for parents to find us, get enough information, and want to join up... from finding their local TT Kidz Centre, to paying for and receiving their child's pack.

We want children to be warmly welcomed at each session, and to not feel uncomfortable.

The Clubs, Activators and Partners need excellent support, resources and briefing.

A composite image showing a map of the United Kingdom with several red location pins, and a yellow checkout form. The form includes fields for "Billing details" (First name, Last name, Country, Street address, Town/City, County) and a "CHECKOUT" section with a checkbox for "Deliver to a different address?", an "Order notes (optional)" field, and a "Notes about your order" field. The form also has a "Google" logo in the bottom left corner.

THE 3 PHASES OF PLAY

PLAY (Fun)

We need to make it as fun as we can,
so they'll want to come back!

We want the Clubs and Activators to
have fun too!



THE 3 PHASES OF PLAY

POST-PLAY (Inspiring)

We will make it as rewarding, inspiring and inclusive as possible, so they keep coming back!

The Clubs, Activators and Partners need great support from us, so that they can concentrate on inspiring the kids.

Whether a player is online or at the club, making them feel like they belong in our community is key.

So remind them all how much fun they had at the last session, and what awaits them at the next!



THE 3 PHASES OF PLAY

THE NUDGE!

But... it's not in our nature to push people between one state of play and the next.

We should send active parents and players occasional and relevant content to nudge them happily around the wheel from pre-play to post-play and back again.



PRE-PLAY

WHAT
will they **feel**?

WHAT
is the
message?

PLAY

HOW
will we deliver
the **message**?

POST-PLAY

WHEN
will it be
delivered?





IN SUMMARY

TT Kidz is a fun, first introduction to the game.

The brand personality is



Keep the tone of voice simple and informal, and always check back.

Nudge the children and parents through the 3 phases of play. Don't pressure!

Use your established local networks to grow the programme.
If there's anything you feel would help you... ask!

We'll support you with centrally generated ads and brand awareness.

Register your interest, and **HAVE FUN!**



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to life!

