

Précis and action points from the **Marketing** meeting held on Thursday 24<sup>th</sup> November 2011 at SSS HQ, Pleasance.

**Present**

Grant Reilly (Chair) (GR)  
 Jenni Lloyd (JL)  
 Catrin Dickson (CD)  
 Adam Downie (AD)  
 Iain Stewart (IS)  
 Neil Fraser (NF)  
 Alastair Adamson (AA)

**Apologies**

Sarah McMichael (SM)  
 Fiona Mathie (FM)

**Welcome**

1. Welcome to all by GR
2. Intro to Marketing
3. Covered some items from the last minutes.

**SSS Branding Update**

1. GR – Colours decided and official, 3 pop-ups complete and website opening page is up and running.
2. JL – Pens and notepads are on order. 2 table cloths + 2 banners as well.
3. GR – put pressure on Kukri for kit, t-shirts for conference.
4. JL – We are half way there but can't get the exact hoodies. Trying to use the varsity kits website.
5. GR – Are we tied to Kukri for everything?
6. JL – Technically we are tied to Kukri for everything.
7. CD – Lime green shirts we had a few years ago weren't Kukri.
8. GR – Could we say they are promotional as Kukri range isn't ready?

**SSS Website/SSS iPhone App Update**

1. GR - We are going to scrap the App, team colours will be added to the website and SportScotland website to display our news – should help raise profile.
2. GR – Could set up a twitter trending scheme e.g. GUSA
3. GR – Need to make sure rules are put out to keep discipline.
4. GR – SportScotland – extra £2,000
5. GR – with regards to the website we have a meeting with Image next week.
6. JL – Cost/timing update from Image, could be possible to change colours in the short term.

**Viral Video**

1. AA- provided treatment sheet for the viral video, explained his ideas in depth, and told of how he had



promising.

## **Offline Marketing**

### Pop-ups, posters, event branding

1. GR – 3 Pop-ups
2. JL – 2 Tablecloths + 2 banners
3. GR - Marketing needs to be consistent
4. JL – Showed options around for booklets
5. GR Could we get graphic design students to look at it.
6. JL – Lets establish consistency in what we need
7. GR – Keep website, Facebook, Youtube and Twitter on front cover.
8. GR – Get graphic design team in on it, but proceed as we are for now
9. AD – Stick with what we have until unified approach is agreed.

### Brand Ambassadors

1. JL – We want to move on with it, get people at the events
2. IS – Keyrings – Happy to pursue it.
3. GR – Need sponsors to get money to afford branded items, big opportunity at conference

IS

### Casie Costume

1. CD - will create list for Casie's movements

CD

### Annual Review

1. GR – Get a journalist list for the Annual Review to help push it, also SportScotland may be able to help us out.

## **Events – Conference, Christmas Seminar, SSSPAC, Comps/Conference Cup**

1. Christmas seminar – GR – expect that most of us are attending
2. GR – need to sort out runners
3. SSSPAC – 53 refereeing/ pushing lower sports

## **Sponsorship/Advertising**

1. JL – No real luck with major sponsors like Irn-Bru and RBS etc.
2. JL – Myself and Chris are sending out messages to potential clients.
3. GR – If anybody knows potential sponsors, get them in, mention us.
4. GR – Could everybody make sure they are on LinkedIn
5. AA – Are we a registered Charity
6. JL – Worth looking at?
7. IS – A lot of hassle

JL

All

## **Promotional Items for Conference**

1. GR – Key rings
2. GR – Who went to the Orb event? CD, JL and FM attended

3. GR – What about notebook/planner – launch with a bang, give out good gifts.	JL + NF       CD
4. AA – Uni clothing store – t-shirts/very cheap – JL + NF to look into it.	
5. GR – Trade show – 1 <sup>st</sup> day sponsors	
6. GR – NGB’s – 2 <sup>nd</sup> day – NGB’s, £50, SportScotland can still have a stall.	
7. GR – Contact sport supplement companies	
8. IS – Look at Barr’s less profiled brands such as Tizer etc.	
9. CD – I could get contact for Decathlon.	

Actions List

Contact Proclaimers Management	GR
Write up scripts for Viral Video in next few weeks	AA
Look into Keyrings	IS
List for Casie’s movements needs to be created	CD
Keep sending out sponsorship e-mails	JL
Set-up LinkedIn accounts	All
Look into UniClothingStore.com	JL + NF
Obtain Decathlon Contact	CD