

**Dr Robert Davis**

The Ubelab Trust  
[drdavis@gmail.com](mailto:drdavis@gmail.com)

**Come On. Get Up!**



**GT▲  
GRL**



**GT▲  
BOY**



**GT▲  
GRL**

➤ CMON GT^

➤ Outcome

➤ Lessons

➤ Extension



GT^  
GRL



GT^  
BOY



GT^  
GRL

CMON GT^



GT^  
GRL



GT^  
BOY



GT^  
GRL

# Project Team

- ▶ Dr. Robert Davis
  - Original Idea and Vision
  - Strategy and Creative director
  - Marketing and Brand Strategy
  - Project Leadership and Management
- ▶ Auckland Regional Physical Activity Sport Strategy (ARPASS)-  
Kelvyn Eglinton (Strategy Director)
  - Co-visionary
  - Project Funding
  - Stakeholder Relationship Support
  - Strategic Project Support
- ▶ The Schools: Teachers and supporting students
- ▶ The Hyperfactory
  - Mobile and Web Services
  - Technical Project Management
  - Strategic Project Support
- ▶ Many others goodwill supporters; Vodafone, Vodafone Warriors,  
Nintendo Wii, Juice TV, Lee-Anne Wann, Play It Strange



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL



# W' SUP

- Youth branded
- Designed to create a buzz
- Incentive and reward
- Simple to implement
- Zero administration
- Integrates with existing programs
- Enhances existing programs



GT  
GRL



GT  
BOY



GT  
GRL

# W' SUP

- The physical activity and technology campaign for all Auckland Secondary Schools in 2007 is called: Come On. Get Up!
- Come On. Get Up! runs over the last 4 weeks of Term 2 (Monday June 4th to Friday June 29th) and first 4 weeks of Term 3 (Monday 16th July - Friday 10th August).
- The aim of Come On. Get Up! is to engage the 13-18 year old age group with an exciting physical activity campaign, utilising text and web based technology.
- The technology based campaign includes music, dance, arts and culture, as well as, sport as ways of being physically active.
- Come On. Get Up! is based around an inter-school competition; students participate to gain points in the form of a unique game card by being physically active.
- Student activity points contribute to their schools combined points with the campaign seeking to find Auckland's most Active Secondary School.



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Developing Awareness

- ▶ The band SPACIFIX to front Come On. Get Up! and others sponsors help to provide weekly incentive prizes.
- ▶ Juice TV will also covered Come On. Get Up!
- ▶ Developed an interactive website that provides feedback to the students on how many points they have won and how active they have been. The website links to the students mobile phone to make it easy for them to enter the points they have won and receive motivational messages and tips on being active.
- ▶ To keep students motivated and engaged in Come On. Get Up! the schools sports co-ordinators play a vital role in the promotion of the campaign, as well as organising activities.



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# To Win?

- For a school and student to have a chance of winning, the school and co-ordinator may host lunchtime sessions so that the students have opportunities to win extra points:
  - Sessions should be between 20 - 30 minutes in duration.
  - Schools can host as many sessions per week that suit. Ideally, daily sessions. However, ARPASS is aware of time demands on already busy schedules.
  - Distribute the game cards to students and/or other persons who are working with or see students doing this physical activity (team coaches, teachers, prefects).
  - Promote the campaign as much within the school environment.



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# School Benefits?

- The overall level of relative physical activity of students will increase.
- The students awareness of physical activity will develop.
- Students points contribute to the competition for prizes.
- The top ten most active schools will win sponsorship products for their school.
- Sport co-ordinators of those schools will be rewarded for their efforts.



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Brand Messages

- Physical activity is ÜBER COOL.
- CMON GT^ is all about the inside, not the outside of a person.
- Like smoking cigarettes, being inactive is an outdated way of thinking.
- Physical activity needs to happen everyday, for life, for at least 30 minutes per day.
- Get Up! Focus on the simple things, everyday that can make this happen for life.
- Physical activity include music, dance, arts and culture, as well as, sport.



GT^  
GRL



GT^  
BOY



GT^  
GRL

# CMON GT

Come On . Get Up !



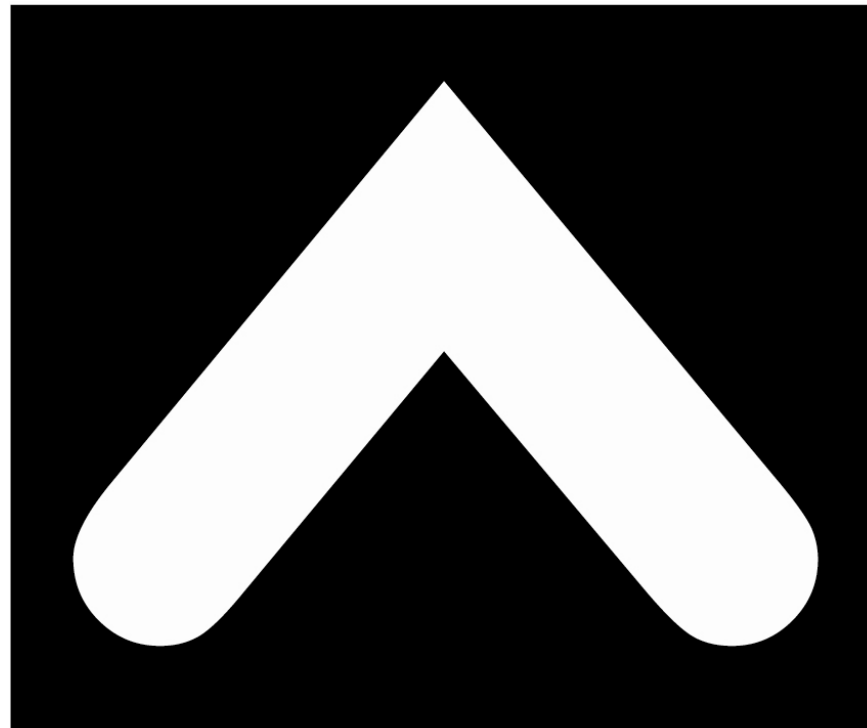
GT   
GRL



GT   
BOY



GT   
GRL



getup.co.nz



GT   
GRL



GT   
BOY



GT   
GRL



# GT Boy and GRL

- GT Boy is the campaign face
  - Symbolic brand related resource
  - Basis of brand relationship development
- GT GRL is to implemented in 2008
- GR BOY/GRL
  - They live in the website



GT  
GRL



GT  
BOY



GT  
GRL



**GT^**  
**GRL**



**GT^**  
**BOY**



**GT^**  
**GRL**

# Interactivity

- The campaigns integrated communication channels
- The HUBHUB CONTENT: Juice TV and other marketing related inputs are used to generate brand excitement, campaign awareness and the hub of communication to the overall audience. Much of the content generated here will be selectively fed into the GAME and ENVIRONMENT.
- THE GAME: The mobile is used as an interactive device that allows the students; (1) to play the game on a personal level, (2) be motivated individually (3) be made aware of what is going on in the HUBHUB and ENVIRONMENT.
- THE ENVIRONMENT: The primary goal of the website is to motivate students through competitive feedback at the individual, group and school levels. The web is also used as an interactive environment that is for the students: (1) a campaign support tool, (2) to play the game on a personal level, (3) be motivated individually (4) be made aware of what is going on in the HUBHUB.



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# getup.co.nz

- Fun, animated, street feel
- Designed in Macromedia Flash
- Search engine strategy initiated
- Schools asked to put brand on their website to get click thru's
  - Clover Park School - 7% traffic
- Linkage to PlayDay
- Linkage to SPACIFIX



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# getup.co.nz

The screenshot shows the CMON GT^ website with a dark, textured background. At the top, the logo 'CMON GT^' is displayed with the tagline 'Come On. Get Up!'. To the right, there's a 'Profile' link and a promotional banner for 'Loads of Prizes!' offering a chance to win one of 10 Nintendo Wii Prize Packs. Below the logo, a navigation bar includes links for Home, Prizes, Register, Sup, Survey, FAQs, and LeaderBoard. The main content area is divided into three columns. The left column features a 'C'mon GetUp!' announcement about a competition in Auckland, a 'Check out the Prizes' link, and a code entry field with a 'Submit' button. The middle column lists the 'Top 10 Schools' with their respective scores. The right column features a 'SPACiFiX' advertisement with a photo of a group of people and a cartoon character. At the bottom, there are logos for Juice TV, Vodafone, and Wii, along with links for 'About Us', 'Terms and Conditions', and 'Privacy Policy'.

**CMON GT^**  
Come On. Get Up!

> Profile

> Loads of Prizes!  
Win 1 of 10  
Nintendo Wii  
Prize Packs

Home Prizes Register Sup Survey FAQs LeaderBoard

**C'mon GetUp!**

We're looking 4 Auckland's most active student and high school. By active we mean sport and other forms of physical activity such as kapahaka or even rockin' out in a band. It all counts! CMON GT^ starts on Tuesday, 5th June and ends on Friday 10th August 2007.

Check out the [Prizes](#)

Enter your Code  
>

**Top 10 Schools**

St Dominics College	172650
Whangaparaoa College	149910
Orewa College	116760
Marist College	96630
St Marys College	88380
Alfriston College	79710
Clover Park Middle Sc	65370
Takapuna Grammar Scho	64530
Massey High School	49890
Pukekohe High School	41700

**SPACiFiX**

Spacifix  
Aotearoa's most exciting live act, performing at your school.

GT^

GT^

GT^



GT^  
GRL



GT^  
BOY



GT^  
GRL

getup.co.nz



GT^  
GRL



GT^  
BOY



GT^  
GRL



# getup.co.nz

**CMON GT**  
Come On, Get Up!

Email Log-in  
Password

Loads of Prizes!  
Win 1 of 10  
Nintendo Wii  
Prize Packs

Home Prizes Register Sup Survey FAQs **LeaderBoard**

**LeaderBoard**

Top 10 Schools		Top 10 Students	
St Dominics College	172650	BeLl	14550
Whangaparaoa College	149910	braveheart	9690
Orewa College	116760	PaNtHeRpArAdIsE31	9540
Marist College	96630	ryanh	8190
St Marys College	88380	bristaar	8160
Alfriston College	79710	DaNni	8040
Clover Park Middle Sc	65370	jamesy	7290
Takapuna Grammar Scho	64530	Blackman69	6930
Massey High School	49090	-stat-man-	6780
Pukekohe High School	41700	stick man	6570

**Search Leaderboards**

student  
or school  
select.. ☐  
**Submit**

**GT**  
Wii

> About Us > Terms and Conditions > Privacy Policy



# Mobile Platform

- Students txt in unique code from card
- Students are sent a message in return to enhance the experience of interactivity
- 53 possible responses
- For example:



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL



# Interactive Msg' s

- ✦ You have X points and are ranked X
- ✦ Watch GPTV on JuiceTV on Saturday for the Nintendo Wii prize draw
- ✦ Just X weeks to go to the finish. Come On! Keep Up!
- ✦ Join a Club: Go to [playday.org.nz](http://playday.org.nz)
- ✦ Take the stairs. Get a better lift
- ✦ SNACKERCISE. 3 times 10 minutes per day. Yummy
- ✦ NCEA: No Couch Exercise Allowed
- ✦ I'm always on my toes. Ruben Wiki, Vodafone Warriors
- ✦ Music is my motivation. Michael Luck, Vodafone Warriors
- ✦ Mix it up. Simon Mannering, Vodafone Warriors
- ✦ Having Fun always gets me motivated. Grant Rovelli, Vodafone Warriors
- ✦ Take turns motivating each other. Jerome Ropati, Vodafone Warriors
- ✦ Surround yourself with great mates who understand how hard it can be. Jerome Ropati, Vodafone Warriors
- ✦ My Mum always told me to always try and be the best you can be. Steve Price, Vodafone Warriors
- ✦ Be the best you can be. Steve Price, Vodafone Warriors



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Weekly W' SUP Email

W'SUP.

Cool changes to [www.getup.co.nz](http://www.getup.co.nz) but Ya need to login.

On the 'Leaderboard' page, you can now check the scores of your crew and your school's rankings.

Login and compete against your own crew. Find it at your own 'Profile' page. Get your friends nickname, search and add. Oh, they not getting up? Well, Ya can also delete them from your list.

Oh, nearly forgot. The winners of the Nintendo Wii Prize Packs for the first three weeks are up. Congrats. They were announced on GP TV on JuiceTV. Check it.

Pssst, also tell your crew there are Bonus points to be won if you answer the weekly question and survey. Remember Auckland, the winning schools are chosen on the amount of registered students at your school and points.  
(Year 10 Maths 101 cuz, Its proportional.)

So, CMON GT^, get the crew going.  
GT BOY

[www.getup.co.nz](http://www.getup.co.nz)  
PS. Need help? check [help@getup.co.nz](mailto:help@getup.co.nz)



**GT^**  
**GRL**



**GT^**  
**BOY**



**GT^**  
**GRL**

# Questions

- Survey at beginning and end of campaign to measure relative change in students behaviour and perceptions
  - Based on Youth'07
- Weekly questions for bonus points
  - For example: If Jon Toogood of Shihad performs a 30 minutes set at a concert. How much energy per minute does he burn up?
    - a. 3.5 to 7 kilocalories per minute
    - b. Less than 3.5 kilocalories per minute
    - c. More than 7 kilocalories per minute



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Major Prizes

## ➤ 10 MOST Active Students:

- 10 Nintendo Wii Packs
- One announced weekly on Juice TV

## ➤ 3 MOST Active School:

- 3 Prizes of \$1000 of sports equipment
- 3 concerts by SPACIFIX (1 prize per school)



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Winners

## ▶ Top 3 Schools

- Whangaparoa College
- St Dominics College
- Orewa College

## ▶ Nintendo Wii Winners from:

- Lynfield College
- Clover Park Middle School
- Parnell College
- Massey High School
- Penrose High School
- Pukekohe High School
- Alfriston High School
- Whangaparoa College
- Mt Roskill Grammar
- St Dominics College



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Pricing Model

- Website is free
- All texts for Vodafone customers are free
- Telecom/Boost customers pay 20c per text



GT  
GRL



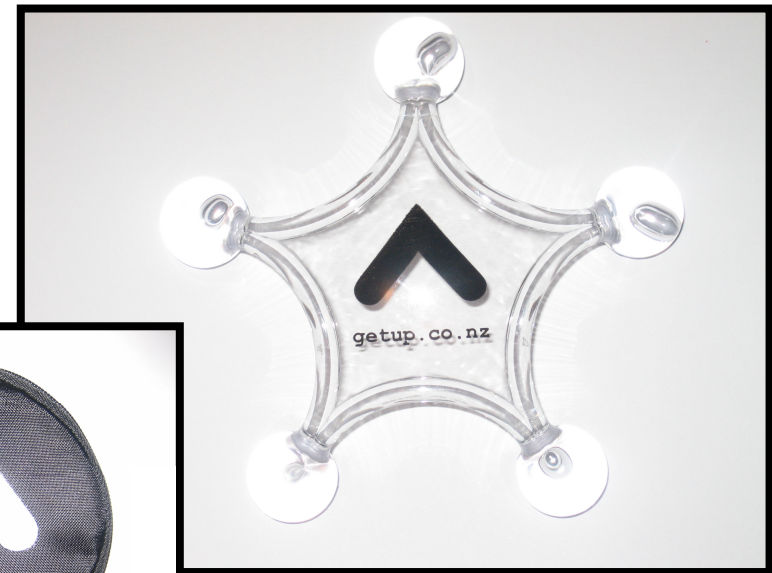
GT  
BOY



GT  
GRL

# Minor Prizes

- 1000 units
- Sent to all schools signed up
- Event focus



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# T-shirt

- 100 units
- Sports coordinators
- Student helpers



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL



# Posters

## ➤ Focus on:

- Brand
- Supporter brands
- Website

## ➤ Types

- GT Boy
- Arrow

## ➤ 10 per school

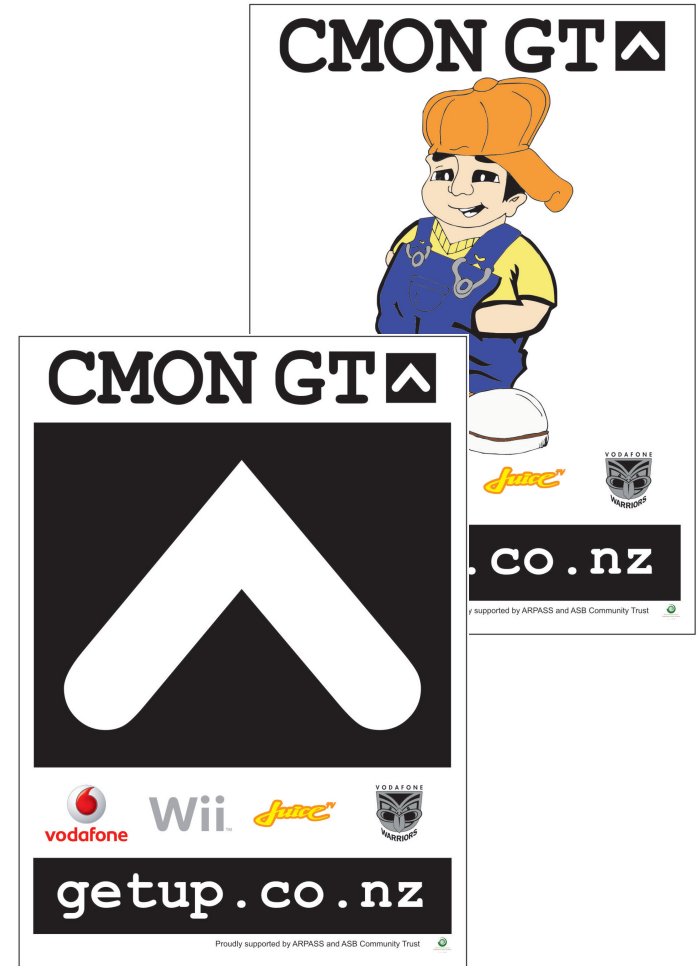
## ➤ Distribution to ARPASS stakeholders



GT  
GRL



GT  
BOY



GT  
GRL

# DL Flyers

- 3500 produced
- Focus on:
  - Brand
  - Supporter brands
  - Website
- Tactical distribution during school holidays



# Gamecards

- 1.3 million produced
- Each with unique code
- Full details on game play
- Distributed to schools



**Register:** Visit [www.getup.co.nz](http://www.getup.co.nz) or txt GETUP to 4222 for more info.

**How to Win:** Be physically active everyday for more than 30 minutes, get a game-card with a CODE from your school. Text the CODE to 4222 or login into [www.getup.co.nz](http://www.getup.co.nz). Each CODE worth 30 points.

**Increase Your Points:** (1) Register before 10th June (30 points), (2) Visit [www.getup.co.nz](http://www.getup.co.nz) and answer the weekly question (30 points) and (3) Be physically active 7 OR MORE TIMES PER WEEK (300 points).

**Prizes:** *Most Active:* 10 Nintendo Wii Packs. One announced weekly on Juice TV. *MOST Active School:* 3 Prizes of \$1000 of sports equipment and 3 concerts by SPACIFIX (1 prize per school)(Drawn 11th August). *Plus:* Heaps of other spot prizes.

Visit [www.getup.co.nz](http://www.getup.co.nz) for terms and conditions. All texts for Vodafone customers are free. Telecom/Boost customers pay 20c per text.

The competition starts 11.59pm Friday, 1st June 2007 and ends 11.59pm Friday, 10th August, 2007.

**POINTS CODE**



# Juice TV

- TVC tactically broadcast
- Focus on GP TV
  - Saturday AM.
- Prize announcements
- Generate campaign awareness
- Special Massey High Visit



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Schools Roadshow

- 12 large schools
- 4 weeks
- Organised lunch time event
- Student participation with
  - Warriors and Lee-Anne Wann
  - Juice TV coverage where possible
  - Photographic coverage



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Vodafone Warriors



GT   
GRL



GT   
BOY



GT   
GRL

# Lee-Anne Wann



GT   
GRL



GT   
BOY



GT   
GRL



# Just for Fun



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL



Outcome



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# The Winners



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# 31 Schools Signed Up

- ✕ Whangaparaoa College
- ✕ Pukekohe High School
- ✕ Orewa College
- ✕ Lynfield College
- ✕ Rosehill College
- ✕ Mt Roskill Grammar
- ✕ Massey High School
- ✕ Avondale College
- ✕ Rangitoto College
- ✕ ACG Parnell College
- ✕ ACG Senior College
- ✕ Alfriston College
- ✕ Aorere College
- ✕ Baradene College
- ✕ Clover Park Middle School
- ✕ St Marys College
- ✕ Dilworth School
- ✕ Elim Christian College
- ✕ Green Bay High School
- ✕ Henderson High School
- ✕ Kaipara College
- ✕ Kelston Boys' High School
- ✕ Mahurangi College
- ✕ Mangere College
- ✕ Marist College
- ✕ Penrose High School
- ✕ Rosmini College
- ✕ St Dominic's College
- ✕ Takapuna Grammar School
- ✕ Tuakau College
- ✕ Western Springs College



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# School Penetration

School	Students Registered	Total Score	School Roll	Percent of Roll
St Dominics College	692	586530	888	78%
Whangaparaoa College	506	345000	1069	47%
St Marys College	353	151860	765	46%
Alfriston College	297	240360	733	41%
Marist College	258	142980	767	34%
Orewa College	401	287610	1780	23%
Dilworth School	72	67650	510	14%
Baradene College of the Sacred Heart	130	177780	930	14%
Lynfield College	202	80790	1843	11%
Henderson High School	70	25530	1002	7%
Takapuna Grammar School	77	177300	1478	5%
Epsom Girls Grammar School	84	82680	1912	4%
Massey High School	108	275850	2511	4%



**GT**  
**GRL**



**GT**  
**BOY**



**GT**  
**GRL**

# Schools Results

- Schools and students signed up
  - 39 percent of Auckland schools
  - 40000 students (43 percent of students)
- Active student participant
  - 4336 students (11% of potential)
  - Student sign-ups from 73 schools
- Points won (30 plus minutes)
  - 3.5 million total points
  - 132595 episodes of activity (30 plus)



GT▲  
GRL



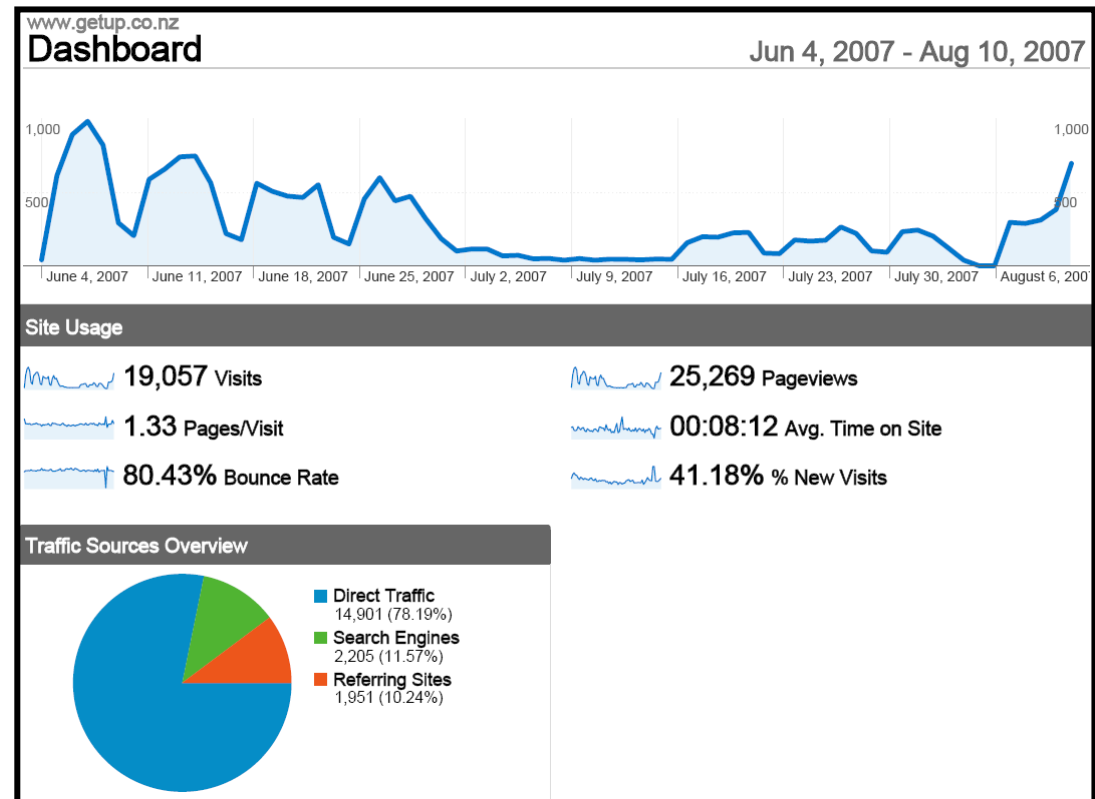
GT▲  
BOY



GT▲  
GRL

# Website

- Brand strength
- Weekly response
- EOC recovery
- Loyalty



GT  
GRL



GT  
BOY



GT  
GRL

# Mobile Channel

➤ Average TXT per day	1353
➤ Average TXT per week	9471
➤ Average TXT per Month	44198



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Student Profile

- Most students 12 to 15 years
- More females students
- 69% NZ birth place
- Most students at school 1 plus years
- Positive feelings about school
- Most students enjoy hanging out with friends and sports
- Positive feelings about being part of school
- Most belong to sports teams
- Most students spend 3 plus hours in sports teams



GT▲  
GRL



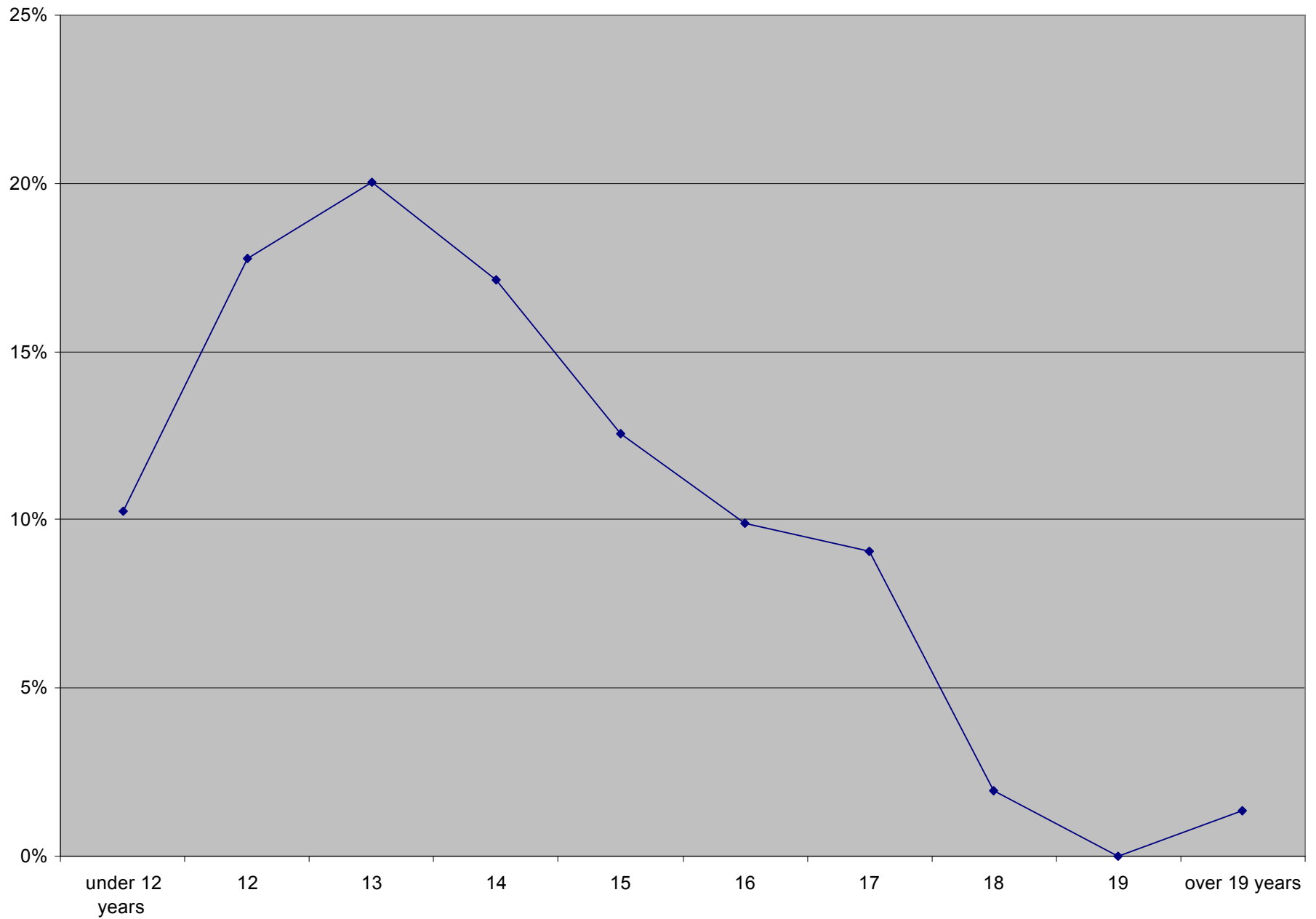
GT▲  
BOY



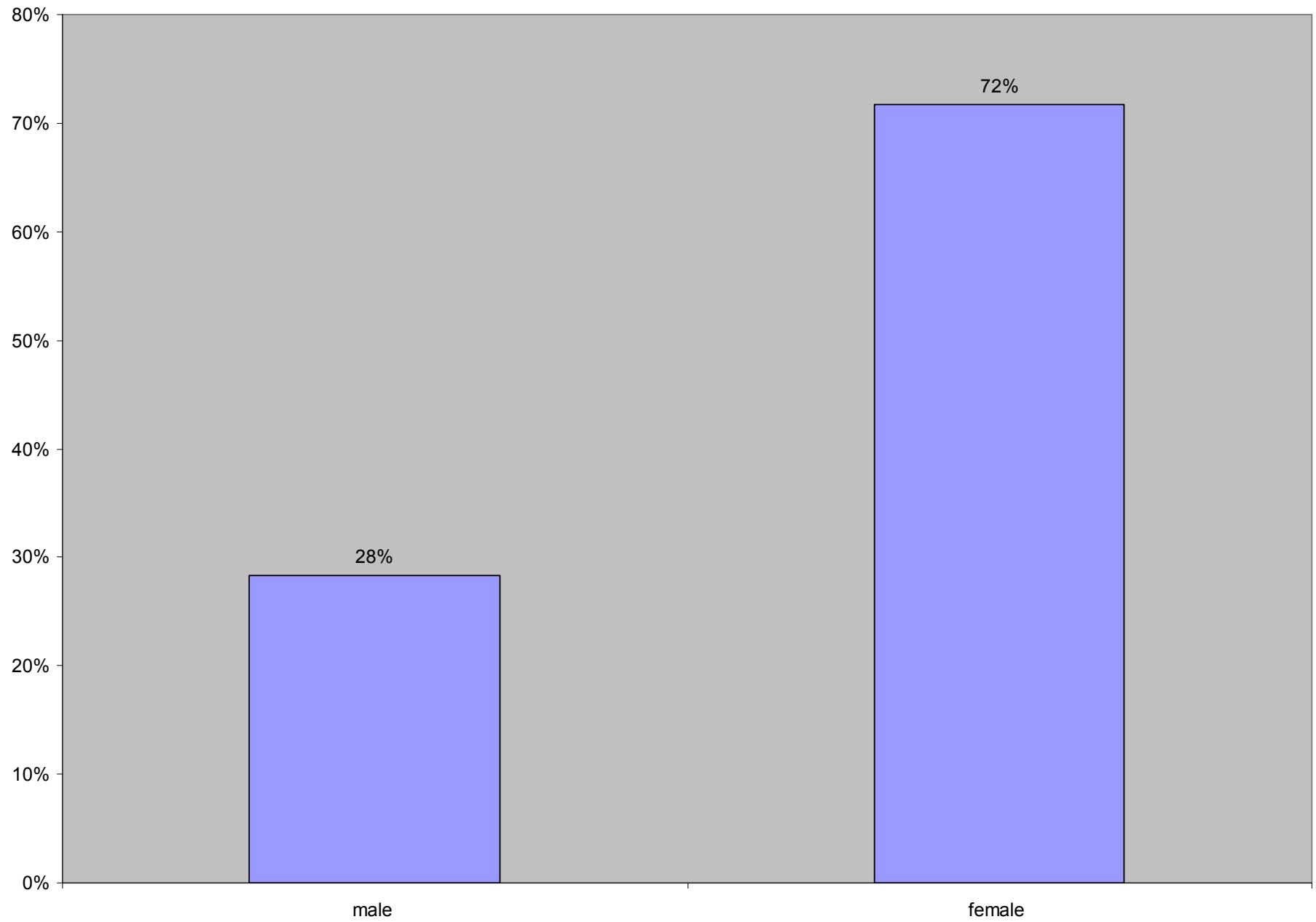
GT▲  
GRL



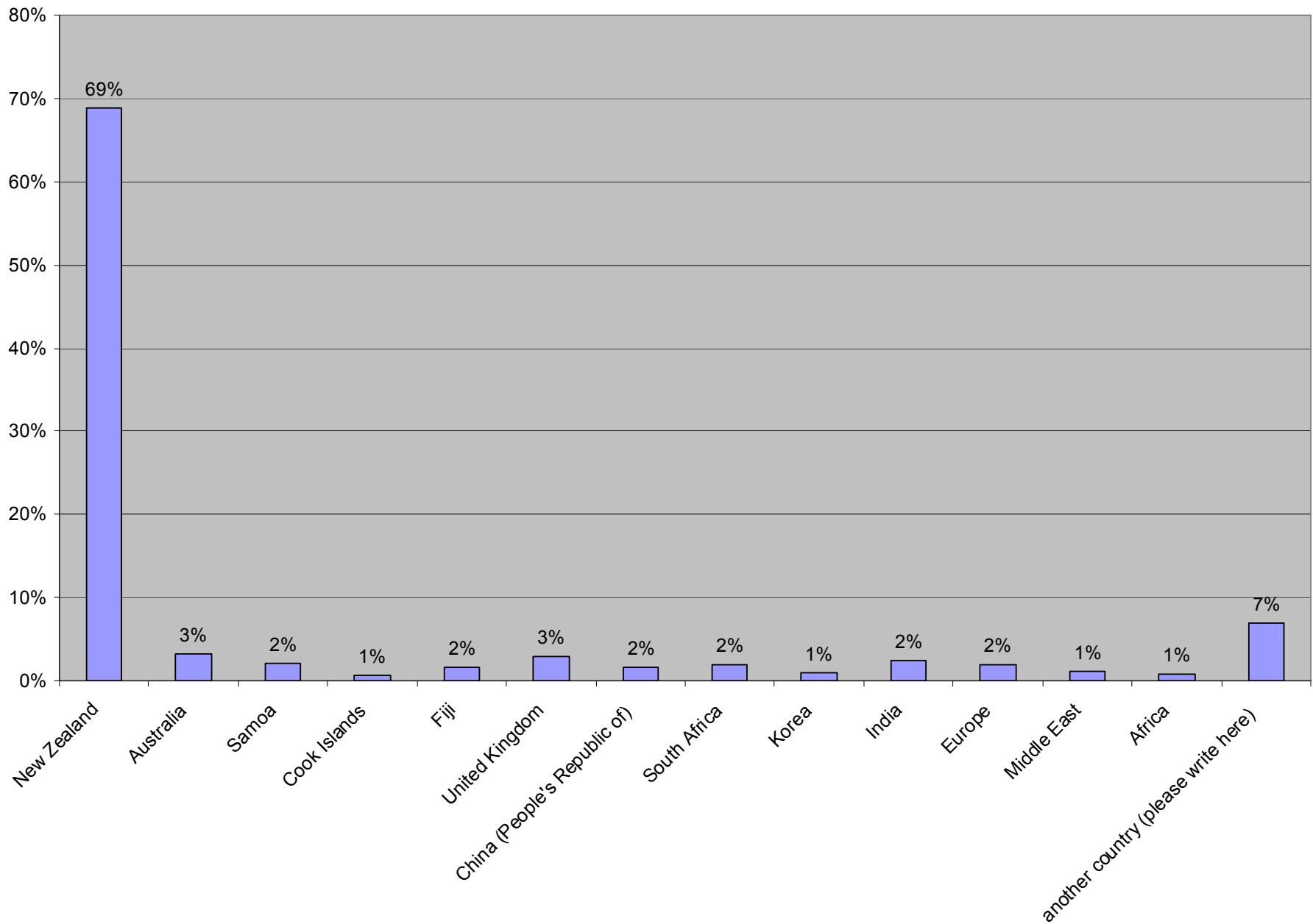
## How old are you?



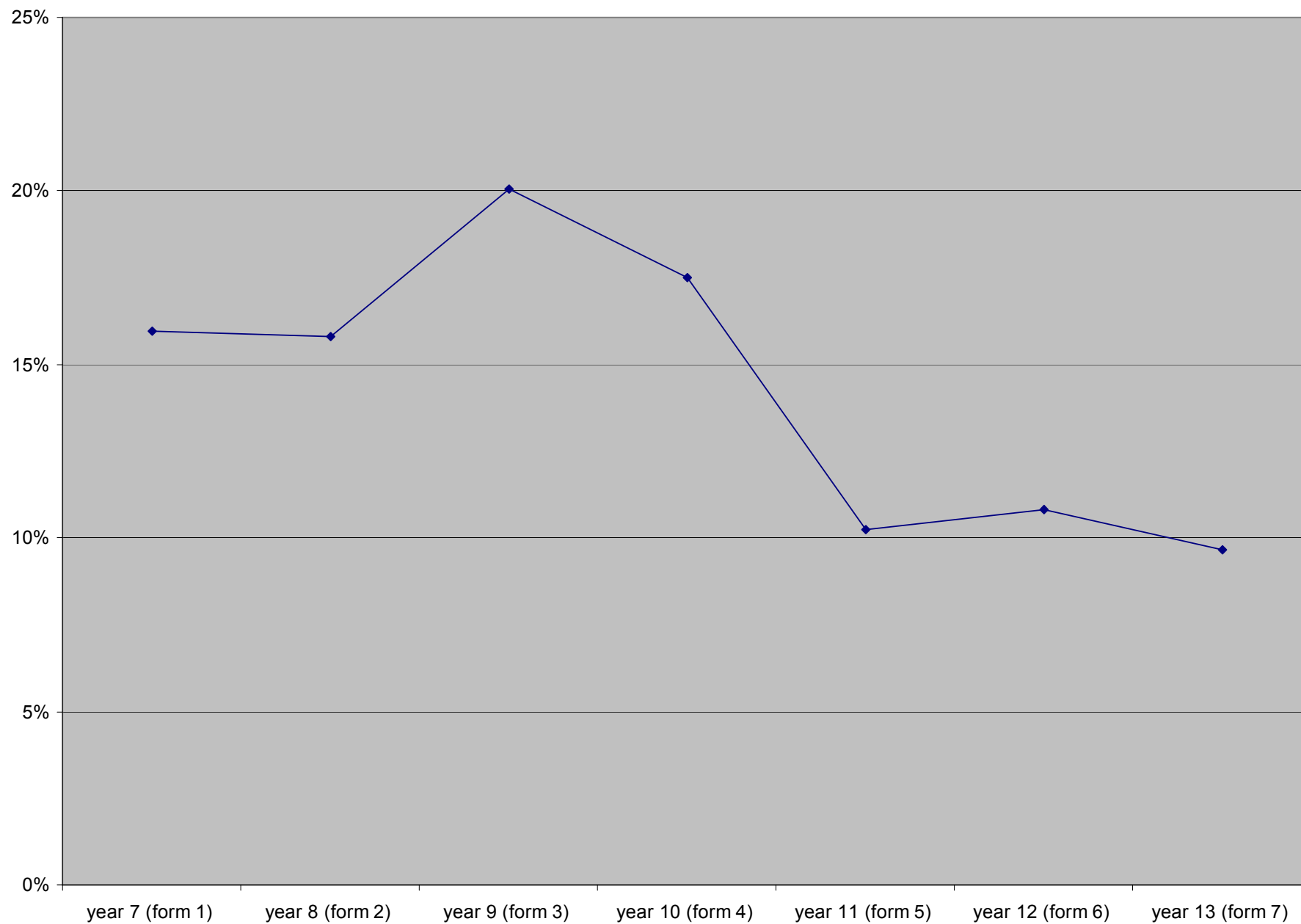
### What sex are you?



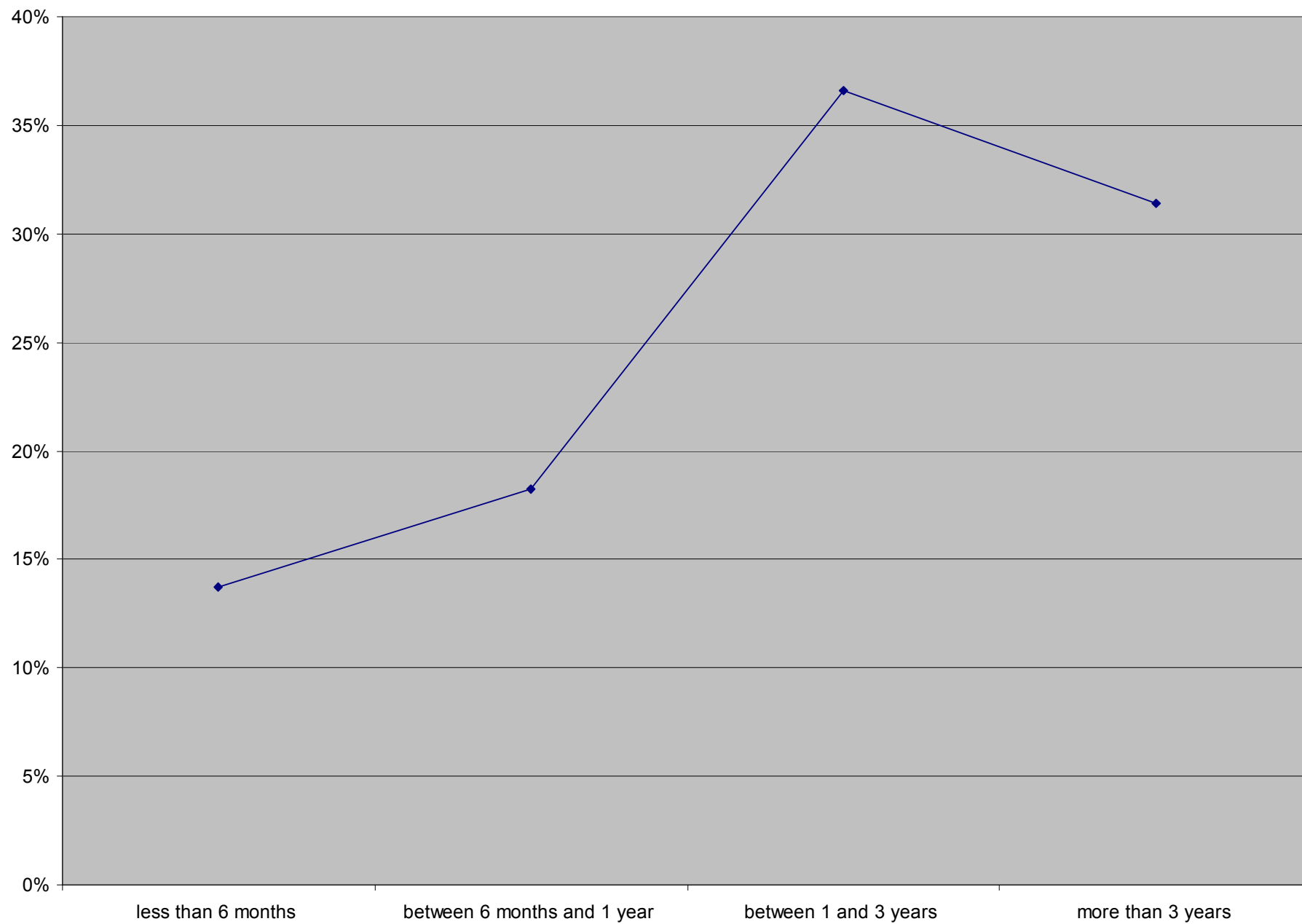
## Where were you born?



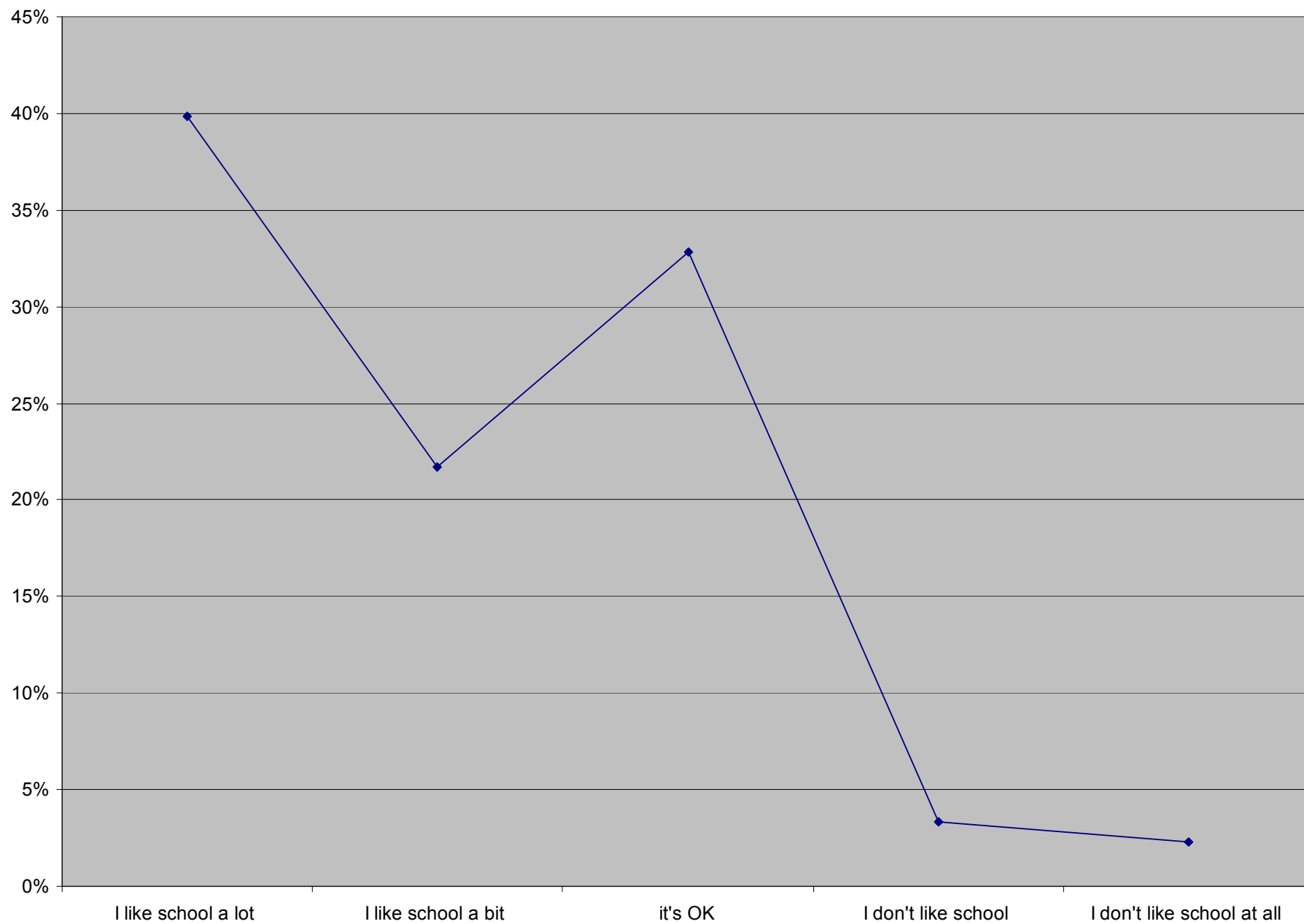
### What Year (form) are you at school?



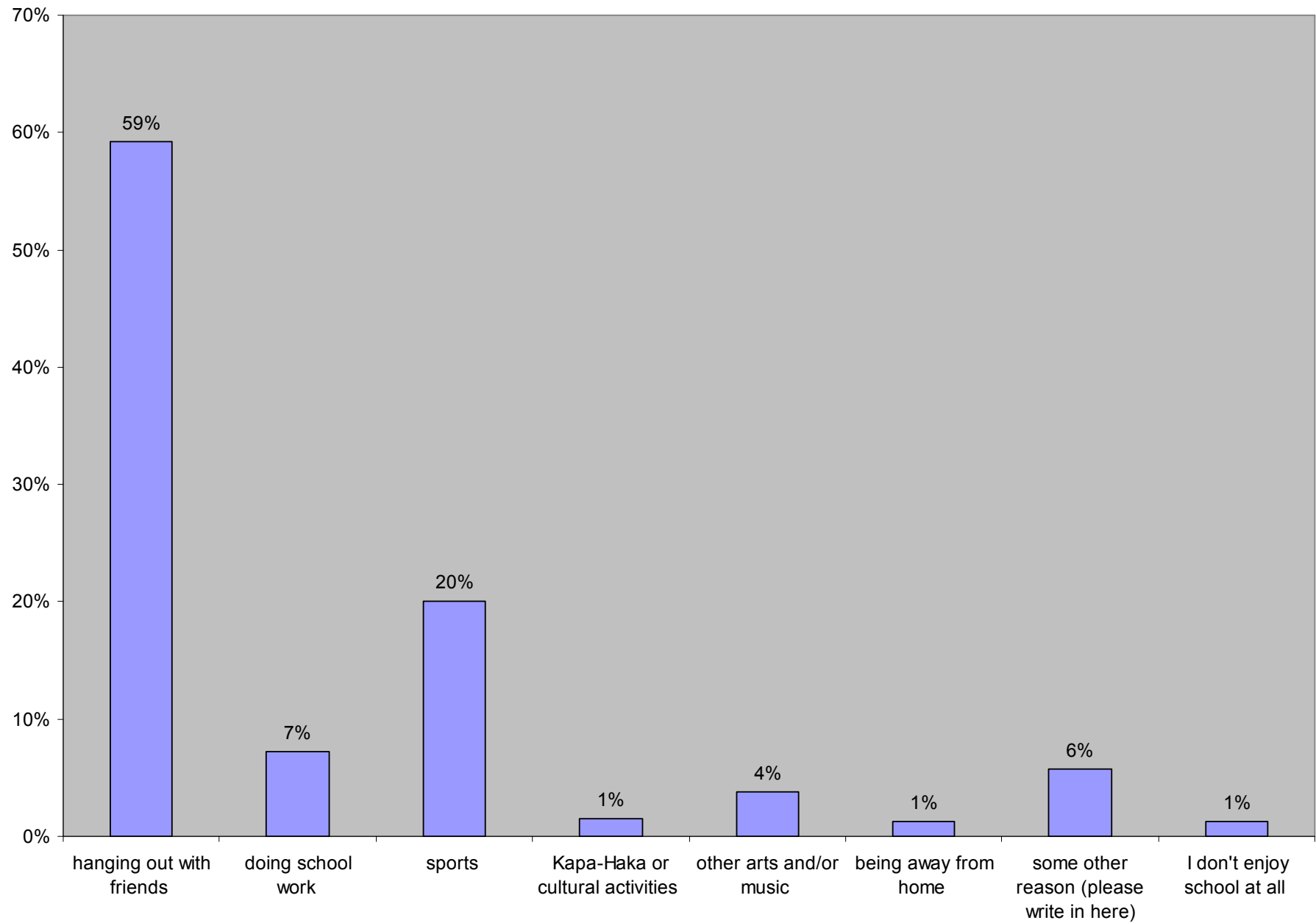
### How long have you been at this school?



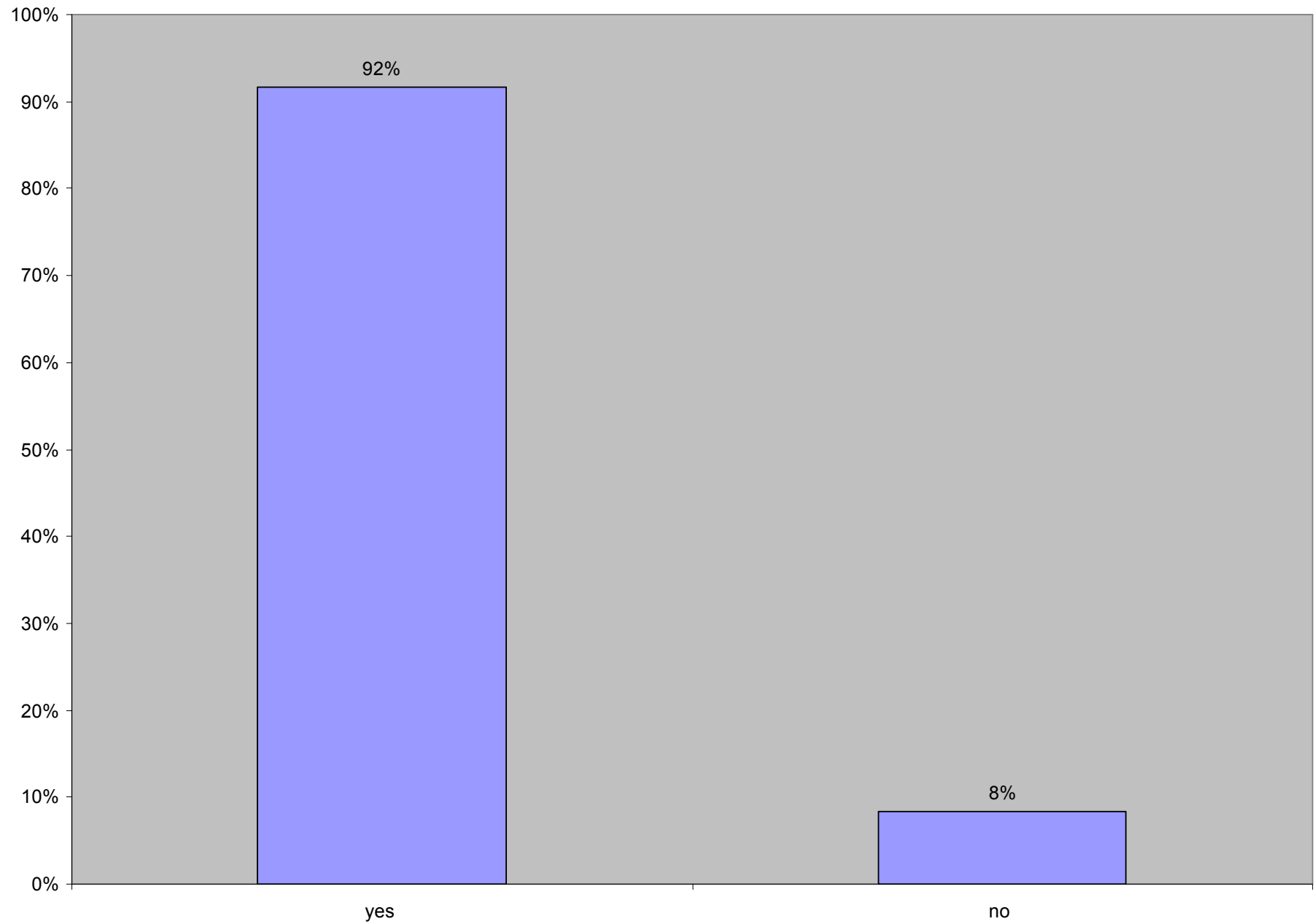
### How do you feel about school?



### What do you most enjoy about school?

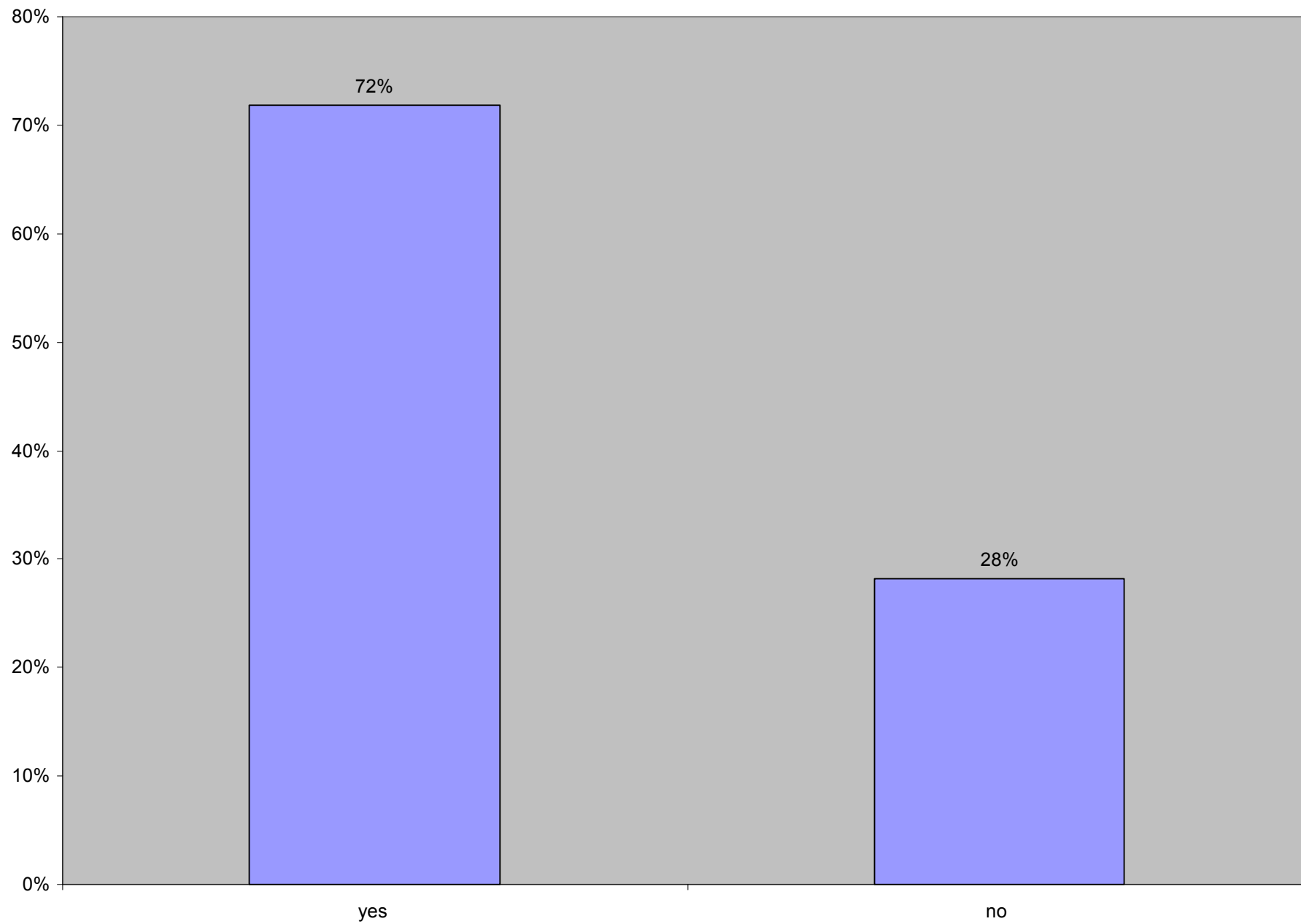


### Do you feel like you are part of your school?

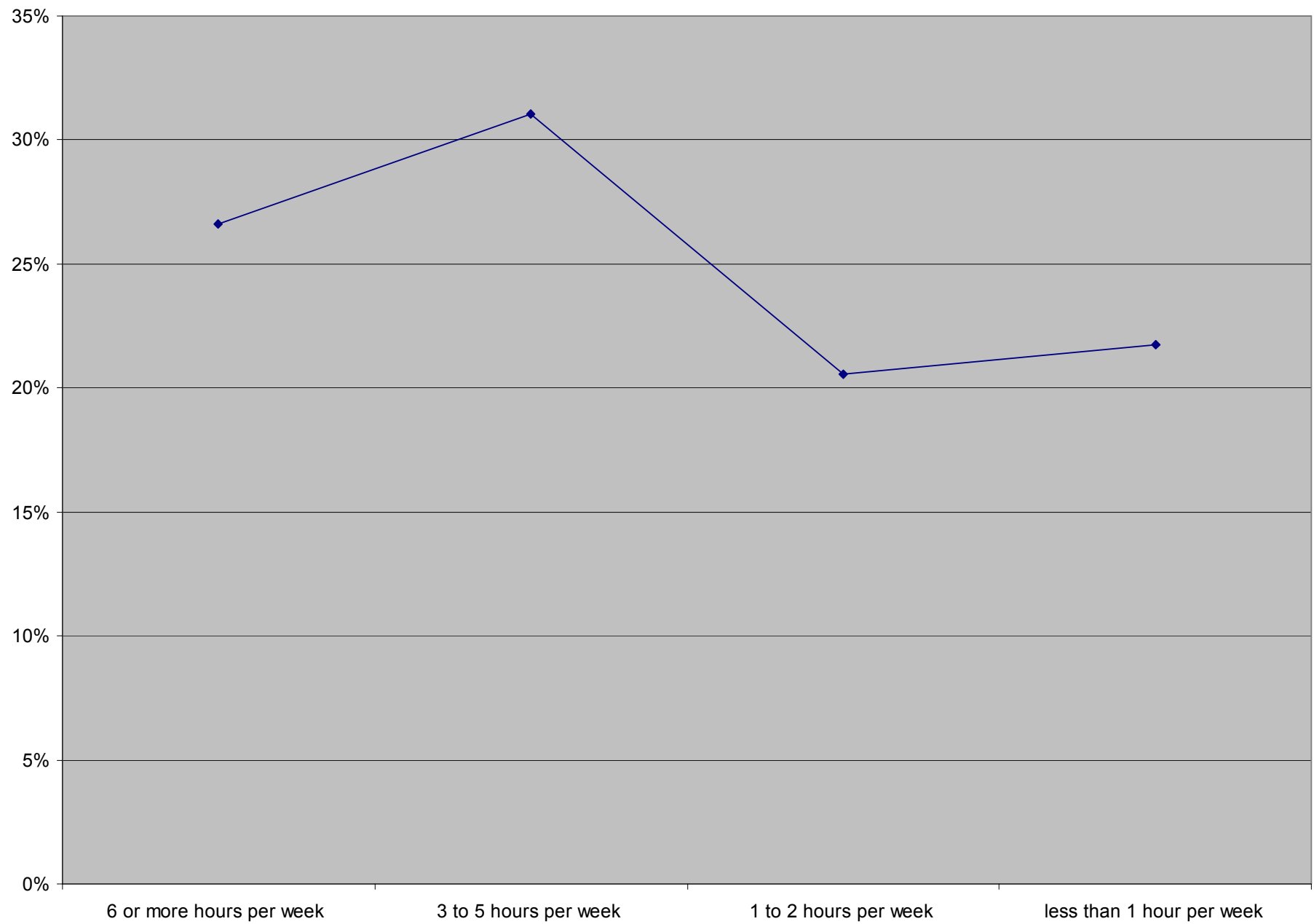




### Do you belong to any school sports teams?



### How many hours a week do you spend in school sports teams?



# Behavioural Changes

Over 10 weeks at end of campaign:

- Increase in importance of physical activity/sport in student lives
- Most students engage in physical activity/sport because its fun
  - Increase in peer and competitive behaviour
- Increase in park and sports field related physical activity/sport
- In 7 day period, increase in frequency: 5 times/week physical activity/sport (Heart Rate Up)
- Increase in 31-40 minute intensity
- Increase in team/group physical activity/sport
- Increase in 7 day, 60 minutes/per day physical activity/sport
- 20 percent increase in physical activity as the mode to get to and from school with corresponding increase in time taken to get to school



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Behavioural Changes

Over 10 weeks at end of campaign:

- High PE class attendance
- Increase in play physical activity/sport at morning break and lunch
- Increase in after school physical activity/sport for 4 and 5 days per week both before and after dinner time
- Increase in weekend physical activity/sport
  - 2 to 3 hours and 4 to 5 hours frequency
- Increase in out of school sports teams participation - 5 plus per week
- Main reasons for not engaging in sports clubs
  - Cost, time, friends, transport, responsibilities, parents
  - Decrease in time and friends as reasons for not to engage



GT  
GRL

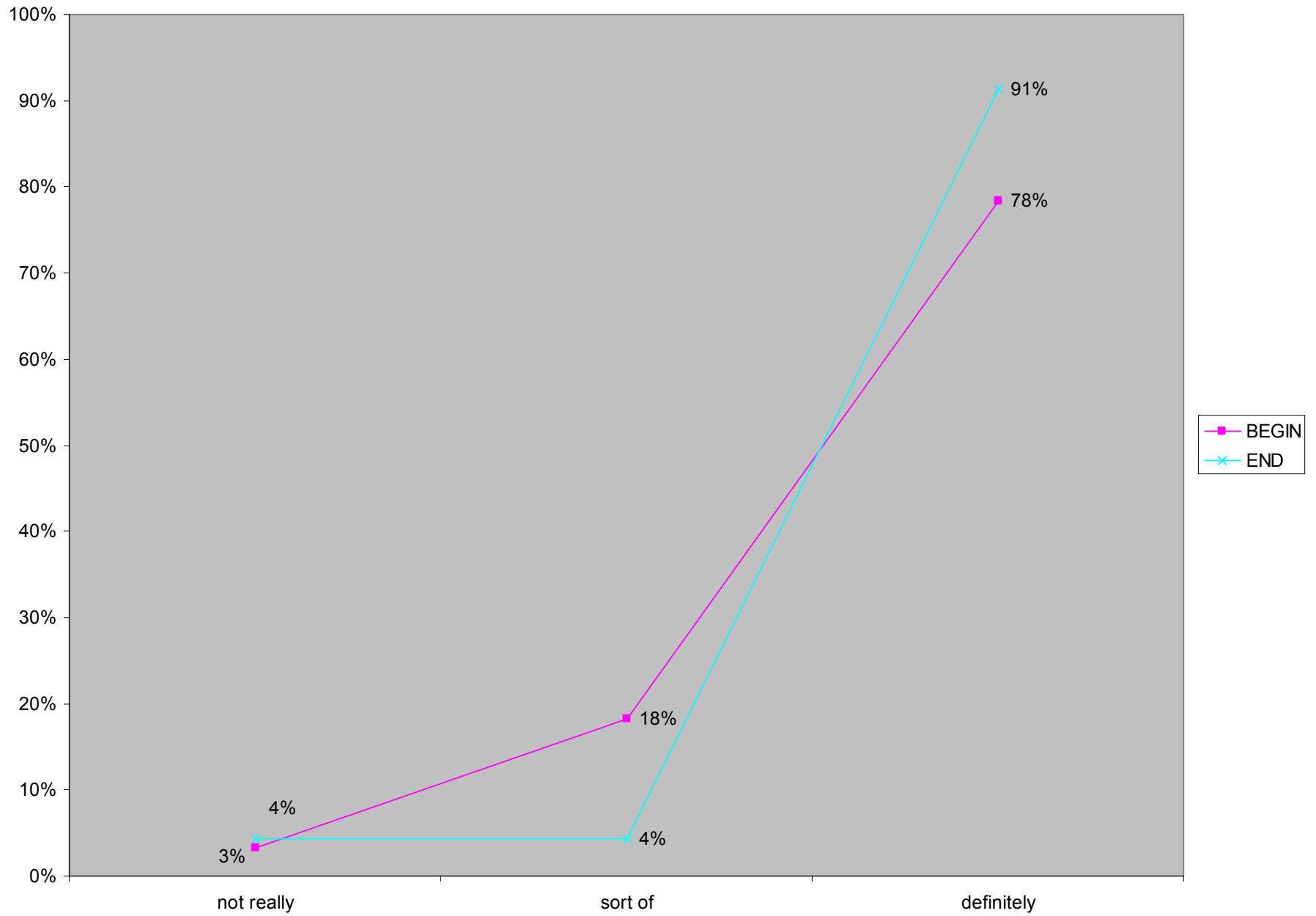


GT  
BOY

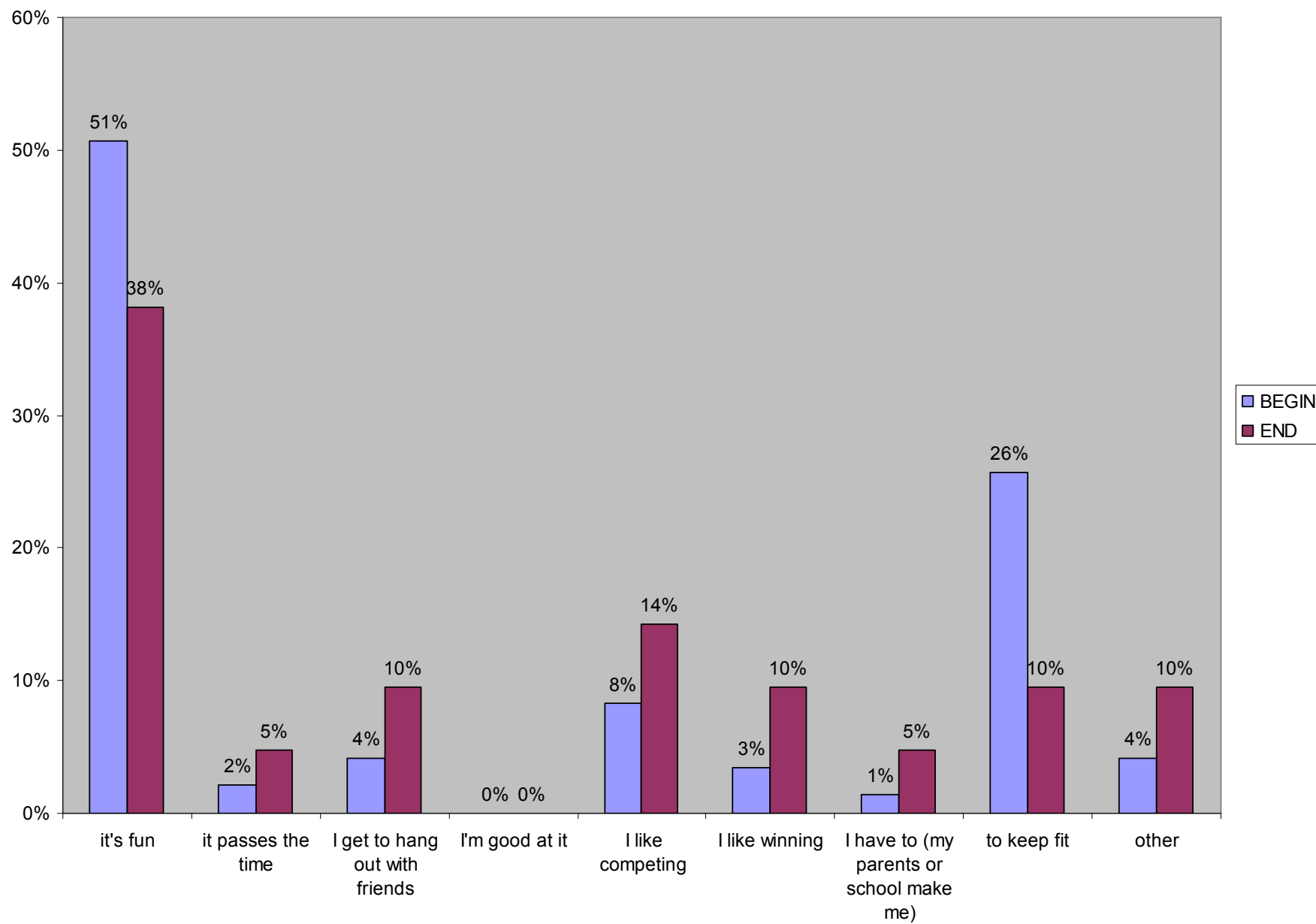


GT  
GRL

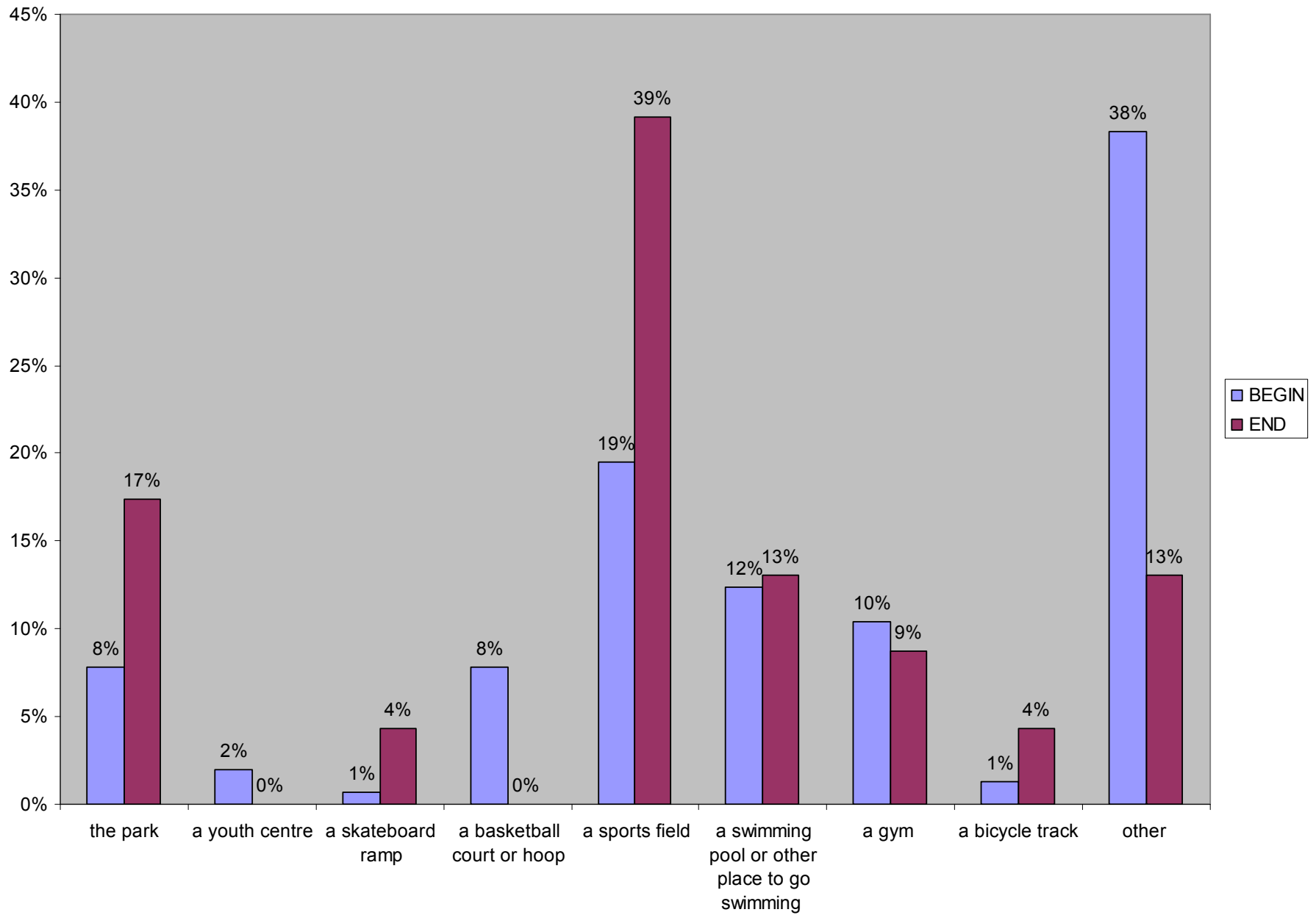
# Is physical activity, sport or exercise an important part of your life?



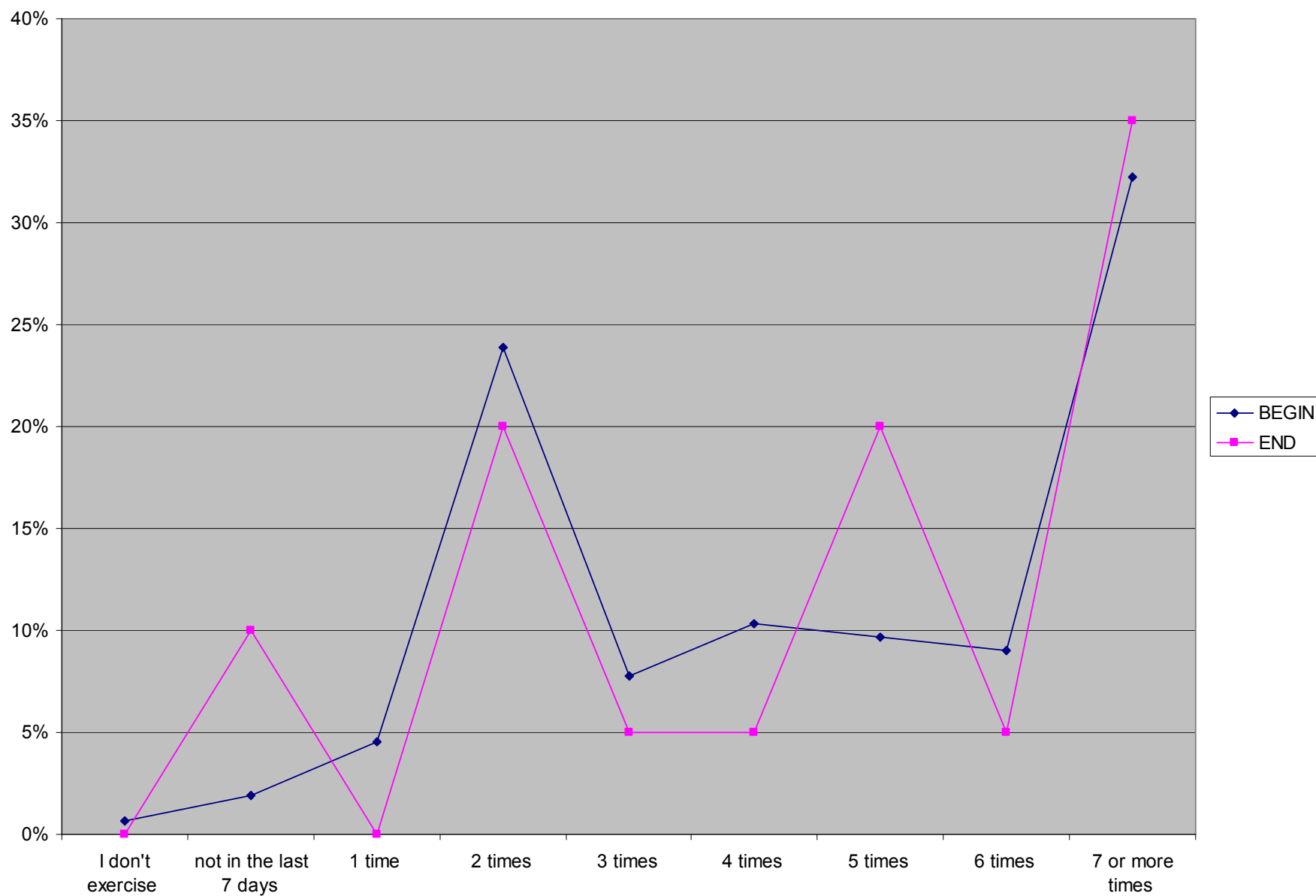
### Why do you choose to do physical activity, sport or exercise?



### Where do you usually do physical activity?

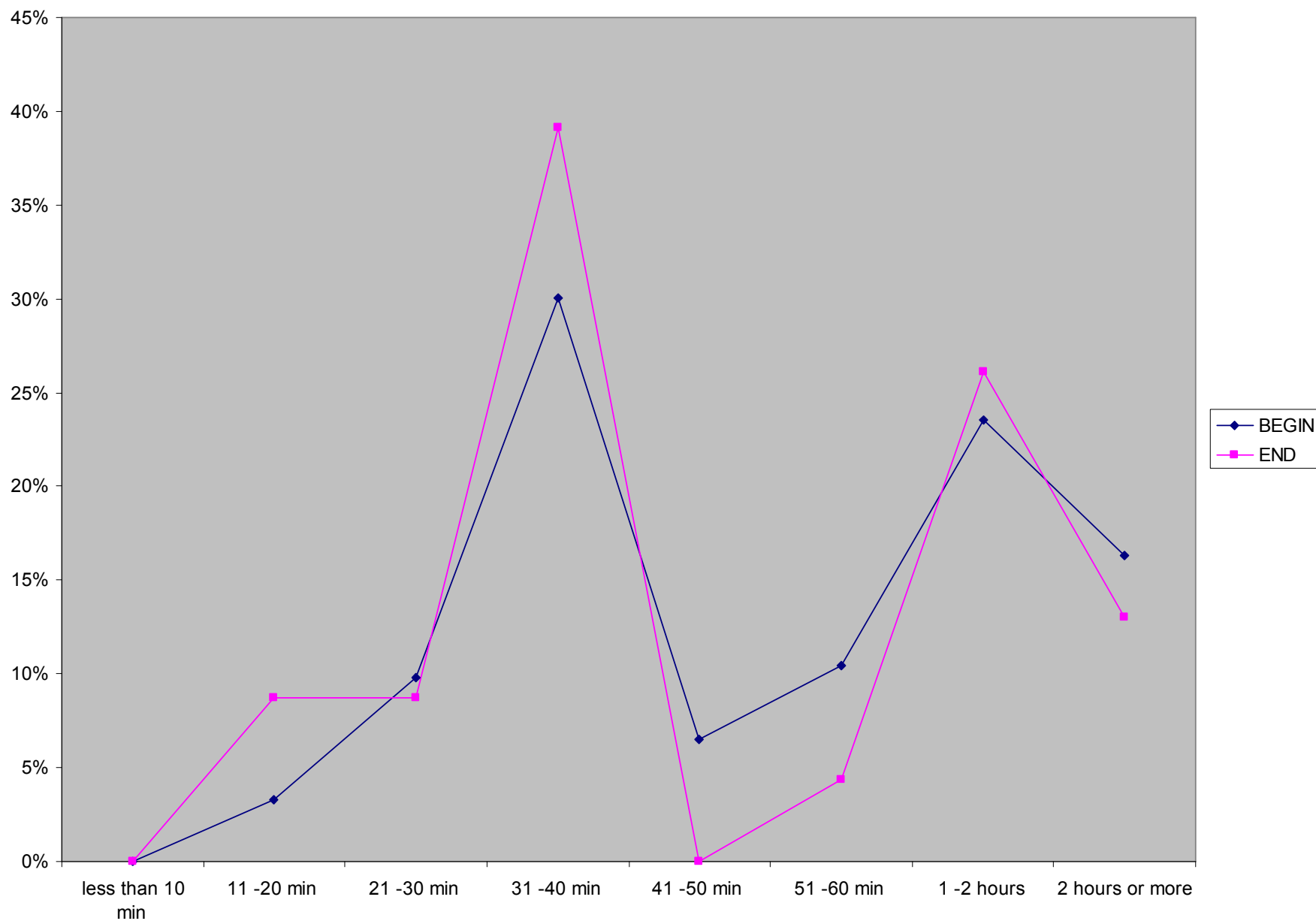


**In the last 7 days, how many times have you done any exercise or activity that makes you sweat or breathe hard, or gets your heart rate up?**

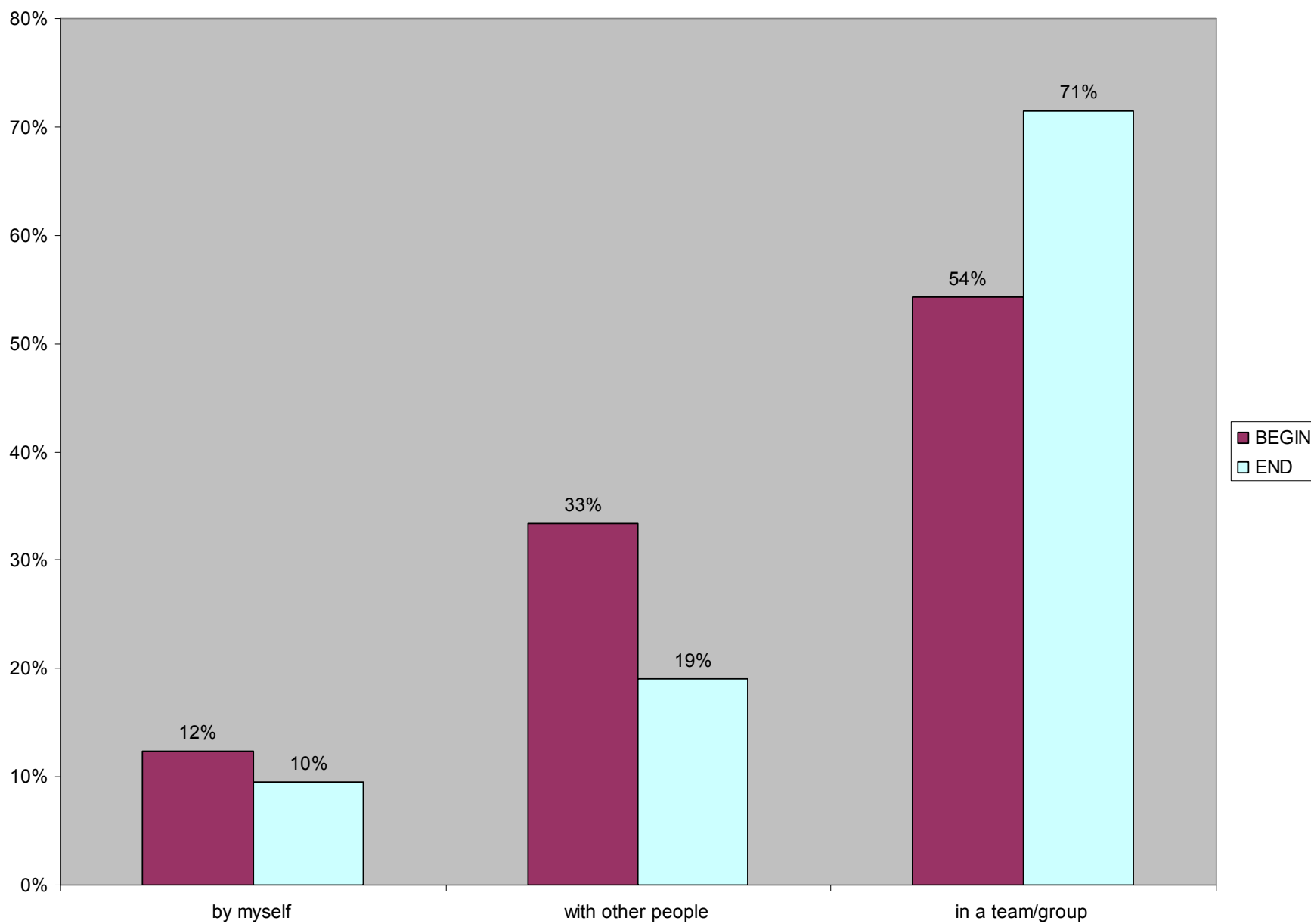




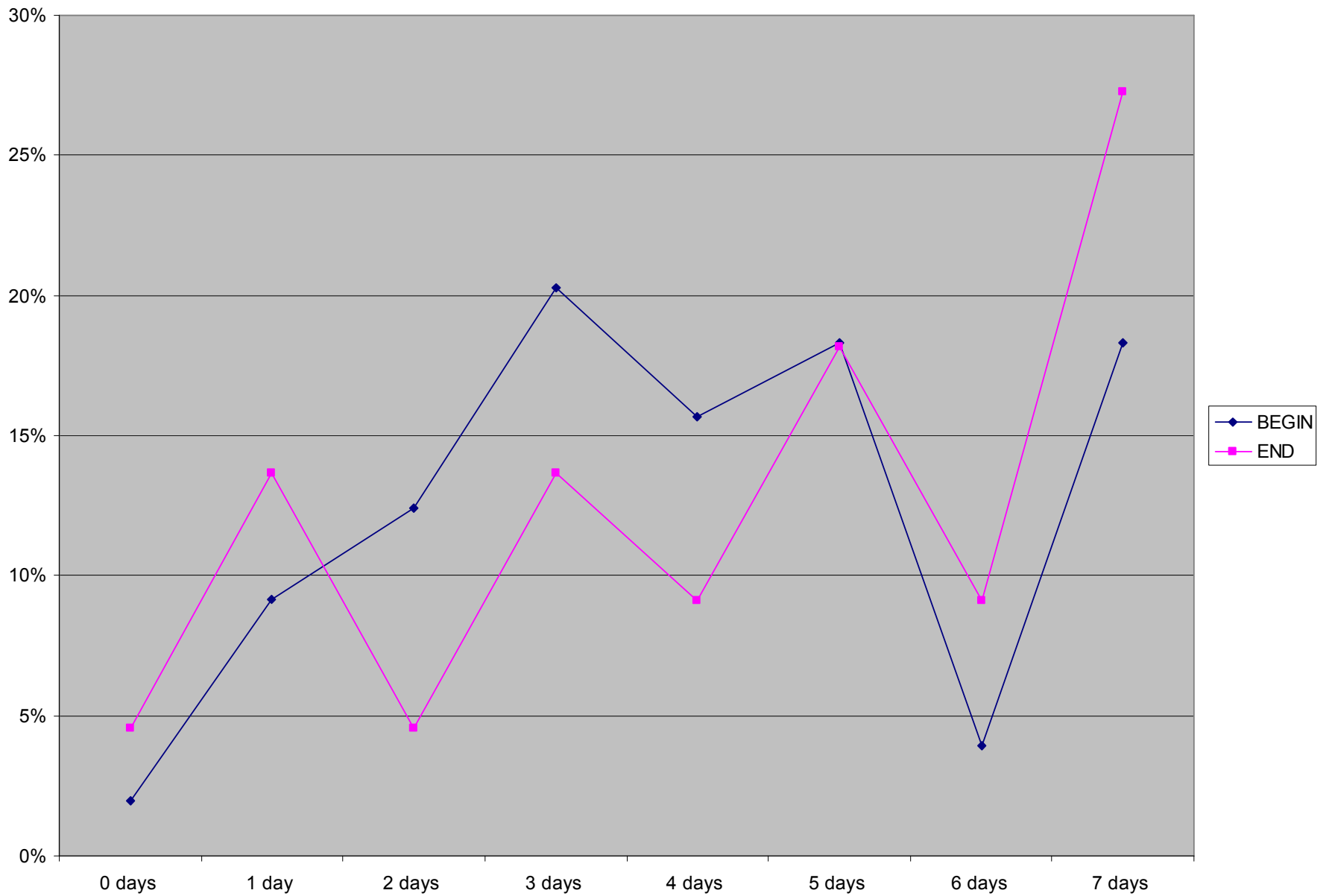
The last time you did this how long did you do this physical activity for?



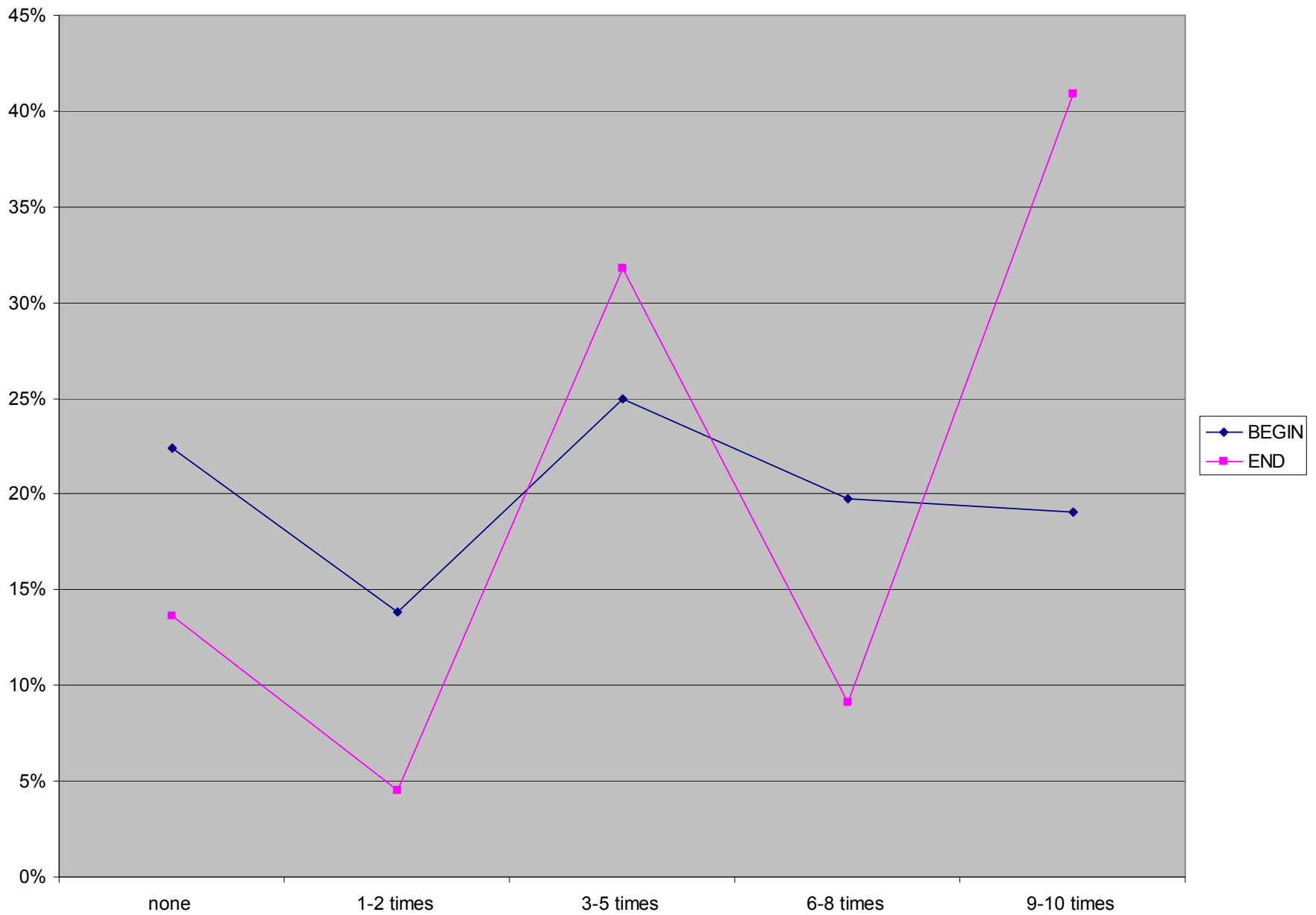
### How do you usually exercise or do this physical activity?



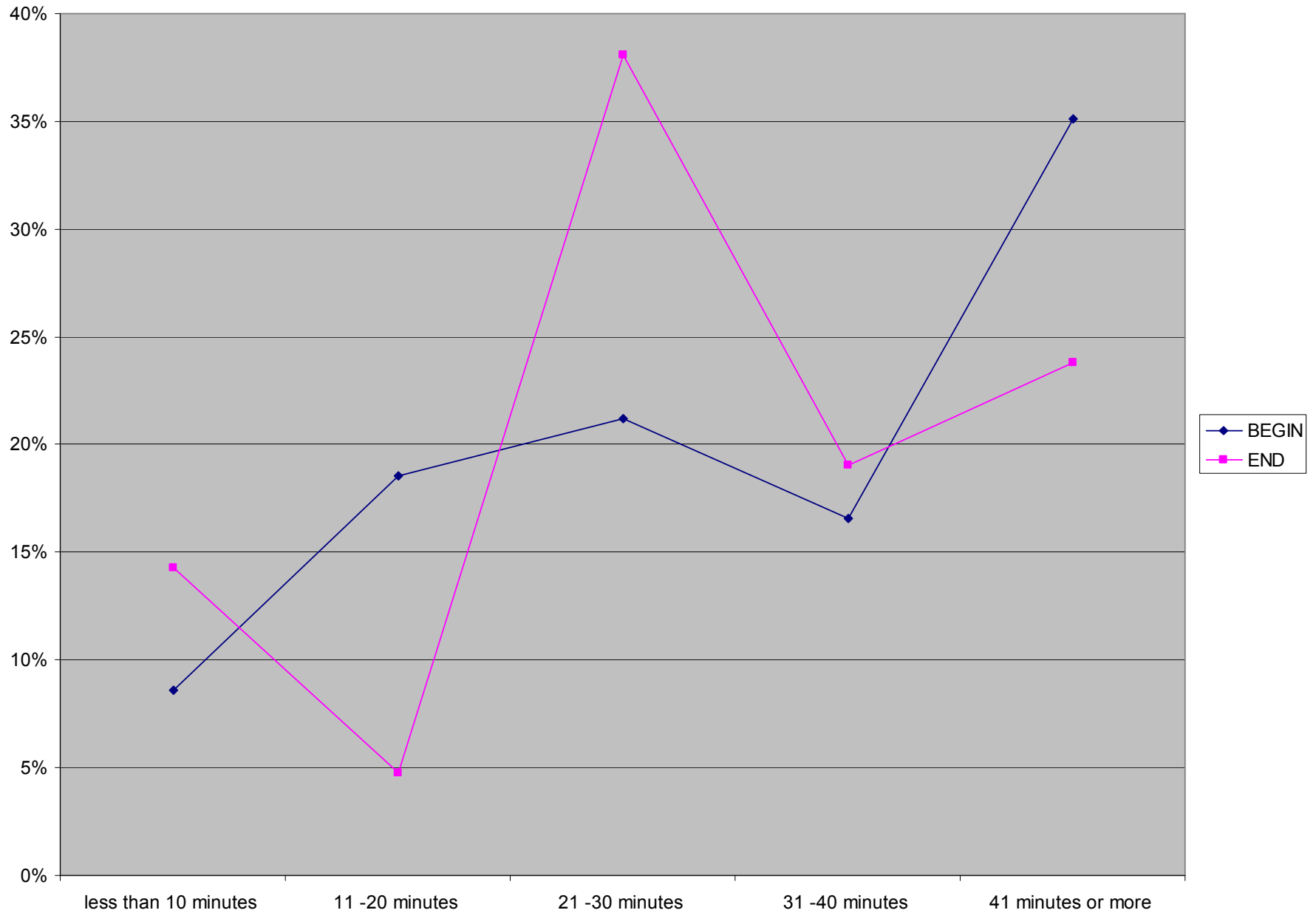
**During the past 7 days, on how many days were you physically active for a total of at least 60 minutes per day?**



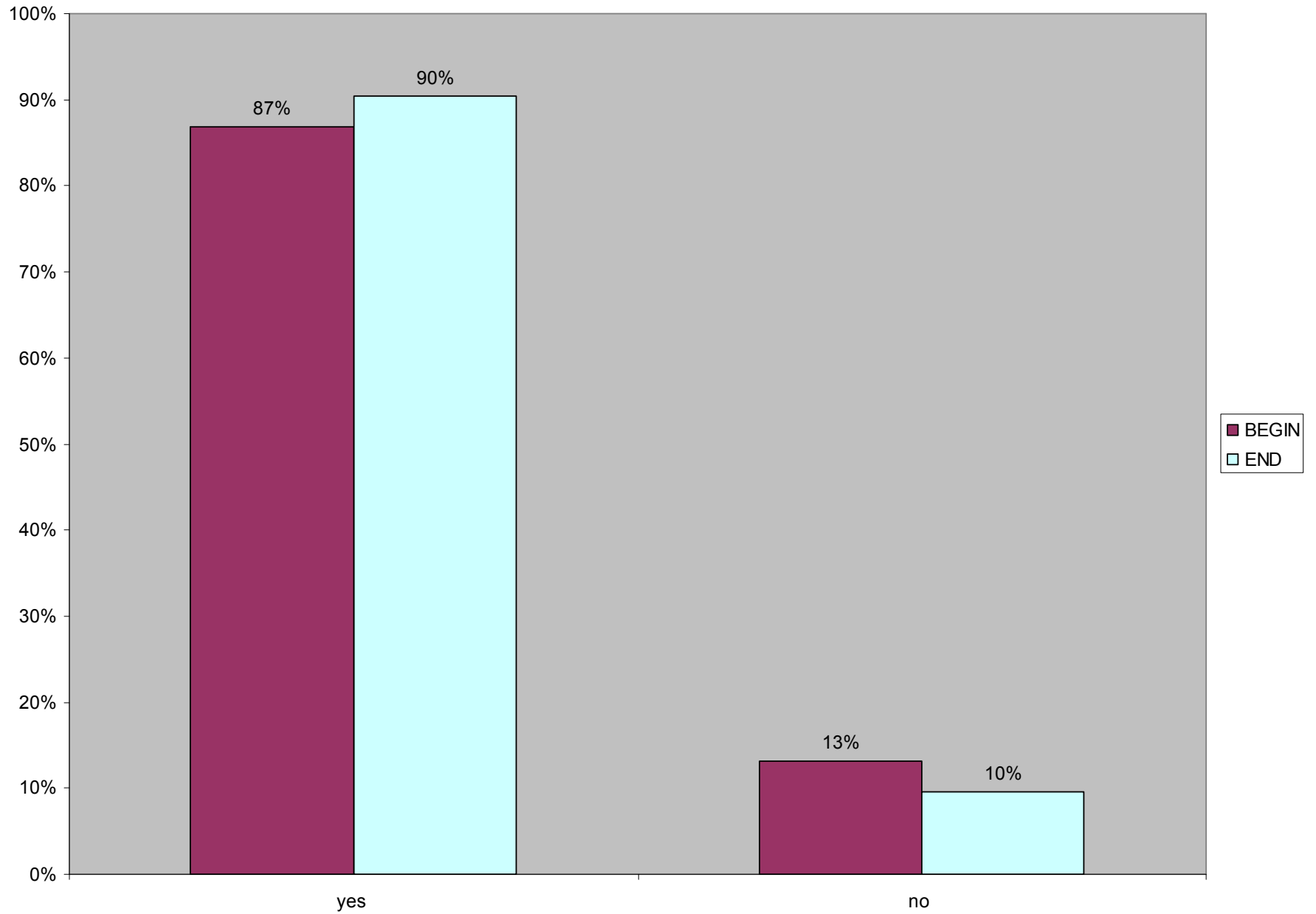
How many times in the past week did you walk, bike or skate to or from school?



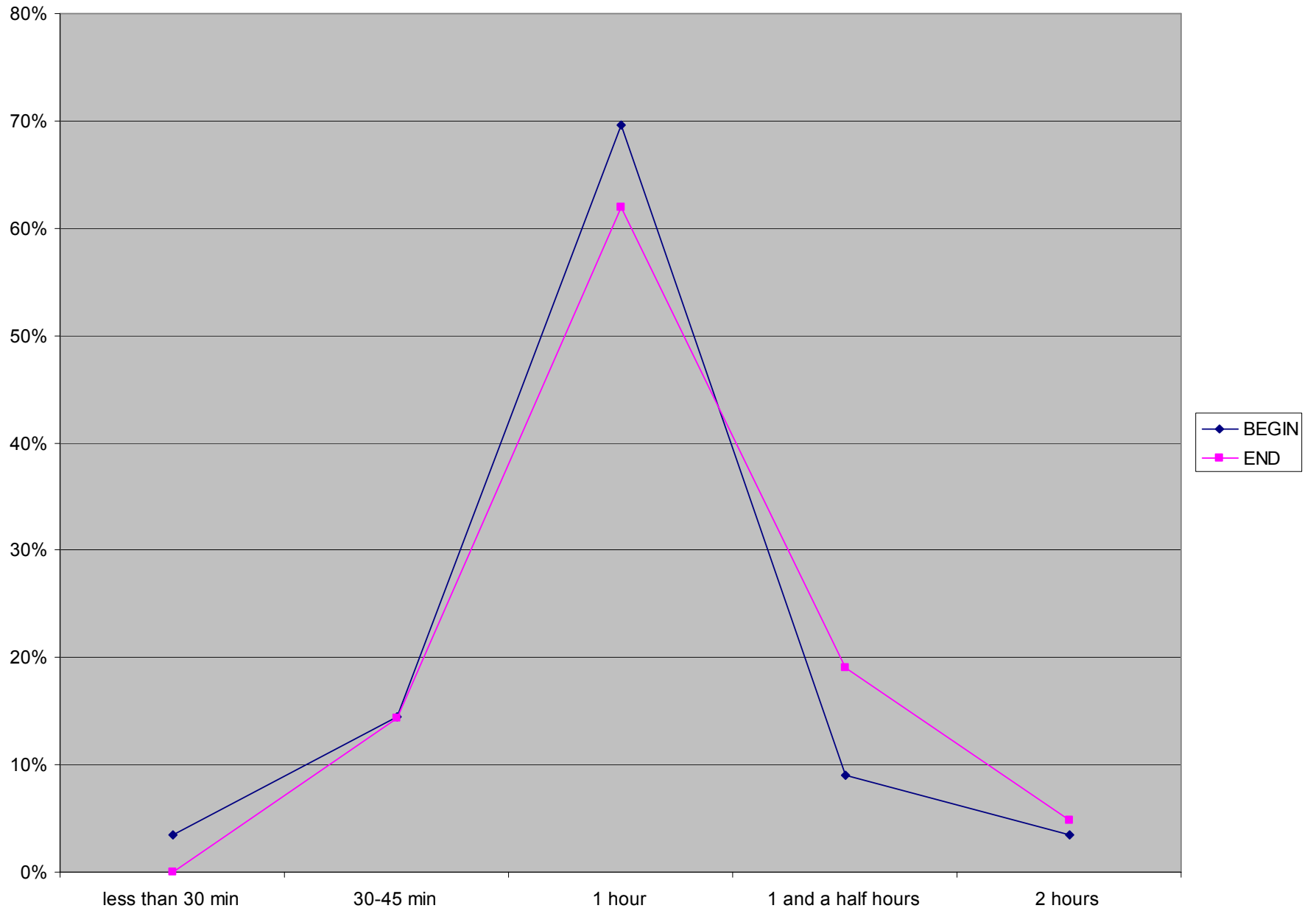
**About how long does it usually take (or would it take) to walk, bike or skate to or from school?**



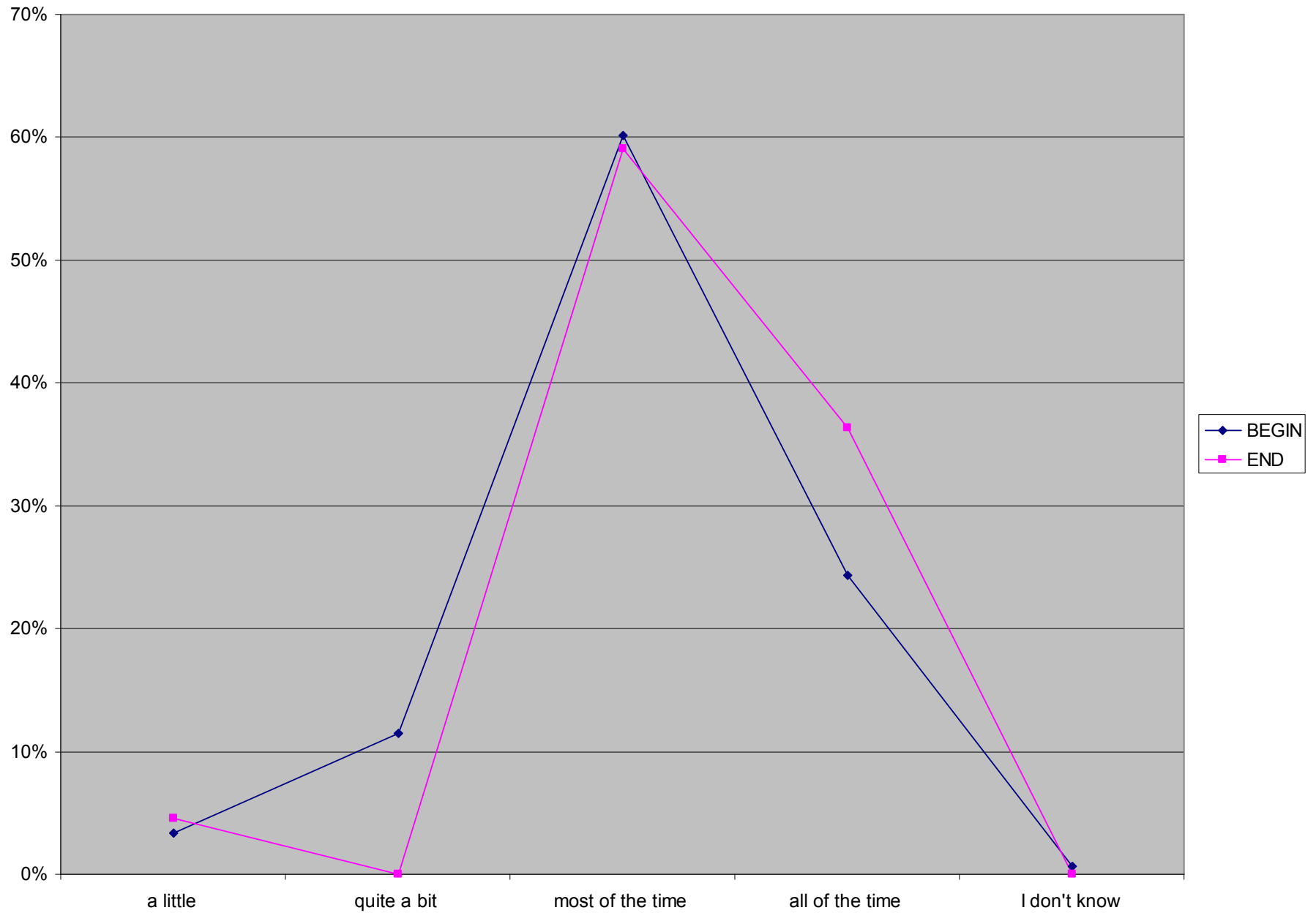
### Over the last week did you go to a PE class?



### About how long was the class (or classes)?

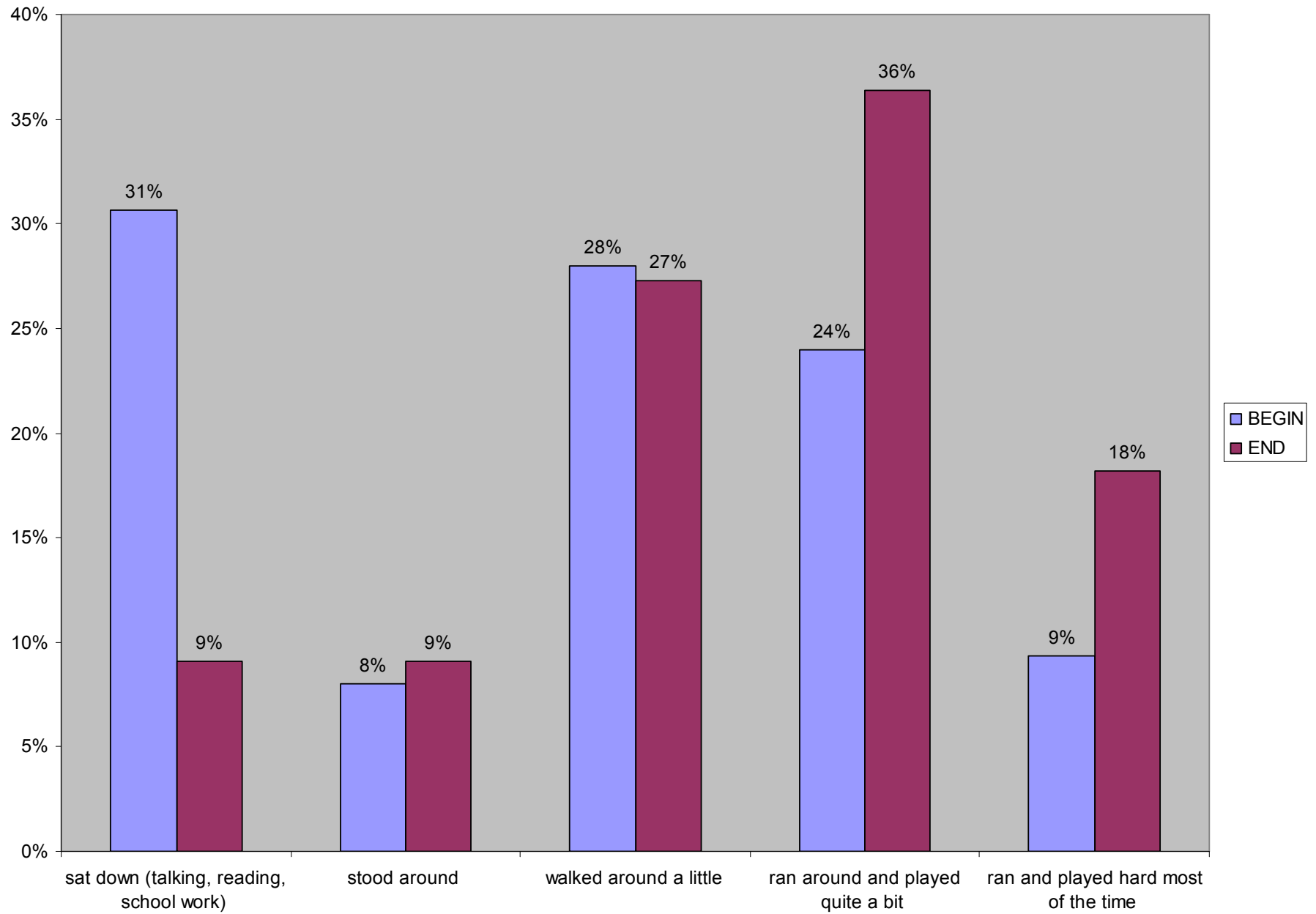


How much of the time were you very active during your physical education class or classes?

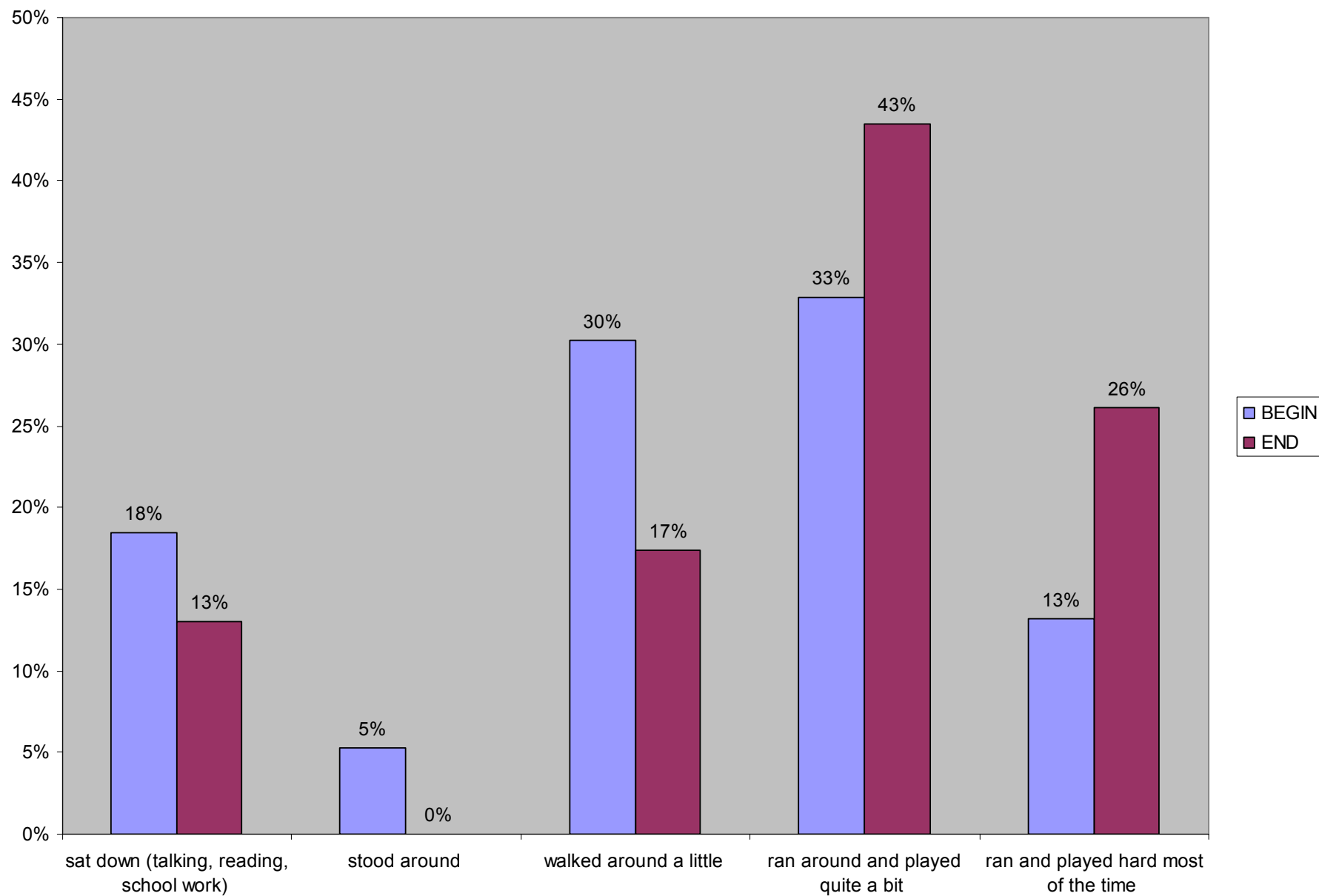




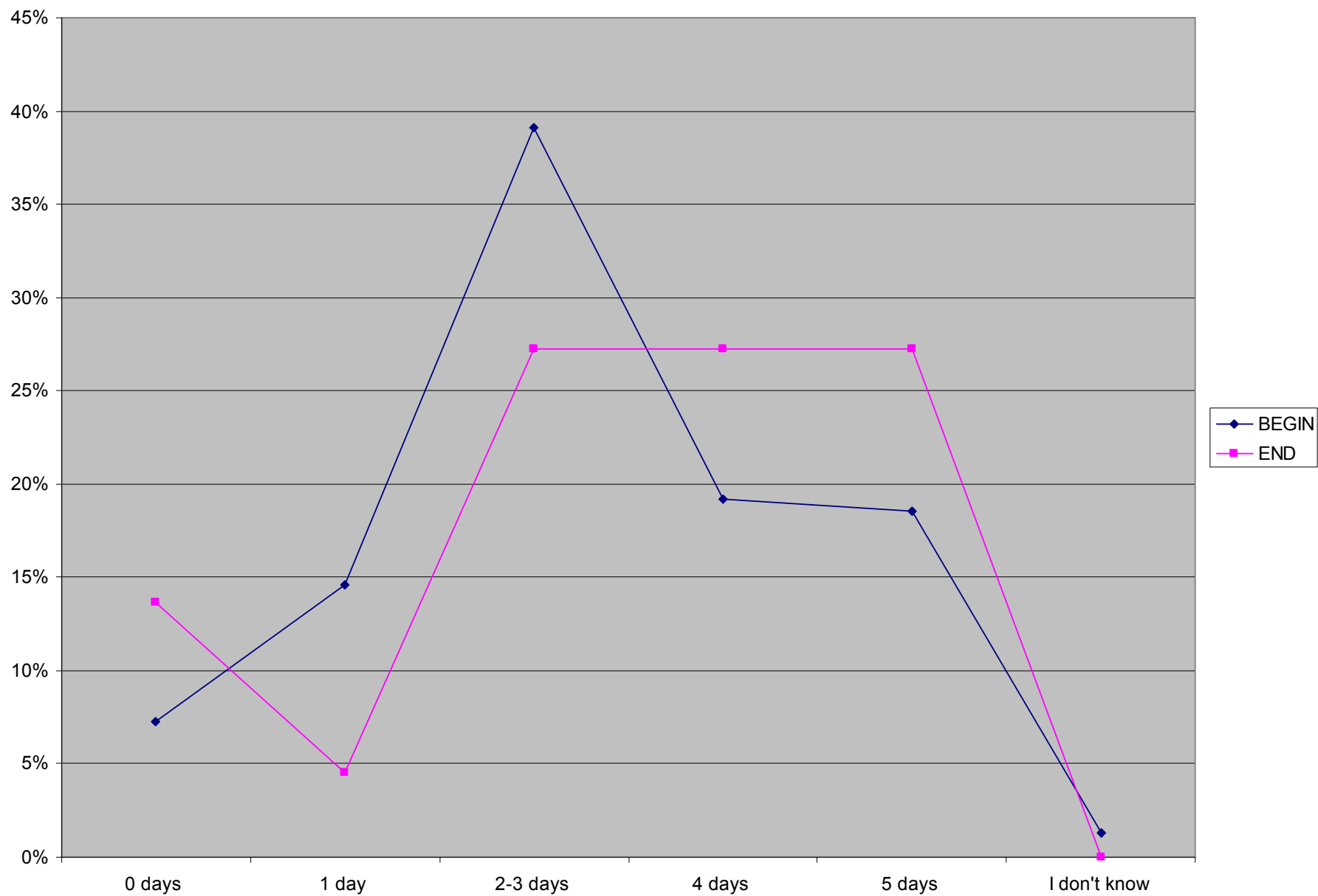
Over the last week, what did you do most of the time at morning break on school days?



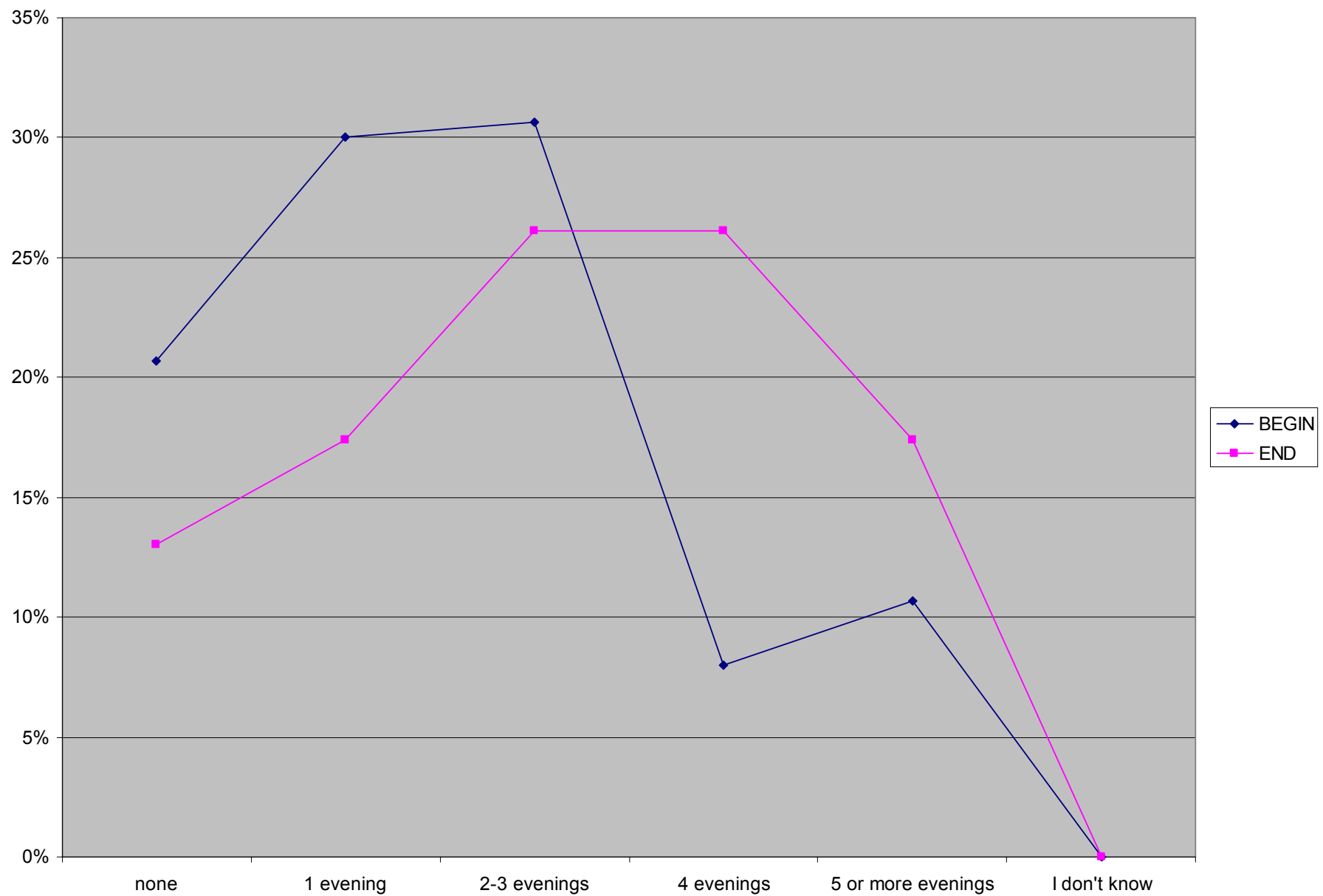
**Over the last week what did you do most of the time at lunchtime (apart from eating lunch) on school days?**



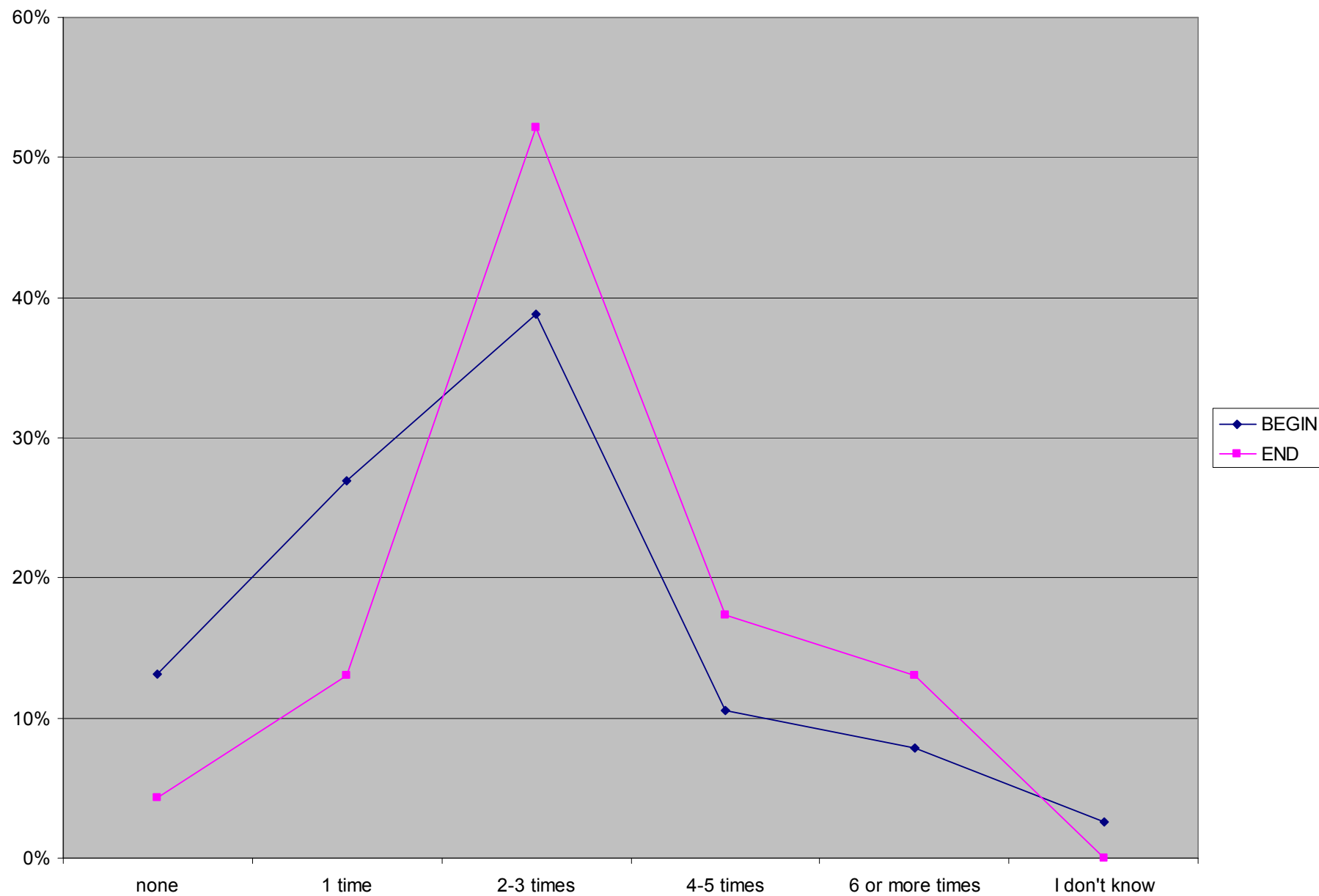
**In the last week, on how many days after school and before having a meal did you do sports, dance or play games in which you were very active?**



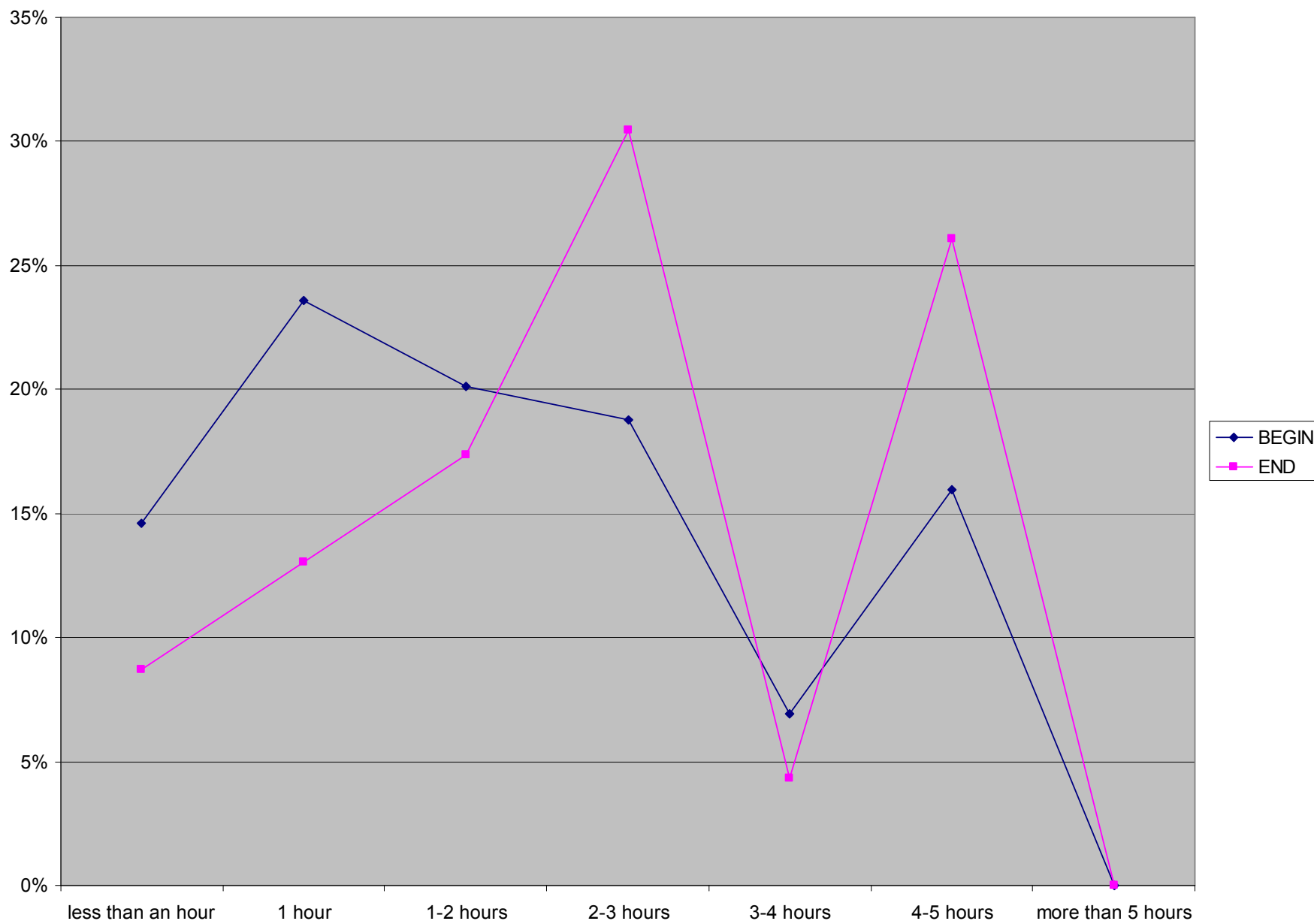
**In the last seven days, how many evenings (after a meal) did you play sports, dance or play games in which you were very active?**



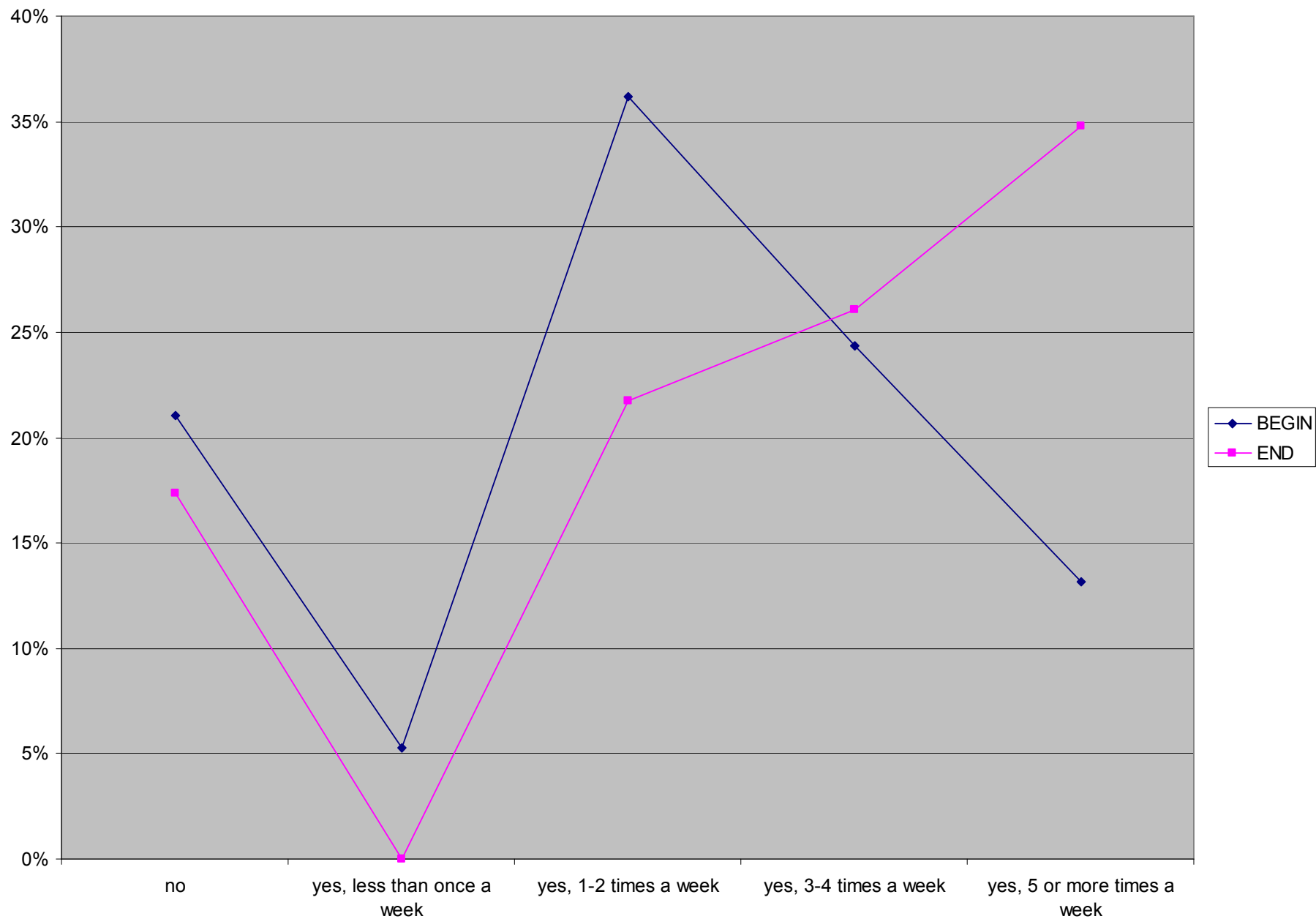
**Last Saturday and Sunday, how many times in total did you play sports or games or other activities during the day in which you were very active?**



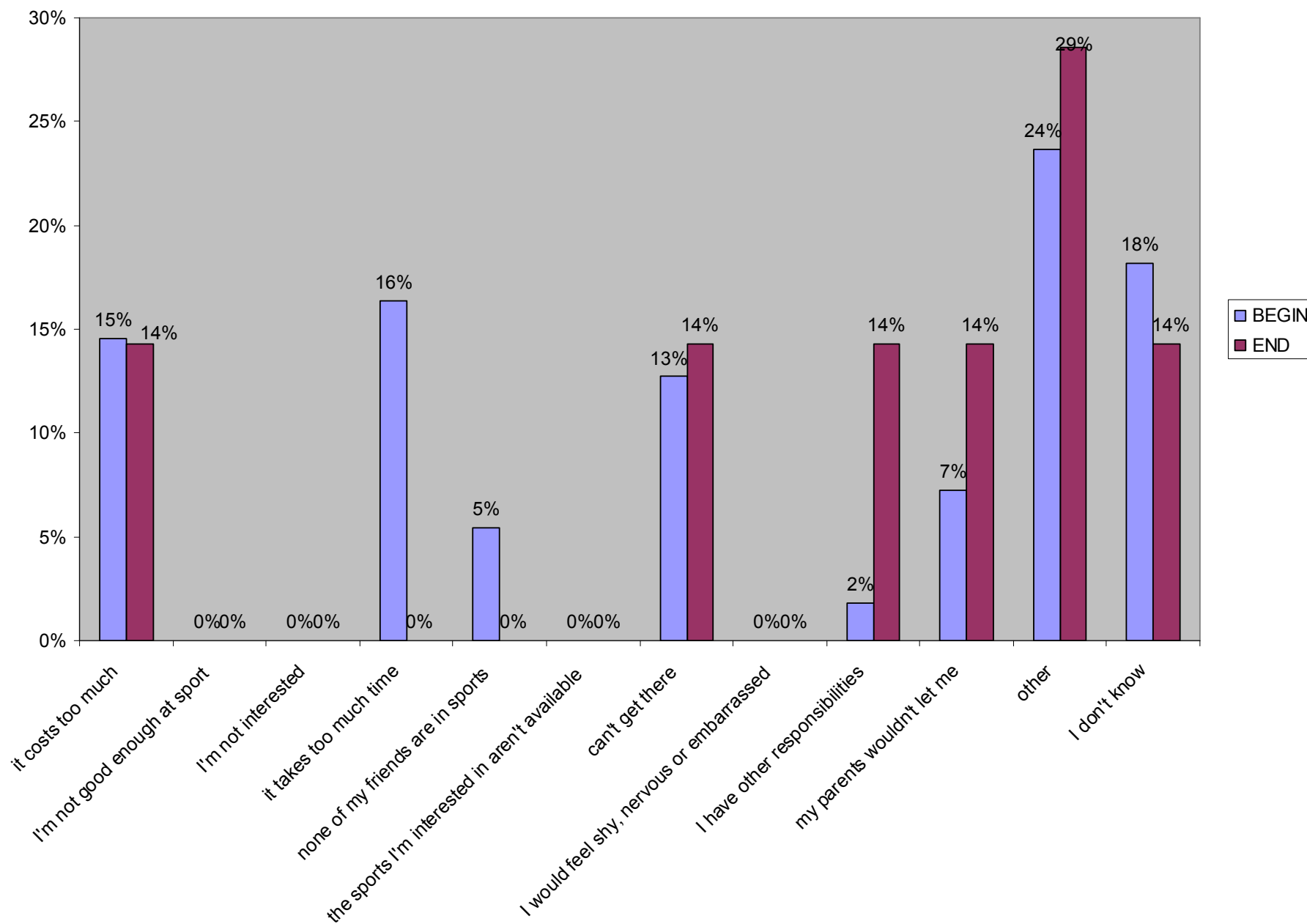
**Last Saturday and Sunday, about how much time in total were you very active?**



**Do you take part in sport teams or clubs outside of school time (before/after school or in the weekend)?**



## Why aren't you involved in any sports teams or clubs?





# Extension



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Lessons

- Sponsors instead of supporters
- Extended period of time and resources to get schools commitment
  - 6 to 7 months - schools support and setup
- Multi-level school commitment
  - Principal down
- More significant prize pool focus on schools
- Extended roadshow
- Greater level of sports celebrity involvement
- School holidays events
- Schools alumni involvement
- Community involvement
- More information for schools on how to play.
- Integration into schools program
  - NCEA integration
  - Schools House Integration Competition
  - Sportfit Program
  - Active Schools Program



GT▲  
GRL



GT▲  
BOY



GT▲  
GRL

# Extension

- National roll-out
  - September 2007
- Back-end Process Extension
  - Push Play Interactive Campaign
  - CMON GT^
  - Primary Schools Web Only Campaign
- Application of lessons
- Extension of GT BOY/GRL
- TV Program - 15 minute coverage
- International Marketing
  - The Hyperfactory



GT  
GRL



GT  
BOY



GT  
GRL

# CMON GT

Come On . Get Up !



GT   
GRL



GT   
BOY



GT   
GRL