Learn to Promote Bridge!

By Gilad Ofir
Why to Promote Bridge?

✓ Increasing awareness to the game.
✓ Make it popular → Getting budgets – Ministry and Lottery funds.
✓ Breaking the stigmas
  ➢ Game for the aged
  ➢ Game of luck
  ➢ Bridge is not a sport
What do we want to Promote?

✓ A Strategic Mind game
✓ Suitable for all ages
✓ Educational Values
✓ Professional & Competitive
✓ FUN = FUN = FUN
✓ Love Zone ➔ Meeting new People!

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Promotion Tools
and Ideas
Conservative Media

✓ TV, Newspaper, Radio (What’s Selling?)
✓ Post mail The main advantage:
  ➢ Exposure (Not limited to the Internet).
✓ Some of the Disadvantages:
  ➢ Expensive.
  ➢ Dependency on professionals.
  ➢ Inaccurate rating data.
New Media Tools

✓ Internet advertising (Google/FB Ad).
New Media Tools

✓ Websites
  ➢ Information
  ➢ Banners
  ➢ Forums
✓ Digital newspaper*
✓ Mailing
  ➢ Targeted lists
  ➢ Mass messages
New Media – Social Networks

✓ Which Media to use?

➢ Facebook
➢ YouTube
➢ Twitter
➢ Instagram
➢ Etc…
New Media – Social Networks

✓ Everybody is there.
✓ Easy to use.
✓ No content limitations.
✓ Business page.
✓ Discussion groups.
✓ Sharing!
✓ Commenting and direct touch.
✓ Promoting your pages and posts.
✓ Analytics.
New Media – Social Networks

✓ Open your own channel
✓ Versatility: Lectures, Image movies…
✓ Promoting your videos.
✓ Comments.
✓ Earn money!
✓ Live streaming Broadcast.
New Media – Social Networks

Resources Vs Benefits

Credit: b-share.com

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PR – Public Relation

✓ External PR services.
✓ Appointing Spokesman.
✓ Creating message page.
✓ Personal Connections.
CSB NBO Officers’ Seminar

PR – Public Relation

✓ Image Movie
Targeted campaigns

✓ The Israeli coffee campaign: Preserving and Recruiting new members.
Targeted campaigns

✓ “Looking into the future”: Recruiting new Members

✓ Advanced Class: Preserving existing players.

✓ “The next generation” — Schools program: PR!!!
Targeted campaigns

✓ FB Advertising: Recruiting new Members + PR.
Tips & Guidelines

This way

This way
Tips & Guidelines

✓ Use Achievements to increase awareness.
✓ Place the kids in the front!
✓ Benchmark the CHESS!
Tips & Guidelines

✓ Use your Strength.
   ➢ Different kinds of people
   ➢ Unique stories: Family, Love.
   ➢ Famous players.
   ➢ Number of members!
Tips and Guidelines

✓ Recycling the media items you already achieved ➔ FB, YouTube, Magazines, Meetings.

✓ Identify the trends
  ➢ New Media: Today FB and tomorrow?
  ➢ Ex: Everybody change their flags.

✓ Create Bazzz ↔ Be Viral!
  ➢ Unique Calendar
  ➢ Flash Mob!
Flash Mob

- A flash mob is a group of people who assemble suddenly in a public place, perform an unusual and seemingly pointless act for a brief time, then quickly disperse.
The most important TIP: LUCK!
Gracias por su atencion

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