ACTIVE LONDON INNOVATION IN THE WAYS WE WORK
TUESDAY 10 SEPTEMBER 2019

Insight-led Innovation

The Insight-led innovation workshops will look at two topics; research and segmentation of less active individuals, and Facebook advertising.

In session one, delegates will receive an introduction to research and segment profiles before focusing on two segments as a ‘taster’ for London Sport’s segmentation research and framework.

Delegates will look to develop instinct, empathy and understanding for less active individuals and consider relevant interventions and opportunities to engage less active individuals.

The session will offer a light introduction to research and segment profiles before switching focus towards two particular segments and how to personify them.

This workshop will give attendees a framework to refresh their views of the less active population and a better understanding of how to target them and tackle inactivity.

Shaping future interventions and communications to engage target segments leads perfectly onto the second session which is all about using Facebook advertising to reach new audiences.

Facebook can be a great way to reach people who might be interested in your activities or services but it’s also a crowded space. Thousands of companies are competing to get their message across so it can be hard to create an ad that captures attention and prompts action.

Did you know that each week we scroll through more content on Facebook than the height of Big Ben? That’s 96 metres of scrolling!

In this workshop you’ll hear about recent Facebook advertising campaigns run by Sport England (This Girl Can) and London Sport (Walking Groups). We’ll be sharing what works, what doesn’t and giving you some top tips for running your own campaign.

We’ll share what we’ve learnt about using Facebook to reach and engage people who are less active exploring what the key components of an advert, to stop people scrolling and engage with your campaign, are.

For example: Should you be using images or video? Pictures of groups of people or individuals? Just the participants or show an instructor? Your own images from a session or stock photos?

We’ll cover all these and much more including the different ad formats on Facebook and how to craft an offer that your audience can’t refuse.

The innovation comes in using digital channels to reach, engage and support people to become more active and the ability to use digital for rapid testing and learning within a campaign.

We’ve seen other sectors really benefit from fully utilising the potential of digital and we think it’s time for sport and physical activity to start reaping the rewards.