

Marketing sport and exercise to women from 31 to 55 years old

A lot of women of this age have children, and their families are a very significant part of their lives. The social benefits of sport tend to be less important than they were when they were younger and they are now more interested in the health benefits.

What do they want?

- The **health benefits** of sport and exercise are the biggest factors for these women. They are interested in **boosting their own energy**, and **being fit for their children**.
- This doesn't mean that they don't want to have fun while playing sport or doing exercise, it's just that it's less important. They do still want to meet people and have fun.

What stops them from taking part?

Many women in this group **think of themselves as being unfit**, are self-conscious and don't want to embarrass themselves by exercising in front of others.

- There are often practical problems with **childcare**. If they can't get someone to look after their children then they can't leave them alone.
- They think that classes will not be available at **times which are convenient** to them.
- They think that playing sport and doing exercise is going to be too **expensive**. It is unclear whether this is because they don't think the benefit will outweigh the cost, or just because they can't afford it.

So what can you do?

1. Promote sport with strong emphasis on health and well-being. Incorporate the importance of a good diet as part of the same message. Use statistics such as how many calories you can burn off through everyday activity such as walking the dog or playing with the children in the park.
2. Relate these messages back to family life. For example, remind them that they are a big influence on their children's behaviour, and that by taking part themselves they can influence their children in a positive way.
3. Use comparisons to demonstrate your point – picture a bored, lonely person indoors with a child, and show another one outside playing and having fun with a child. The benefits are not just health related. Activities like this can build better bonds between children and their parents.
4. As with all groups, use more images of people that they can relate to, people who are in the same age group who look good for their age. **Definitely avoid** images of very fit 20-somethings in gym gear as people in this group can't and don't want to relate to them.