EMPOWERING WOMEN IN SPORTS
Case Study

A LEADING HEALTH BEVERAGE BRAND STUDIES SOCIAL BARRIERS FOR GIRLS IN SPORTS

Sportz Village concluded a very unique and detailed study for a leading consumer brand to identify and validate the social barriers constraining girls from pursuing sport. This study would be used to prioritize the key issues for girls in sports and align brand campaigns to address those issues through action,thus advocating the cause of sports for women.

This is a great example of how brands can use data-led insights to further establish their positioning and advocacy.

METHODOLOGY USED

Issue
Girls not playing cricket as a sport

Cause Identification
Sportz Village conducted a survey among 800+ coaches to understand underlying causes

Intervention Design
Sportz Village designed intervention/property based on findings to encourage girls participation in cricket

DATA USED FOR STUDY

Survey conducted in Sportz Village network of schools and trainers

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Sportz Village 11th Annual Health Survey

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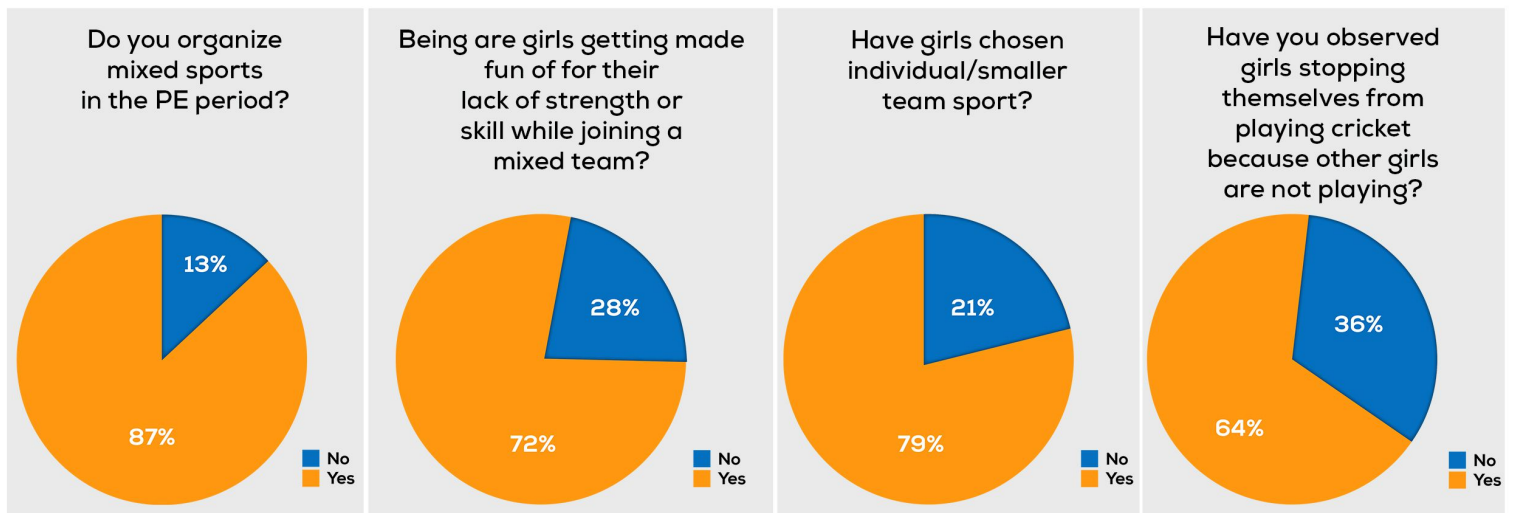Primary inputs from Sportz Village panel of experts

SAMPLE VALIDATION OF HYPOTHESIS

KEY HYPOTHESIS (Sample)

Fewer girls play Cricket in India because: Lesser or no possibilities of 'Girls Only' team OR inclusion in a 'Mixed' team.

SURVEY & RESULTS

Do you organize mixed sports in the PE period?	**Being are girls getting made fun of for their lack of strength or skill while joining a mixed team?**	**Have girls chosen individual/smaller team sport?**	**Have you observed girls stopping themselves from playing cricket because other girls are not playing?**
13% / 87% — No / Yes	28% / 72% — No / Yes	21% / 79% — No / Yes	36% / 64% — No / Yes

DATA ANALYSIS

➤ Despite of 87% prevalence of mixed sport in schools and academies, our respondents opined that boys are more comfortable with mixed sports vs girls.

➤ There is a strong opinion on girls being made fun of for lack of strength or skill.

➤ These leads to the observation that 64% girls don't engage with cricket because their friends aren't playing and that 79% choose individual or smaller team sports where they don't need to count on many other girls playing.

➤ Getting enough girls together to play seems to emerge as an issue.

OPPORTUNITIES

Encourage girls to play or learn sport of their choice	Remove social barriers and gender stereotypes	Enable more 'girls only' grassroot sports development platforms	Enable more 'girls only' sports skill development platforms	Create engagement opportunities with leading women in sports

Connect with us for Experiential Sports Marketing solutions & CSR programs focused on

- Social Themes: Girl Empowerment, Sports Enablement, Health & Wellness, and Hygiene
- Amateur Sports Programs - IP Creation for Brands
- Partnership Opportunities for Existing Sportz Village Assets:
  a. Country's Largest Sports Education Platform (Schools Based)
  b. D2C Sporting Platforms (Physical & Digital)

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