



# ENHANCING TEAM ENGAGEMENT AND NOTORIETY FOR YOUTH

## STRATEGIES FOR GDB

### PROJECT TAGLINE

The proposed action plan, of the co-creation challenge, aimed at increasing engagement and notoriety of a sports team, specifically focusing on attracting young people and diverse audiences.

### PROBLEM

The core issue addressed is the lack of engagement leading to a decrease in relevance, motivation, and revenue streams for the team.

### SOLUTION

The proposed solution includes a multi-faceted approach involving a digital marketing plan, organization of an open day, and hosting e-sports tournaments. These strategies are designed to bridge the gap between the younger population and the team, develop new revenue streams, engage e-sports players, and diversify into other sports. This initiative represents a significant step towards revitalizing the team's presence and appeal in a rapidly changing sports and entertainment landscape.

