

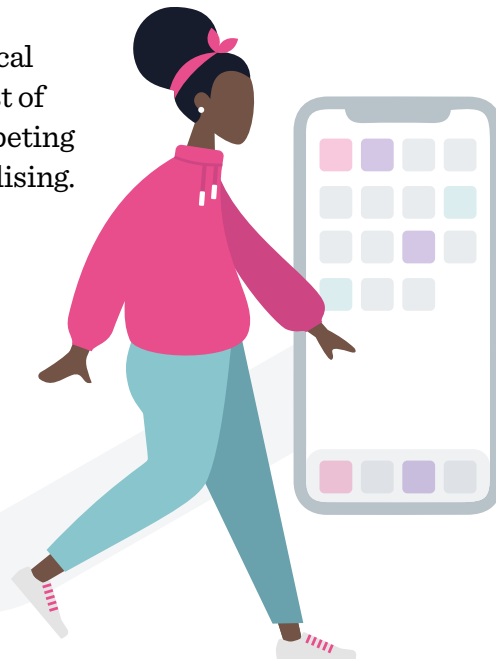
Participant Journey: Digitally Focussed



Awareness

Status:

- At the start of the journey, physical activity tends to fall down the list of priorities for this segment, competing with school, uni, work and socialising.



Delivery

Status:

- Having been inspired on social media, many are ready to explore trying out more activities.
- This segment is open to a variety of options, from attending a gym to trying out a sports club.
- However, having not undertaken much physical activity before, women in this segment need easing in. Activities which start participants off gently and focus on convenience will best engage.



Maintaining momentum and advocacy

Status:

- At a younger lifestage where social and leisure opportunities compete for attention, physical activity is at risk of being pushed back down the priority list.



Opportunities to influence & enable:

- Fitness Influencers on Social media - fitness influencers of different ethnicities, cultures and different body types can inspire different women of this segment to be physically active.
- Local sports clubs - can keep on top of their social media accounts to ensure content is engaging, inspiring and where possible, representative of different groups in the community.
- Key opportunity for partnership** - partners with further reach, established networks and higher spending capacity can team up with smaller sports clubs to facilitate outreach on social media.

Opportunities to influence & enable:

- Social media fitness influencers - can help enable by showing how they work out at home in an approachable manner without the need for much equipment.
- Sports clubs - can provide introductory sessions for beginners or 'bring a friend' sessions so women and girls feel less daunted about trying a sport.
 - Providing these sessions online could remove initial barriers around self consciousness or having to travel.
 - Weeknights when social lives are less of a priority would best suit this segment.

Opportunities to influence & enable:

Maintaining momentum:

- Sports Clubs - can create a sense of team spirit among women and girls at a club by building in social events and starting a team whatsapp group, helping create a deeper and longer standing connection with a club.

Advocacy:

- Encourage women and girls to bring their friends to training and try out the home workouts as a way of easing more women like them into physical activity.