

Case Study: Sport For Life

Client: CODA, Calgary Olympic Development Association

Question: How did CODA connect with 40,000 Alberta youth and encourage them to live a healthy and active tobacco-free lifestyle and establish its position as a sport and wellness leader?

Answer: Sport For Life – a sport and wellness program designed to promote active and healthy tobacco-free lifestyles to Alberta’s youth linked directly to CODA’s master brand.

Results: The Sport For Life program has become one of the most well-known and respected sport and wellness brands in Canada with eight Olympians and Paralympians including: Clara Hughes, Beckie Scott, Duff Gibson, Earle Connor, Mike Brown, Kelly B  chard, Thomas Grandi, and Christine Nordhagen.

As the first program in North America to effectively use Olympic athletes to promote tobacco-free lifestyles to youth, the program received the inaugural Barb Tarbox Award of Excellence in Tobacco Prevention in 2004 positioning CODA as a provincial sport and wellness leader. Through three years of programming, Team Sport For Life has reached over 40,000 students directly in over 50 communities throughout the province.

Summary of Activation: The Sport For Life program’s strength continues to be its ability to respond to evolving objectives of our client and their funding partners through scalable program components – facility and community outreach; grassroots initiatives; and Team Sport For Life.

Each program component was carefully designed to reach specific target audiences and achieve clear marketing objectives. Facility and community outreach was designed to establish a relationship with community organizations while building the core ski, snowboard and mountain bike program business at Canada Olympic Park.

The grassroots initiatives program component partnered with provincial sport organizations to develop athlete youth role models for program partner AADAC, the Alberta Alcohol and Drug Abuse Commission.

Team Sport For Life was developed to add star power to the program by using Olympic athlete role models to reach Alberta’s youth for partner AADAC.

Throughout the activation and implementation process, several measures were put in place to continually evaluate and refine the program including an outcome evaluation in Year 4 that showed positive shifts in tobacco-free knowledge, education and promises indicating positive behavioral re-enforcement.

Agenda Sport Marketing provides strategic direction, program activation and management for CODA. For more program information, please contact Managing Partner Russell Reimer.