

Sport England launches campaign to get the UK active

by Sam Matthews Brand Republic 16 Sep 2005



Wilkinson: backing campaign

LONDON - Sport England is launching a nationwide campaign to get the UK active with the backing of politicians, sports stars and celebrities including Jonny Wilkinson and Nell McAndrew.

The "Everyday Sport" campaign, launching today, aims to encourage the nation to build physical activity and sport into their everyday lives. The push will include television, radio, poster and PR activity.

The TV ads, created by Team Saatchi, feature a variety of stars such as 2012 Olympic bid chief Sebastian Coe, footballer Rio Ferdinand, England rugby star Jonny Wilkinson, model Nell McAndrew, and TV presenter and 'Celebrity Love Island' contestant Jayne Middlemiss doing various physical activities such as golf, tennis, swimming or walking the dog, to keep fit.

The end strapline runs: "Everyday Sport. Everybody feels better for it."

There are two executions of the ad designed to appeal to different audiences. Former BBC sport commentator Barry Davies and M People drummer Shovel provide the voiceovers for the ads.

The campaign will run for five weeks on ITV, Channel 4 and Five.

The TV campaign is backed up by a national radio and poster push using the strapline and stills from the TV ad. PR activity is being handled by Hill & Knowlton.

"Everyday Sport" was launched after YouGov research revealed that 71% of people would like to do sport and recreation but do not get round to it.

Roger Draper, chief executive of Sport England, said: "So many campaigns tell people what they shouldn't be doing -- don't smoke, don't drink and drive. 'Everyday Sport' is quite unusual in that it is telling people what they should be doing."

Michael Parker, chief executive of Team Saatchi, added: "This campaign redefines sport in a way that can appeal to everyone, partly because of the strong emotional appeal: 'every body feels better for it'."

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