

ONE WHEEL IS ALL YOU NEED



EXTREME UNICYCLING

SOCIAL MEDIA CAMPAIGN

**A campaign to raise the profile of extreme unicycling in
Australia, through the strategic use of
Facebook, Instagram and TikTok.**

Campaign by
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**AUSTRALIAN
UNICYCLE
SOCIETY**

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CREATIVE BRIEF

1.1 Background

Unicycling is a sport in which participants ride on a single-wheeled cycle (Bignold 2013, p. 186). In November 2019, the Australian Unicycle Society (AUS) will launch an awareness campaign for the newly rebranded sport of unicycling in Australia. This rebrand centres focus the sport's individualised and high-adrenaline disciplines. The two styles promoted are street (urban) and mountain unicycling which together be referred to as 'extreme unicycling'. These styles carry a common theme as riders use the outdoor environment to dictate their ride and do tricks. They can also be risk-taking behaviours.

This social media campaign promotes unicycling as an action sport that can compete with other extreme sports like skateboarding and mountain biking.

AUS's organisational vision is to create a participant group that is allegiant to the sport of unicycling. The objective of this particular campaign will start developing the sport by raising awareness of and facilitating entry into extreme unicycling.

1.2 Target Audience

The target of this campaign will be young males aged 18 to 25 years old. This age group has been selected from extensive research of unicycling and extreme sports in Western countries. Males represent a majority of extreme sports participants. Between 52% and 76% of unicyclists who attend national or international meetups are male. This age group has a high uptake in extreme sports before participants settle into their chosen discipline by the time they reach their 30s (Cohen, Baluch & Duffy 2018, p. 5).

AUS's target audience can be categorised as what McEwan, Weston and Corczynski (2018, p. 11) termed 'aesthletes' in their taxonomy of mountain biker identities. This audience enjoys being outdoors carry an attitude of giving things a go. They have resilience and an intrinsic desire to be the best. Unicycling is a difficult skill to master, but like other extreme sports is very rewarding. This group also has the desire to spend money on their sport.

We have put together a marketing persona focusing on psychographic segmentation, as informed by extensive academic research into unicycling and


	TARGET BIO
	Name: Alex Robinson Age: 22 Gender: Male Occupation: Youth Worker
PSYCHOGRAPHICS / LIFESTYLE	
<ul style="list-style-type: none">- Values independence and isn't ready to settle down yet.- Poor money saver, likes to spend money on lifestyle and entertainment.- Bored with life at the moment, he doesn't feel like he is being pushed.- Use to play outdoor sports in high school but misses it.- Works indoors but spends all day about wants to be outdoors.- Seeks pleasure and adrenaline - a risk taker.	

Image 1.1: Marketing Persona

similar extreme sports (Image 1.1; Brymer & Schweitzer 2012; Wheaton 2015).

1.3 Objectives

GOAL: To raise awareness of extreme unicycling and facilitate participation in the sport.

This campaign aims to build attachment to the sport, focus on the first two stages of the Psychological Continuum Model: awareness and attraction (Funk & James 2006). Unicycling is a participant sport, so consumption is encouraged through participation rather than fandom (Bignold 2013, p. 188)



Image 1.2: Visual representation adapted from Funk and James' (2006) Psychological Continuum Model.

1.4 Tone of Voice

This campaign will use a loud and energetic voice to produce excitement for the sport. It will also have a light, humorous tone at times. Extreme unicycling is a fun sport that will get your blood pumping.

1.5 USP

One wheel is all you need.

1.6 Key Benefits

- Increase participation in extreme unicycling in Australia
- Raise the profile of unicycling in Australia
- Become a desirable option for corporate sponsorship.

1.7 Audience Takeaway

"Unicycling is cheap and easy to get into"
"I can ride a unicycle anywhere"
"Unicycling is cool and unique"
"If I do unicycling I will be cool everywhere I go!"
"This is the type of exciting activity I have been searching for!"

1.8 Merchandising

Unicycle Figurines (3 designs)
Stickers (4 designs)

1.9 Inspirations

Website and Brand

Melbourne Renegades (Cricket), X Games, Redbull.
All feature big images and brighter colours. Language and styles used in current campaign.

Other sports

Skateboarding (Redbull Skateboarding)
Mountain Biking (Mountain Biking Australia Magazine)
BMX (Ride BMX)

Merchandise

Tech decks - The skateboard miniatures that were popular in the late 1990s and are now making a comeback as extreme sports becomes popular again (Hutchins 2019).



Image 1.3: Tech Deck.

1.10 Budget

The budget includes social media and design tools, website design, merchandise, and two social media competitions. It does not include event costs.

The budget for this campaign is \$8651.00. Profits from merchandise sales will be \$8288.00.

ITEM	COST
Adobe Creative Cloud	\$132.00
Hootsuite - SM Manager	\$117.00
Website Design	\$1000.00
IG Competition	
24" Hatchet Unicycle	\$1195.00
Tik Tok Competition	
Olympics Closing Ceremony	\$270.00
BMX Freestyle; Skateboarding; Surfing	\$513.00
7 Nights Accommodation	\$1851.00
Return Flights	\$1241.00
FB Promotion - Renegades	\$210.00
Merchandise	
Unicycle Figurines x 600	\$900.00
7.8cm Round Stickers x 1200	\$1012.00
TOTAL	\$8651.00

1.11 Schedule

This campaign will run for the entire summer from 1 December 2019 until 29 February 2019.

November (Pre Campaign)
Design website and rebrand AUS Purchase merchandise Prepare Tik Tok assets
December
Launch website Set up Instagram and Tik Tok accounts Start selling merchandise Launch #unicycleauschallenge on TikTok Start FB promotion of BBL Demo
January
Unicycle x Renegades Event Concurrent IG Competition
February
Select winner of #unicycleauschallenge Continue regular content on IG stories and Tik Tok

CAMPAIGN

2.1 Executive Summary

Unicycling as an extreme sport has never enjoyed the same level of popularity as other sports have. Extreme sports are independent lifestyle activities that typically expose participants to risks such as injury or death (Brymer & Schweitzer 2012, p. 477). The most popular of these are skateboarding, BMX and mountain biking. Extreme sports have had a dip in interest over the past few years due to competing lifestyle and leisure options available to young people (Wheaton & Thorpe 2019, p. 416)

However, they are rising in popularity once again due to increased number of ways to consume these sports online, and the inclusion of extreme sports such as skateboarding and surfing into next year's Tokyo 2020 Summer Olympics (Wheaton 2015, p. 634). Throw in the proliferation of social media into our daily habits, now is a prime opportunity to get unicycling into the spotlight (Thorpe 2017, p. 559). The Australian Unicycling Society (AUS) is in the best position to capitalise on this trend. This social media campaign strategy outlines the best approach to achieve this.

The objective of this campaign is to raise awareness of and attraction to extreme unicycling. This goal is based on the Psychological Continuum Model developed by Funk and James (2006) that describes fan attachment to a sport. Unicycling is primarily a participant sport rather than a spectator one, therefore the aim will be to get people to take up the sport (Bignold 2013, p. 188). Awareness will be increased by using social media to showcase the sport and its fun and exhilarating aspects. Attraction is turning this awareness into favourable attitudes toward the sport (McClung, Evelend, Sweeney & James 2012, p. 174). For this phase, AUS's campaign will facilitate entry into the sport through information on the sport, how to start and how to ride a unicycle.

The target audience for this campaign are males, aged 18 to 25. This age group is likely to purchase products related to their lifestyle (Bignold 2013, p. 188). If they take up unicycling, they will purchase AUS related merchandise. Additionally, our target audience is stuck in the transition from adolescence to adulthood and are seeking stimulating experiences (Cohen, Baluch & Duffy 2018, p. 5). Extreme sports will provide them that. This campaign will convince them to invest their time in extreme unicycling.

The first step of this campaign is to undertake a rebrand of AUS and to create a new website. This rebrand is based on extensive research into extreme sports, and is designed to have unicycling immediately recognised as an action-packed sport.

The three social media platforms used in this campaign are Facebook, TikTok and Instagram. TikTok will be explained in depth in the upcoming sections. AUS currently has a presence on Facebook.

In addition to the methods discussed previously, social media will be used to promote a major event and merchandise.

Two social media competitions will be run over this period. The first is the TikTok #UnicycleAusChallenge which encourages other users to show off their extreme unicycle skills. The winner wins a trip to the Tokyo 2020 Olympics to see the extreme sports events. The second competition is on Instagram where attendees at the Melbourne Renegades cricket match are asked to tag #UnicyclingxRenegades to win a professional unicycle. Both are designed to encourage engagement with the AUS, leading to a favourable attitude towards the brand (attraction).

The AUS social media campaign will run for three months over this entire summer upcoming, from 1 December 2019 until 29 February 2020. It will cost \$8651.00.

This campaign is expected to achieve AUS's objective. Specific goals that will demonstrate this achievement are:

- 1000 Facebook likes (up from 305)
- 500 Instagram followers
- 2000 TikTok followers
- 100 entries into each social media competition
- All merchandise sold

This is an exciting opportunity to boost interest in extreme unicycling!

BRAND REDESIGN

2.2 Brand

The brand update includes a new logo, colours and fonts, as well as a new focus on extreme unicycling. The logo is similar to the original in that it is a single-coloured red unicycle with no rider. The logo is now of a unicycle riding down hill. A dust cloud and hites (speed lines) are used to denote speed.

Red is the primary colours as it connotes action and adrenaline, two things that AUS wants people to associate with the brand (Color Psychology 2017). Unicycling is a fast sport that makes your blood pump. The red used is slightly more purple than the red-orange of the previous logo.

Charcoal grey will contrast the red. Charcoal indicates strength. It is moody colour that aligns well with extreme sports (Bourn 2010). The colours match with fire and ash, a powerful combination. The logo can be with or without the organisation title.

A new typeface with a grungy, urban aesthetic signifies unicycling as an extreme sport, in a similar vein to skateboarding. Font choices complement colour choices and brand strategy. Please note that the name "Australian Unicycle Society" should not be shortened to "AUS". This acronym will not maintain brand recognition. The exception is social media handles where the association with Australia will prove to be beneficial (ie, @UnicycleAus - THE home of unicycling in Australia).

The Brand Style Guide can be found in Appendix B.



Image 2.1: New charcoal and red logo, name below.

2.3 Website

The old AUS website was set up in 2008 to provide information to unicyclists about the sport, unicycle groups and the annual national unicycle competition, UniNats (Australian Unicycle Society 2019). This website is functional, however it requires an upgrade to align it with the new brand and to display AUS's professional, extreme sports aesthetic.

The new site will be much more visually appealing for youth (Image 2.3). Individualistic, extreme disciplines are emphasised. An online store embedded to sell merchandise. Visitors to the website should immediately recognise that unicycling is an action-packed lifestyle.

AUS's social media links will be pinned to the top of the page for easy cross-platform connectivity. Traffic visiting the website needs to be encouraged to visit and follow our social media pages. Social media is the best method to engage with fans as it allows constant updates (awareness) and targets participants where they already are.



**AUSTRALIAN
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ABOUT US GETTING STARTED UNINATS AUSSIE RECORDS STORE 

UNICYCLING x RENEGADES

**10 January 2020
Marvel Stadium**

STREET UNICYCLING

Learn about how to make the most out of your ride in an urban environment. It's all about creativity and cool tricks.

TIKTOK: #UNICYCLEAUSCHALLENGE

Flights, accomodation and tickets to see the Tokyo 2020 Olympics? Show us how you ride - be creative!

MOUNTAIN UNICYCLING

Want to take your unicycling into nature? Get the blood pumping with a downhill ride in the great outdoors. Learn how to get started!

LEARN THE BASICS

Are you new to unicycle? Let the pros teach you everything you need to know to get started, from balancing to tricks!

GETTING STARTED

Where do I buy my first unicycle? Do I need a helmet? What's with all these wheel sizes? ALL your questions answered and more!

NEW: FIGURINES!

Start your very own collection of mini unicycles today. Three styles to choose from. Swap parts and colours whenever you want!

**CHECK OUT THE LATEST VIDEO FROM OUR RIDE
AROUND THE SYDNEY CBD**

Social Media

2.5 Facebook

According to the Yellow Social Media Report (2018) 93% of Australians have a Facebook account and this is consistent across age groups. However, there has been a notable decline of activity on the platform. Young users are tending to move away to more visual platforms such as Instagram and TikTok.

Facebook has a variety of affordances including different post types (photo, video, text, links), event pages, building communities using groups, and hyper-targeted paid promotions.

Strategy

Facebook will be used primarily as an information source and to link followers to different areas of the website, such as the store and information on how to get into unicycling (awareness). There will be a steady stream of images and videos of unicyclists. It is also useful for interacting with fans in the comments sections of posts.

2.5 TikTok

The affordances, popularity and the demographics using this platform places TikTok at the centre of the AUS social media campaign.

Since launching in 2018, TikTok has rapidly risen to become one of the most popular social media apps in the world. In the first quarter of 2019 TikTok was the most downloaded app on the Apple Store and was the third most on Google Play (Zote 2019). TikTok is a short-form video sharing platform that allows users to record, edit and share videos between 15 and 60 seconds in length. Posts are asynchronous, not appearing in date order, and can often be weeks old by the time a user sees it - great for residual exposure (Watkin 2010).

TikTok offers many of the same features as other social media platforms including user profiles with a short bio, followers, comments, and hashtags. What differentiates it from other social media platforms is that the editing tools available such as cutting,



Image 2.4: AUS Facebook Profile

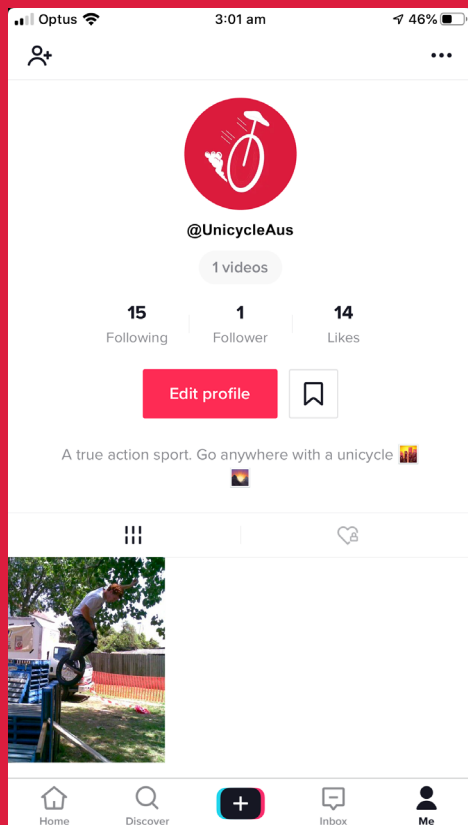


Image 2.5: Brand new TikTok profile

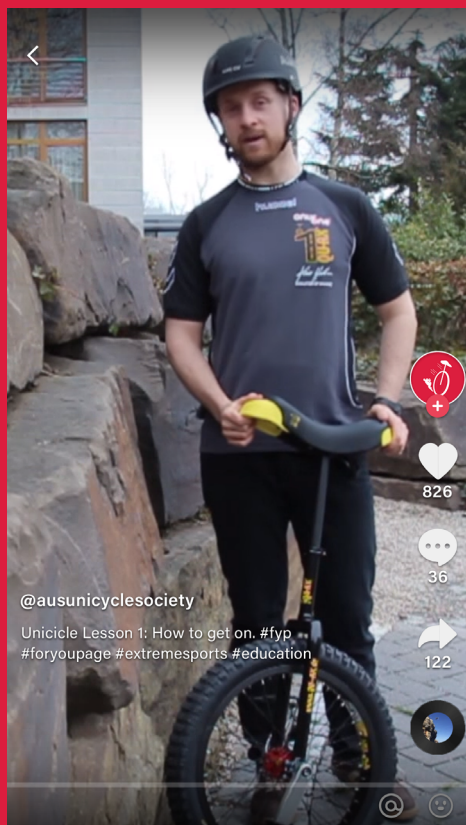


Image 2.6: 'How to' video

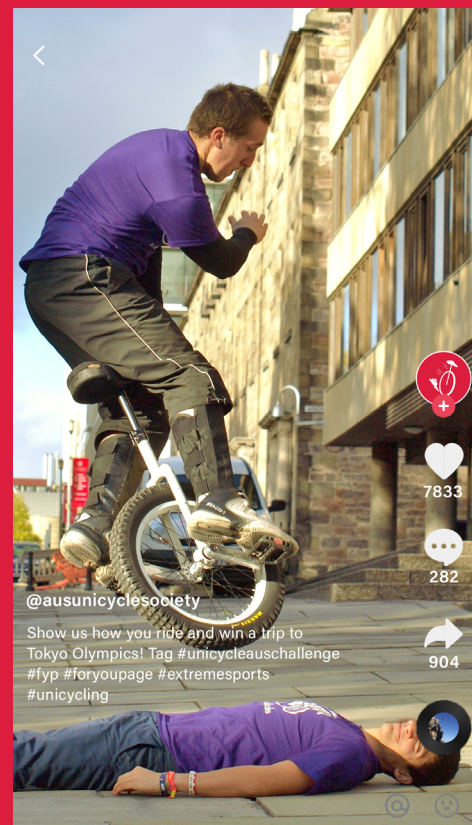


Image 2.7: #unicycleauschallenge

hundreds of filters and special effects, and the ability for licensed music to be mix into the video create a high quality, aesthetic viewing experience (Zote 2019).

Videos are shared publicly. Reach is not limited by the number of followers a user has, making it much easier for brands to go viral (Gallimore 2019). 'For You' is the public feed that plays automatically upon opening the app. Videos replay themselves until the user swipes up to view the next video. Posts are categorised and made searchable using hashtags. Posts with the hashtag #ExtremeSports have been viewed 163 million times.

One of the most common uses for the platform is copycat posts. If one person shares an entertaining video, other users will inevitably replicate it. This is encouraged through the affordance of users being able to create posts with others' audio. This campaign will tap into this copycat culture, encouraging users to have a go at unicycling by recreating AUS's videos.

Most importantly, this is the ideal platform to raise awareness and build attraction to unicycling among the target audience. TikTok is extremely popular among Gen Z with 41% of TikTok users are aged between 16 and 25 (Beer 2019). More males than females use the application. The visual nature of the medium makes it perfect for showcasing extreme unicycling in a new and exciting way (Wheaton & Thorpe 2019, p. 430). The ability to add music to control the mood of the post is a bonus (search "Extreme Sports" on Spotify for music inspiration).

Strategy

Step 1 - Create account (Image 2.5)

The first step is to create a new account. The account will have the handle @unicycleaus, red logo as profile image, and the bio (max 80 characters) will read "a true action sport. Go anywhere with a unicycle."

Step 2 - How to videos

A series of six videos 'how to unicycle' will be posted for content (Image 2.6). These will help those attracted to the sport to get started. These posts will cover mounting, balancing, riding and bunny hopping (jumping on the spot). These videos increase access to the sport.

Step 3 - #UnicycleAusChallenge Competition

The largest focus of AUS will launch a TikTok challenge that encourages participation in the extreme unicycling (Image 2.7). This will run for four weeks. TikTok competition in which users show off their street or mountain unicycling skills to win an all expenses paid trip to the Tokyo 2020 Summer Olympics.

The high value major prize offered is designed to entice non-participants to purchase the equipment needed to start up the sport and join in. All riders need to get started is a unicycle and a helmet which adds up to only \$200 (brand new). The Olympic Games was chosen over X Games as there is more brand awareness around the Olympics (Wheaton & Thorpe 2019, p. 415), encouraging more entries.

During the campaign, AUS will repost entertaining entries by downloading the video and reuploading on their profile.

Step 4 - Reactive memes

Memes are a big part of what makes TikTok tick. To build reach and to stay relevant, AUS will also replicate memes. One organisation that does this well is the Australian Reptile Park TikTok.

One post will be a montage of unicycling in Australian landscapes, set to the track "National Anthem of STRAYA" - which is Outkast's 2004 hit song 'Hey Ya' except with the colloquial abbreviation of Australia, "Straya", instead. The text copy will include #straya, a tag that has been viewed 117 million times.

2.6 Instagram

Instagram is an image sharing social media platform. It is very popular among younger adults with 66% of Australians aged 18 to 29 on the platform (Yellow 2018). Instagram has two main features, posting and stories. Posts appear in a feed like on Facebook and TikTok and can be photos or videos with a short caption underneath. These posts appear in the feeds of a user's followers and permanently remain on a profile unless deleted. Stories are temporary posts that disappear after 24 hours.

Users like and comment on posts, follow users, react to stories, respond to stories via personal message, and discover new content. The strategic use of hashtags is critical for getting new followers.

As an image based platform, Instagram is not very useful for sharing large chunks of information. It is most suitable for marketing a visual product like extreme sports (Thorpe 2017, p. 559). There are 1.1 million #extremesports posts.

Strategy

Instagram will be used as a showcase for extreme unicycling with a focus on the action. Posts will be made two to three times a week. Most posts will be videos and there will also photos with limited graphic design (colours and effects, no text). Each post will have 10 to 20 hashtags. All posts should include #unicycleaus #extremesports #unicycle #sport #adventure #stepoutside #[location].

Stories will promote competitions on other platforms. This will be a combination of text and video with some simple motion graphics to add a professional edge.

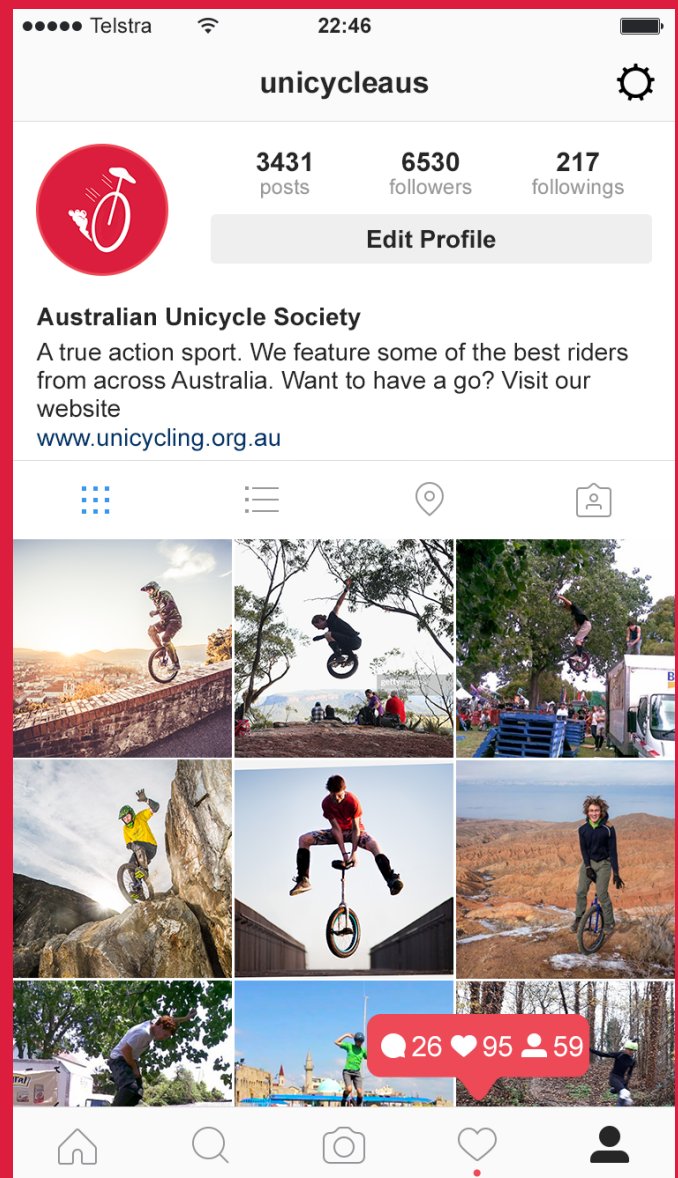


Image 2.8: Instagram profile.

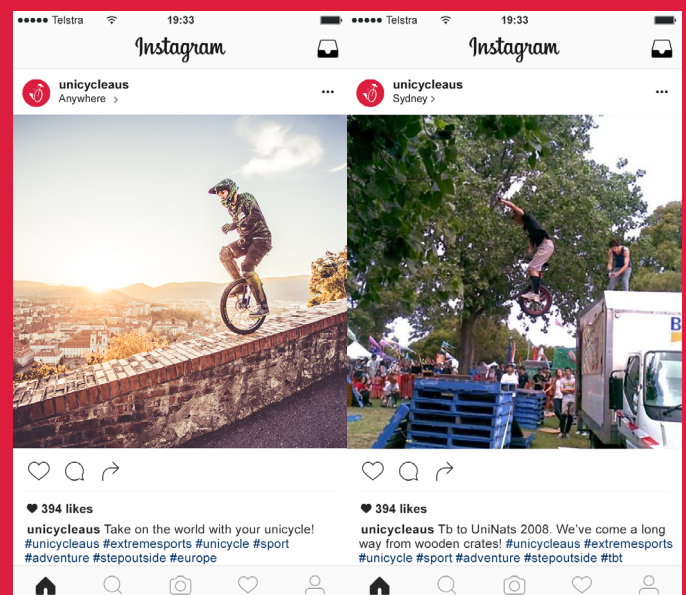


Image 2.9 & 2.10: Instagram post examples.

Key Promotions

2.7 BBL Live Demonstration

AUS's events team has organised an opportunity to showcase extreme unicycling at a national cricket match, and requires social media marketing to promote it.

The T20 Big Bash League (BBL) is a national short-form cricket competition now in its ninth year. AUS will be doing two five-minute live extreme unicycling demonstrations at the derby between Melbourne's two BBL teams: Renegades vs Stars. At Marvel Stadium in Melbourne on 10 January 2020 and this is in partnership with the Melbourne Renegades. The first demonstration will be pre-match as spectators enter the stadium, and the second during the innings break.

The BBL is a reinvigorated form of cricket that focuses more on action, aesthetics and entertainment than traditional cricket. It also brings in a younger demographic that aligns with AUS's target audience. Renegades have previously had Motocross displays, which appeals to a similar audience (Melbourne Renegades 2018). Renegades won the BBL finals last season and expect strong fan engagement this year, boosting awareness of extreme unicycling. It is likely that the attendance will almost fill the stadium, with 46,418 people attending the derby in December 2018 (Balmer 2019).

Additionally there will be mainstream media coverage on Channel 7, FOX Sports and Kayo. During the 2018/19 season averaged 889,000 TV viewers per match, though it is important to note that this dropped from the previous season when Channel Ten was the broadcaster (Mark 2019).

Before the game starts AUS will have a display area outside the stadium where attendees can unicycle and buy merchandise. This area will be called the 'X Zone' (short for Extreme Zone). An Instagram hashtag campaign will be run at this event. Participants share photos of themselves at the X Zone with the hashtag #unicyclingxrenegades for a chance to win a professional unicycle.

2.8 Merchandising

AUS will test out merchandising as a way to raise revenue and brand awareness. Unicyclists typically have strong consumption habits and like to buy things related to their sport (Bignold 2013, p. 188). As people are drawn into unicycling and their ties with the sport strengthen, they will begin to look for ways to purchase items that help them identify with extreme unicycling. Merchandise will be sold on the online store on the AUS website and at a physical stall in the X Zone at Marvel Stadium on 10 January.

Stickers

There will be four different styles of stickers which will all be branded with Australian Unicycle Society. 1200 stickers (300 per style) will be sold at \$4 each. Stickers can be placed on many objects like unicycles, laptops, and notebooks. It is an effective way to get the sport out there (McKelvey & Spalding 2011).

The four styles will provide a mix of light tone and brand messaging.

- Red logo (Image 2.12)
- "A wheely good time"
- "One wheel is all you need"
- "Extreme Unicycling"



Image 2.11: Facebook and Website banner.



Image 2.12: 'Red logo' sticker on a notebook.

Figurines

Three styles of unicycle figurines have been manufactured. These are based on Tech Deck skateboard and BMX designs. As such, they will be marketed very similarly.

These functional miniatures are popular as they are a hobby that can be done anywhere, like at a desk (Rubinchik 2019). This use will be included in the marketing, pushing the fact that you can unicycle at work. These figurines ensure extreme unicycling remains in consciousness, even when the fan is indoors



Image 2.13 & 2.14: Facebook posts promoting figurines.

Outcomes

2.9 Expected Outcomes

The goal of this campaign is to raise awareness of extreme unicycling and facilitate participation in the sport.

At the end of this campaign, our target audience will not only be conscious of extreme unicycling and the AUS brand, but will hold a favourable attitude towards these. They will have started participating and consuming related products. Further nurturing of the relationship will encourage them to eventually become allegiant.

Evidence the campaign was effective:

- 1000 Facebook likes (up from 305)
- 500 Instagram followers
- 2000 TikTok followers
- 100 entries into each social media competition
- All merchandise sold

2.10 Summary

This campaign takes advantage of the increased popularity of extreme sports to promote interest and uptake of extreme unicycling.

The target audience (males, aged 18 to 25, lifestyle characteristics identified in Image 1.1) will be motivated to participate in the sport through the strategic use of social media.

The three social media platforms used in this campaign are Facebook, Instagram and TikTok. TikTok is expected to yield the strongest results due to its popularity and the affordances provided to AUS.

This campaign will create a strong participant base with strengthening ties to the sport of extreme unicycling.

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APPENDIX A

4.1 Pitch Script

This pitch was delivered to the Australian Unicycle Society leadership team in October 2019

Unicycling has never been in the limelight as other sports like BMX, mountain biking and skateboarding. Now more than ever, sports are competing with a huge number of other lifestyle and leisure activities in what feels like a losing battle, even for those more established brands. But there is good news!

Extreme sports are making a comeback! The Tokyo 2020 Summer Olympics will feature three new sports from this field: skateboarding, speed climbing, and surfing. With the right approach, we can make the sport of unicycling a household name throughout Australia too. The key? Social media.

Unicycling is following the path of these other extreme sports, and it too has the potential to achieve mainstream status. We look to the media campaigns of these sports over the past two decades for inspiration, and combine them with research on modern day trends in social media and society.

Our objective - raise awareness of extreme unicycling, as framed by the Psychological Continuum Model, and to attract people into taking up the sport. We are selling the message that you can do anything with one wheel.

Picture in your head our ideal target. His name is Alex. He is 22 years old. He is kind of stuck with life, in between education and settling down. Not one to be pinned down Alex enjoys getting outdoors. One day he sees one of our posts on TikTok, an app he spends way too much of his spare time on laughing at memes. He thinks it looks fun and goes out and drops \$100 on a used unicycle and a helmet. He falls off many times but keeps getting up. His blood is pumping. "This is it", he remarks to himself. "This is what I've been looking for".

Alex represents our target audience: the male, 18 to 25 year old demographic, because a) they have disposable income that they are likely to spend on lifestyle activities, and b) they are likely to be looking for this sort of exciting activities. The average age of the extreme sports athlete is in the early 30s. We will get them early.

This campaign starts with a rebrand of the organisation. A new logo and an updated website. Our colours are now crimson and charcoal to create an action oriented brand. As you will see, we have shifted the Australian Unicycle Society's focus away from the social aspects of the sport, such as team competitions, towards that of the individualist extreme disciplines of the sport, namely street and mountain unicycling. This is what our target audience wants.

How are we going to use social media to reach our audience? We are going to focus on three platforms: Facebook, Instagram and TikTok.

Facebook as you know is the classic. Nearly all Australians are on the platform and it serves a variety of functions. The Australian Unicycle Society already has a profile which will be updated to align with the new brand. The account will continue being primarily an information source. Posts will direct followers to our website for information on how to get involved in unicycling. It will link with our other socials too.

Instagram is another reliable social media platform, except with a stronger youth focus. It is popular with extreme sport enthusiasts - to date there have been 1.1 million extreme sports posts. We will create an account to raise awareness of extreme unicycling as an action sport. Our feed will feature unicyclists from around Australia and the world. Temporary stories will be used to convey information about our organisation and activities.

You may be wondering what TikTok is. I'll tell you what it is: it's where we need to be. TikTok is the fastest growing social media app of the year. It's a fun combination of Instagram, Vine and Spotify. It is a platform that allows users to record, edit and share short videos between 15 and 60 seconds long. Importantly it is most popular among the Gen Z and younger Gen Y demographic (ie - our target audience). Posts are shared publicly

which is great for reach and awareness. Additionally the app encourages a participatory culture of sharing and recreating videos. We will encourage our audience to take up unicycling by challenging them to copy our videos. With that in mind we will be launching the #UnicycleAusChallenge to get them to do just that, with the added incentive of a trip to the Tokyo 2020 Summer Olympics for the winner.

We will use social media to promote a major event and merchandise. The Australian Unicycle Society has partnered with the Melbourne Renegades cricket club to do a live demonstration during their clash against rivals Melbourne Stars in January. There will be a display outside the venue called the 'X Zone' before the game. This will be promoted on our social media channels. We will be running an Instagram competition at the event. Attendees will be encouraged to tag our page and #unicyclingxrenegades to win a professional unicycle valued at almost \$1200.

Two small merchandise items will be promoted on social media. Figurines have been made for collectors, and stickers will be sold for those further along the psychological continuum who wish to begin expressing association with our brand in public. The budget for this social media campaign is \$8651.00. Sales from merchandise will cover 96% of the campaign's costs.

At the completion of this campaign we will see an increased number of Australians participating in the sport. There will also be strong engagement across all of our social media channels.

Approving this social media campaign is your first step of giving unicycling, and the Australian Unicycle Society, the recognition it deserves.

APPENDIX B

AUSTRALIAN UNICYCLE SOCIETY Brand Style Guide

COLOUR

Primary Colours



Crimson Red

Hex: #dc1d3e
RGB: 220, 29, 62
CMYK: 0, 87, 72, 14



Charcoal Grey

Hex: #333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 80

Secondary Colours



Sunset Orange

Hex: #f37121
RGB: 243, 113, 33
CMYK: 0, 53, 86, 5



Blue

Hex: #2e5caa
RGB: 46, 92, 170
CMYK: 73, 46, 0, 33



Purple

Hex: #9c258f
RGB: 156, 37, 143
CMYK: 0, 76, 8, 39

Primary: These colours are used in the logo, in digital assets and collateral.

Secondary: These colours are used in digital assets and collateral.

TYPEFACE

Heading 1

IMPACTED 2.0

Heading 2

ALMAQ REFINED

Body Text

DIN 2014

LOGO

Logo (Name Below)

Two tones (red/charcoal, white/red, red/white)
Primary style



Logo (No Name)

Social media profiles
All three logo colours can be with or without



Logo (Name Adjacent)

Used on website header and in documents

