

“...You put your brand in people’s hearts by evoking an emotional response.
You keep it there by underpinning the emotion with a fact or rational benefit that satisfies the brain’s critical faculty.

Without emotion, the rational will be more than likely be overlooked.

Without the rational, the emotional evaporates.

Brain and heart — you need both. I have both.”

reference: <http://brainheart.com.au/> viewed 25.5.14

Dragon Boating has both brain and heart!

Heart...The emotional underpinning is that dragon boating embraces team spirit and friendship, contributing to the person’s inclusion and sense of wellbeing...

Brain...Dragon Boating is a truly unique water sport. The rational benefit of paddling and racing a dragon boat is that people of all ages can be part of a team, be it for a social paddle or at competition level. Results demonstrate the sport’s successes on local, state, national and world waters.

Branding, a mark which identifies a person as belonging to a particular group, over the past seasons of Dragon Boating has created excitement, as each campaign has been released.

2007 saw the World Dragon Boat Championships at Penrith NSW, hosted by the Australian Dragon Boat Federation (AusDBF), with the true blue Aussie flavoured campaign title and logo, “Dragons Downunder!”



Queensland Dragon Boat Federation (QDBF) initiated it’s “War of the Dragons” campaign at the 2009 National Dragon Boat Championships, held on the Sunshine Coast, Queensland.

This campaign, to appeal to and evoke the fighting spirit within, seems to have been highly successful. Its artwork captured the imagination of many, reaching far and wide through media outlets, paid TV commercials, as well as being distributed through Clubs on printed handouts. Much of the expense for the campaign was borne by successful submissions for funding through various community resources.

The 2013-2014 Regatta season carried on this theme with some Regatta promos being titled “Battle of the Paddle” or “Battle of the Dragons”.



War of the Dragons 2009



Sunny was creatively illustrated by the renowned artist Paul Lennon and handed over to QDBF for the purpose of promoting dragon boating in Queensland. Sunny has become Queensland's all round Good Sport, making his "live presence" debut at the 2014 AusChamps.

With Sunny's festive banners at the venue and Sunny the mascot, the crowd, and the paddlers all blended together, a carnival like atmosphere flourished, alongside the very matter of fact world record breaking dragon boat racing.

Sunny's "selfies", Sunny's mascot costume and Sunny's banners, wholly marketed by QDBF, are now available for future events, to again bring a sense of cheer and racing excellency to all.



Sunny winning

Along with Sunny, media coverage throughout the build up to the 2014 States and 2014 AusChamps was effective in the success of the events. Links to the footage are available below. Most of the footage comes to you courtesy of WIN TV News Qld, who liaised with QDBF and enabled the communication and broadcasting of both the racing, and people who are part of the dragon boating scene, to be viewed, not only locally but state wide, and up and down the east coast of Australia.



Sunny cheering



Sunny racing flat out



We Want You



Sunny sweeping

Social media is emerging as a huge part of communications/marketing. The very informal act of individuals sharing and spreading photos, and messages, is becoming far more popular, and allowing access

to info which was formerly unattainable. Maybe the Australian Privacy Principles of March 2014 may help to avoid any breaches of privacy related to the media practices.

Events too are looking to this media to publicise and find the audience and participants needed for their event to be successfully marketed. It's an amazing resource, with far reaching scope and a worldwide application.

QDBF's links to visual and audible footage:

2014 Full State Squad training session

https://www.youtube.com/watch?feature=player_detailpage&v=OschPgxy2Hc viewed 9.4.14

2014 States...Sunshine Coast: Premier Mixed 20s Grand Final Jo Goh

https://www.youtube.com/watch?feature=player_embedded&v=AmgmGWCyRko viewed 31.3.14

2014 AusChamps: opening ceremony Lyn Davis

<http://www.youtube.com/watch?v=mlMAPxtfHJk> viewed 22.4.14

AusDBF President: Kel Watts

<http://m.soundcloud.com/rsn-racing> viewed, listened to 10.1.14:

Making “noise” is the key to promoting sports at the moment!

Attract the attention of the participant; attract the attention of the athlete;

attract the attention of the community;

attract the attention of the corporate world.

But mostly “make noise” ...again and again and again!

My thoughts on the future of communications/marketing...

- ☺ Sponsorship will play a huge part in keeping dragon boating afloat.
- ☺ Access to funding sources by rigorous application will continue within the community.
Eg: local councils subsidising State Reps competing at a National level; government departments supporting sports and recreation at a grass roots level, such as National Parks, Recreation Sport and Racing (NPRSR), enabling juniors to access sports through their “Get in the Game - Get Started” funding program.
- ☺ To achieve the full potential of participation it will be seen more and more that dragon boating will play a supportive role of “sponsoring” various causes within the community. Already established are regattas, such as the Kids In Need Regatta, the Prostate Challenge, Dragons Abreast events, and the inaugural Brisbane River Challenge supporting the Black Dog Institute. Dragon Boating will tend and challenge the community.
- ☺ “Scholarship” is now an official term in Australian dragon boating with the announcement by AusDBF at the 2014 AusChamps of the “Cantwell-Lette Scholarship” of \$2000 for each of the four areas of dragon boating; *Officiating *Athlete *Director *Coaching.

Hopefully dragon boating retains its romance and its champions and its mentors.

Hopefully it will continue to capture the heart and brain
of all who venture on water in a dragon boat.

Yours on water,

Heather

The following files are QDBF designed advertisements for Clubs that may need assistance when it comes to marketing.

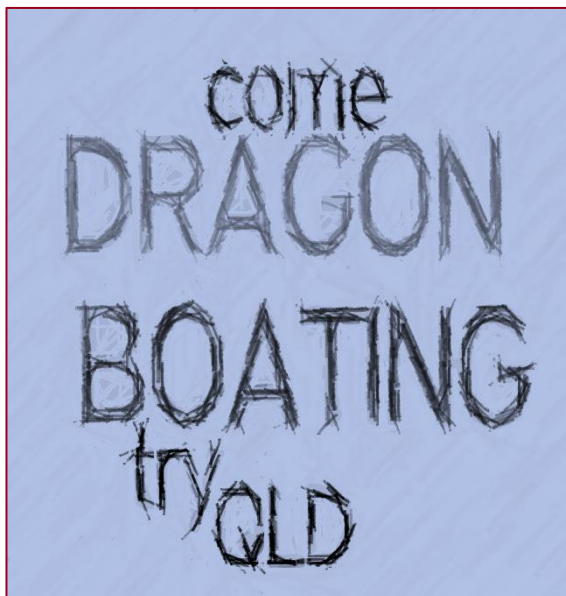
These are the **"Come and Try"** DL series (10cm x 21cms).

QLD DRAGON BOATING come try

find a Dragon Boat Club near you @ www.qdbf.com.au



DL 1: developed to draw attention to the "romance" or "meditative" aspect of dragon boating.



find a Dragon Boat Club near you
@ www.qdbf.com.au



DL 2: developed to depict the tradition within the sport of dragon boating.



Sunny wants YOU!

DRAGON

come

try

QLD

BOATING

find a
Dragon Boat Club
near YOU

@ www.qdbf.com.au

DL 3: developed to simply let people know they too can join in and paddle!



DRAGON

come

try

QLD

BOATING

find a Dragon Boat Club near you
@ www.qdbf.com.au

DL 4: developed to attract those paddlers who may prefer a faster pace.