WBFSH
MARKETING & COMMUNICATIONS PLAN

Submission to the Joint Committee
9th June 2018
INTRODUCTION

- This document is designed to help the Joint Committee make specific decisions about project proposals in the context of an overall long term plan.

- It contains a brief needs assessment that indicates a requirement for broader awareness of the WBFSH in four target markets: individual breeders, institutions and agencies, the competitive equestrian community and the public at large. Not only to increase awareness of WBFSH and interaction with its target groups, but also to generate new income streams and sponsor partners.
DECISIONS REQUIRED:

Based on the information contained in this Marketing Plan, the Joint Committee will be asked to approve or modify the overall Marketing plan - short term and long term goals and to ratify or reject the action plans to implement specific projects.

- Website redevelopment
- Continuation & Development of WBFSH/Breeding News Platform
- Development & financing of WBFSH Educational Platform
- Development of Pan American Breeding Championship
- Development of Breeders’ Premium
Elements of the Marketing Plan

1. SITUATION ANALYSIS (incl SWOT Analysis)
2. TARGET AUDIENCE
3. MARKETING GOALS (short-term and long-term; must be measurable)
4. ACTION PLAN
5. NEXT STEPS
1) SITUATION ANALYSIS

Snapshot of the current situation of the WBFSH:

International non-profit federation with 75 studbook members. The WBFSH promotes the common interest of its member studbooks and acts as a representative body for the sport horse breeding sector.

SWOT Analysis

(Strengths/Weaknesses; Opportunities/Threats) for evaluation:
SWOT – STRENGTHS

- **Broad-based international membership** and continuing interest by studbooks to join. There is clearly a perceived value in membership.
- **World Breeding Championships for Young Horses** are high level events that attract significant interest in the competitive equestrian community.
- **International Young Breeders Championships** support and promote awareness in the next generation of breeders.
- International **stallion rankings** emphasize the international aspect of sport horse breeding.
- **Breeder Rankings** and **Annual Awards**
- **Studbook Rankings** in three disciplines
- An attractive **website** and other **social media** outlets
- Successful **implementation of the UELN**
- Developing closer **ties with the FEI**
- The WBFSH is a **platform for cooperation, collaboration, education and advocacy** on behalf of the horse breeding industry that exists nowhere else.
- **Annual meeting** with seminars
SWOT – WEAKNESSES:

- **Active participation** and engagement in WBFSH sponsored activities is relatively **limited**
- **Focussed mostly on Europe** where the most of the leading studbooks originate from
- **Lack of public awareness**, therefore ability to influence regulations and conditions for breeders and the equestrian sport is limited
- **Recognition** of what the WBFSH is and its perceived value to the breeding community is **limited**
- Financially **largely dependent on sponsorship**
- **Lack of strong brand image** is an obstacle in attracting sponsors
SWOT – OPPORTUNITIES:

- Expansion of the WBFSH rankings, with potential monetisation
- New partnership with Breeding News to provide studbook members and their breeders with a global communication platform
- New partnership with TEP to increase the WBFSH visibility and influence beyond European borders
- Information data hub for issues such as genomic applications and Warmblood Fragile Foal Syndrome.
- Development of a Pan Americas Breeding Championship with the TEP
- Using new marketing tactics to grow and reach a larger target market through the development of a WBFSH educational platform
- Data Exchange project with the FEI and studbook members
SWOT – Threats:

- Perceived possible competition of the WBFSH with its studbook members through launching new platforms.
- Competition of the studbook members within the WBFSH slows growth and development.
- Reduced sponsorship could impact on major source of income.
- Limited capital to fund new projects independently.
- Competition for the WBFSH due to alternative ranking systems that receive media attention.
- Weak brand image and low visibility makes reaching a larger target market difficult.
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2) TARGET AUDIENCE

There are four distinct target groups:

i. Studbooks (members and potential new members)
ii. Sport Horse Breeders
iii. Equestrian sport participants, riders, owners
iv. Equestrian fans or general public
EQUESTRIAN SPORT PARTICIPANTS,
RIDERS, OWNERS
EQUESTRIAN FANS & GENERAL PUBLIC
TARGET AUDIENCE –

- Market research shows that more than 250 million people identify an interest in equestrianism on Facebook (of which 11 million people show an interest in breeding). This compared to 762 million people who show an interest in soccer, 186 mil in tennis and 102 mil in golf.
  (* Mark Bellissimo Presentation Feb 2018)

- According to an Alexa analysis (an Amazon company that ranks the world’s websites), in the world of sports, equestrian is ranked No 3 in terms of dedicated websites (5726 websites compared to the no 2 position of golf – 5736 websites). No 1 is soccer (10,521). Motorsport is at no 7 (3163 websites).
  (* Mark Bellissimo Presentation Feb 2018)
TARGET AUDIENCE –

Potential Target Markets:
Geographic distribution of studbook members
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3) MARKETING GOALS

Building the WBFSH Brand Image, in combination with a cost efficient communication strategy to attract our target audiences will become an essential part of the sponsoring concept development. A strong WBFSH Brand Image will support the engagement of potential international & global brands as future sponsor partners of the WBFSH.

The specific goals are:

1. Define and develop positive BRAND IMAGE
2. Define a COMMUNICATION STRATEGY AND IMPLEMENT MARKETING TACTICS
3. Develop a SPONSORING CONCEPT to attract long-term sponsors
MARKETING GOALS

1. Define and develop positive **BRAND IMAGE** (to be detailed in separate document)
   - Find a motto e.g. “Bringing Breeders Together” or “The International Voice of the Horse Breeding Industry”
   - Define the key ideas and values that we want to have people associate with the WBFSH
   - Competency and effectiveness – advocacy
   - Inclusive and international – not elitist
   - Represent the breeders’ best interests – on the right side of issues
   - Horse breeding and use - good for people, good for society, good for the environment - Horse welfare
MARKETING GOALS

2. Development of **COMMUNICATIONS STRATEGY & IMPLEMENTATION OF MARKETING TACTICS**

- Increase the direct contact and engagement of grass roots breeders.
- Improve engagement by studbooks in the activities of the WBFSH
- Increase public awareness of the WBFSH and the value of horses and horse sport to the community at large
- Create visibility and secure long term financial sponsorship from corporate partners.
MARKETING GOALS

3. **Development a SPONSORING CONCEPT to attract long-term sponsors**
   - Companies with horse-related products need direct access to their target market. Opportunities to partner in promotions and events that reach their market.
   - Companies with an image that aligns with the values represented by the WBFSH will receive value when their branding is reinforced by WBFSH branding, but they require large audience recognition and more generalized exposure.
   - Companies and individuals that already are involved and committed to the industry, should not be ignored. They will receive value when they understand that the WBFSH is making a positive difference in the industry, to horse welfare, young people, breed improvement etc. Opportunities exist to partner on projects, education, research etc.
Regarding sponsorship –

The WBFSH should not underestimate the value of what it represents. The organisation has created a unique focus for horse breeders that has grown and will continue to grow in importance and influence. A far-sighted potential sponsor will see the potential, and want to grow with the WBFSH, aligned with the corporate brand values and mission.
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4) **ACTION PLAN:** To achieve the marketing goals

- **Short Term Strategy (6-12 months)**
  
  i. Work with marketing expert to develop positive brand image and communication strategies.
  
  ii. Work with studbook members to develop methods to increase direct access to breeders.
  
  iii. Attract and secure long term corporate partners and sponsors (after successfully completing items i. & ii. above)

- **Long Term Strategy (12-24 months)**
  
  i. Evaluate obstacles and solutions to improve studbook engagement and address the issues.
  
  ii. Create a public marketing campaign (online & offline) to broaden awareness of the WBFSH in the equestrian community using trade magazines, digital communication platforms and other opportunities to increase attraction, interaction and participation.
  
  iii. Evaluate opportunities to create generic marketing to the public at large.
ACTION PLAN:
Implementation of services & products described above

a. WEBSITE
b. ELECTRONIC NEWSLETTER
c. SOCIAL MEDIA
d. PARTNERSHIP WITH TEP
e. BN/WBFSH MEDIA PLATFORM (pilot phase to start June 2018)
f. WBFSH VIDEO PLATFORM (proposal received & under evaluation)
g. BREEDERS PREMIUM (proposal in the pipeline)
h. PAN AMERICAN BREEDING CHAMPIONSHIP (proposal in the pipeline)
i. GENERAL ASSEMBLY
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NEXT STEPS:

WBFSH Board has approved the overall **Marketing plan - short term and long term goals** and needs to ratify or reject proposals and recommendations made to the board by the marketing committee in Budapest (Dec 2018). Action plans for specific projects then to be implemented:

- **Website redevelopment** *(quotes & proposal under consideration)*
- **Continuation & Development of WBFSH/Breeding News Platform** *(6 month pilot complete at the end of Dec 2018)*
- **Development & financing of WBFSH Educational Platform** *(quotes & proposal under consideration)*
- **Development of Pan Americas Breeding Championship**
- **Development of Breeders’ Premium** *(proposal in the pipeline)*
WBFSH MARKETING COMMITTEE:

The marketing and action plans were drafted by the marketing committee: (April 2018)
- Chris Gould (WBFSH VP – Internal Cooperation)
- Oliver Lueck (Marketing specialist – Managing Director Emotional Branding GmbH)
- Nadine Brandtner (WBFSH General Manager)

The marketing committee for recommendations and implementation of the marketing and action plans is made up of: (Sept 2018)
- Chris Gould (WBFSH VP – Internal Cooperation)
- Alison Corbally (WBFSH Executive Director – Development)
- Nadine Brandtner (WBFSH General Manager)
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