



**Badminton
Pan America**

MARKETING & COMMUNICATIONS REPORT AGM 2021

During 2020 and 2021, BPAC MARCOMMS Area supported different projects of Events and Development Areas, such as the dissemination of the BPAC Home Cup and Coach Corner program through social networks and website, but also developed the respective coverage of the Continental Championships 2021, including live streaming, and BPAC own content for dissemination through our digital channels.

BADMINTON PAN AM HOME CUP – 2020

During last months of 2020, BPAC developed the last seasons of BPAC Home Cup, an unusual online competition with participation of outstanding badminton & Para badminton Pan Am players from their homes, participating in challenges related to badminton skills.

For this project, in coordination with Events Area, MARCOMMS team produced 58 videos (matches and promos) which went through recording and editing processes. For Matches recording, Players, Technical Officials and BPAC team connected via Skype trying to get the best location of the Players camera (at their homes) for each challenge.



All the videos were published on our Social Networks and website ([linked here](#)) reaching more than **58K views** of our Pan Am followers during this difficult year due to Covid-19.

EVENT	DATES	VIDEOS	PLAYERS	TOTAL VIEWS
Badminton Pan Am Home Cup	June 2020	14	14	28632
Badminton Pan Am Home Cup 2	August – September 2020	15	16	9472
Para badminton Pan Am Home Cup	October – November 2020	21	19	17554
BPAC Home Cup – Year End Champion	December 2020	8	8	2840

BWF 'i am badminton' CAMPAIGN

BPAC, in collaboration with BWF, selected and reveal 5 National Ambassador of the 'i am badminton' campaign, including Badminton and Para badminton athletes:
(Link: <https://bit.ly/3qSBNMv>)

These national ambassadors join Michelle Li, campaign ambassador, in promoting values,





Badminton Pan America

raising awareness across the region, and encouraging players in all categories to actively participate in the integrity of the sport.

During the XXIX Pan Am Junior Championships, an activity related to BWF 'i am badminton' Integrity Campaign was held.

Players, coaches, managers, parents, etc. were involved in this activity, trying to accomplish the challenges and participate in an Olympic Jerseys contest.



Participants sign a big banner with the image of our 'i am badminton' ambassadors and won a bracelet of the campaign.



The contest was held during the competition and the winners were amazed with the jerseys.





**Badminton
Pan America**

LIVE STREAMING – BPAC CONTINENTAL CHAMPIONSHIPS



The 2021 Continental Championships have allowed us to demonstrate the standard that BPAC is achieving in the live broadcasts, preserving an adequate arrangement of the cameras with the exhibition of the collaborating brands. The transmission of 2 courts was carried out in each event, using the YouTube channel and the Facebook page of the Confederation.

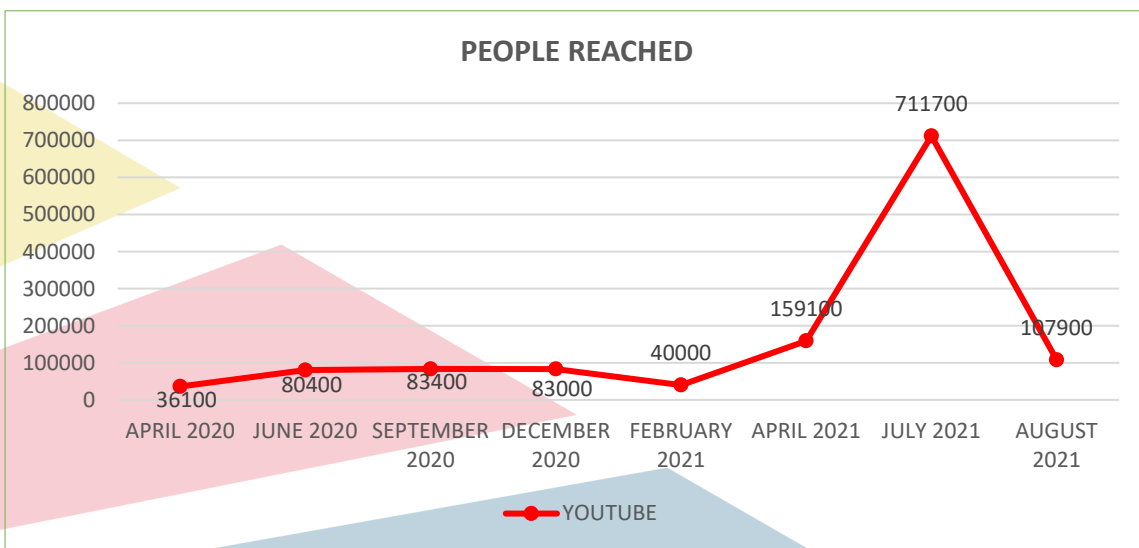
Advertisements were incorporated between each game, highlighting the space that can be used to promote collaborating brands.

The live broadcast includes a scoreboard that accompanied the audio corresponding to the umpire of the focused court. This scoreboard indicated the score, the games played and the stage of the competition.



Thanks to the new BPAC equipment, it has been possible to always guarantee the quality of the transmission, facing situations of low power, heavy rain, and internet failure.

BPAC YouTube Channel showed us these numbers about the Reach of our videos, being the videos corresponding to the live broadcasts of our Championships (April and July) those that reached the most people.





Badminton Pan America

- 📌 **PAN AM INDIVIDUAL CHAMPIONSHIPS 2021:** BPAC carried out the respective coverage of the event, complying with the live streaming, the photo and video registration and guaranteeing the presence of the BPAC brand.



- **Live Streaming:** 2 courts were streamed during the competition, using YouTube Channel and Facebook page. The Championship reached **51K Views** and the audience was from Canada, United States, Guatemala, India, Brazil, Indonesia, Mexico, and Peru mostly.
- **Cooperation – Live Streaming:** Before the Championships, the Brazil Badminton Federation requested the BPAC collaboration to share the live broadcast with the Olympic Channel of the Brazil Olympic Committee (COB).

After the respective coordination, the COB shared our transmission, respecting the brands displayed and adding comments in Portuguese.





**Badminton
Pan America**

The Guatemalan Olympic Committee (COG) contacted BPAC to broadcast live the last two days of competition through the COG Facebook page. By joining efforts and sharing resources between BPAC and COG, it was possible to carry out the respective transmission.



- **Photography / Video:** Registration in photo and video allows us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation.

📁 **PAN AM JUNIOR CHAMPIONSHIPS 2021:** BPAC Marketing and Communications area carried out the respective coverage of both events: Team Event and Individual, complying with the live streaming, the photo and video registration and guaranteeing the presence of the BPAC brand.



**XXIX PAN AM
JUNIOR
CHAMPIONSHIPS
ACAPULCO 2021**

- **Pan Am Junior Trophy:** The team event featured the presentation of the Champion Trophy for the very first time. This trophy was inspired by the event logo and made by a Mexican artist, who is also a technical official, who incorporated some loom applications into the trophy representing a compendium of our region culture. Link: <https://fb.watch/7vvl72QUHe/>





Badminton Pan America

- **Live Streaming:** 2 courts were streamed during the competition, using YouTube Channel and Facebook page. This event reached **104K views** and the audience was from Brazil, United States, Mexico, Peru, Guatemala, Colombia, Canada, Indonesia, Jamaica, El Salvador, and India mostly.
- **Photography / Video:** Registration in photo and video allows us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation
- **AirBadminton Continental Launch:** Assist with setting up the venue, ensure the presence of the BPAC brand, and develop the photo and video record for the reports.
- **Interviews:** BPAC conducted some interviews around the event, which included authorities, players, and technical officials.



Director of Guerrero Sports Institute	https://fb.watch/7wvYT8I_S_/
Gabrel Cury – Player from Brazil	https://fb.watch/7vv_cdF4FO/
Fernanda & Rafaela Munar – Players from Peru	https://fb.watch/7vv-fLF7b_/
Don Averia – Player from USA	https://fb.watch/7vw0i_KfE9/
Gerardo Castillo – Technical Official	https://fb.watch/7vw1dxlqi4/

SOCIAL NETWORKS

Everything developed above is also shared through our social networks, but in addition, BPAC participates in international campaigns and creates its own content to continue being close to our followers, who not only know the activities that BPAC carries out, but also admires our players and follows each one of their steps.

○ PAN AM WOMEN MONTH

Every March, BPAC highlights some women of our sport due the International Women's Day celebrated on March 8th. Recorded and live Interviews were part of our strategy this year. Instagram was the selected platform for Live Interviews with badminton and Para badminton players. The other interviews were also shared in our website.



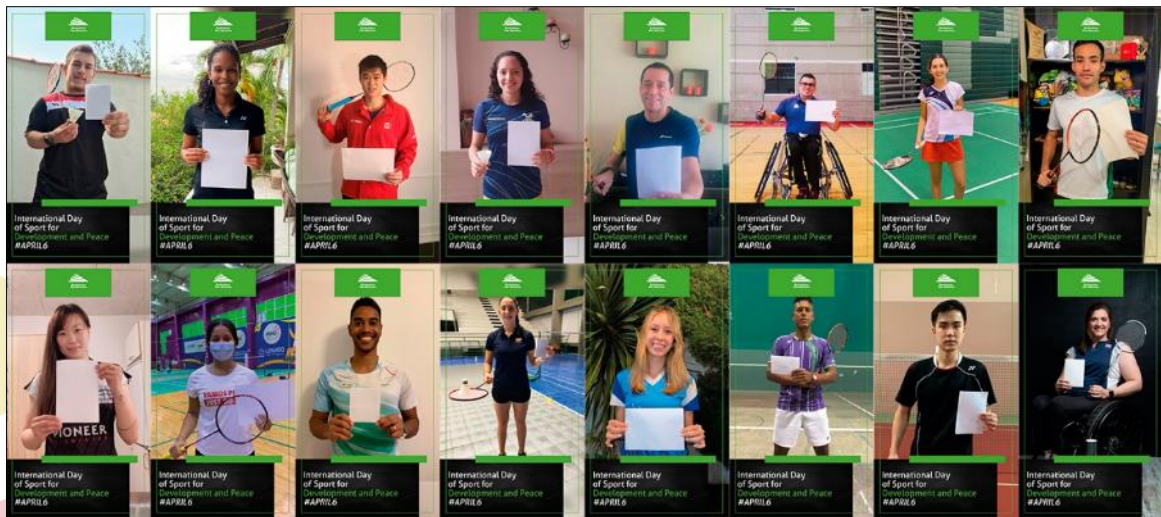
**Badminton
Pan America**



○ **WHITE CARD CAMPAIGN**

On April 6, BPAC participated of the campaign developed by Peace & Sport regarding the INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE, with collaboration of 49 badminton and Para badminton players from around the region, who shared pictures of them holding the white card. Link: <https://bit.ly/2XnMrlC>

Campaign was developed using Instagram Stories which were also shared for players and associations. The participation of high-level athletes highlighted the campaign and allowed more people to celebrate this day



○ **PLAY TRUE DAY 2021 – AMA-WADA CAMPAIGN**

On April 9, BPAC participated of the WADA Campaign regarding Fair Play, creating images to share in Social Networks with photography of 'i am badminton' Ambassadors and graphic resources provided by AMA-WADA organization. Link: <https://bit.ly/3EiFSS8>



Badminton Pan America

This campaign shared values with the BWF 'i am badminton campaign' Integrity Campaign and our Ambassador represents well.



○ TOKYO 2020

During Olympic and Paralympic Games, BPAC shared artworks with photos provided by BWF, information about Olympians and Paralympians players from Pan Am region who participated at Tokyo 2020, and their impressions after this experience.





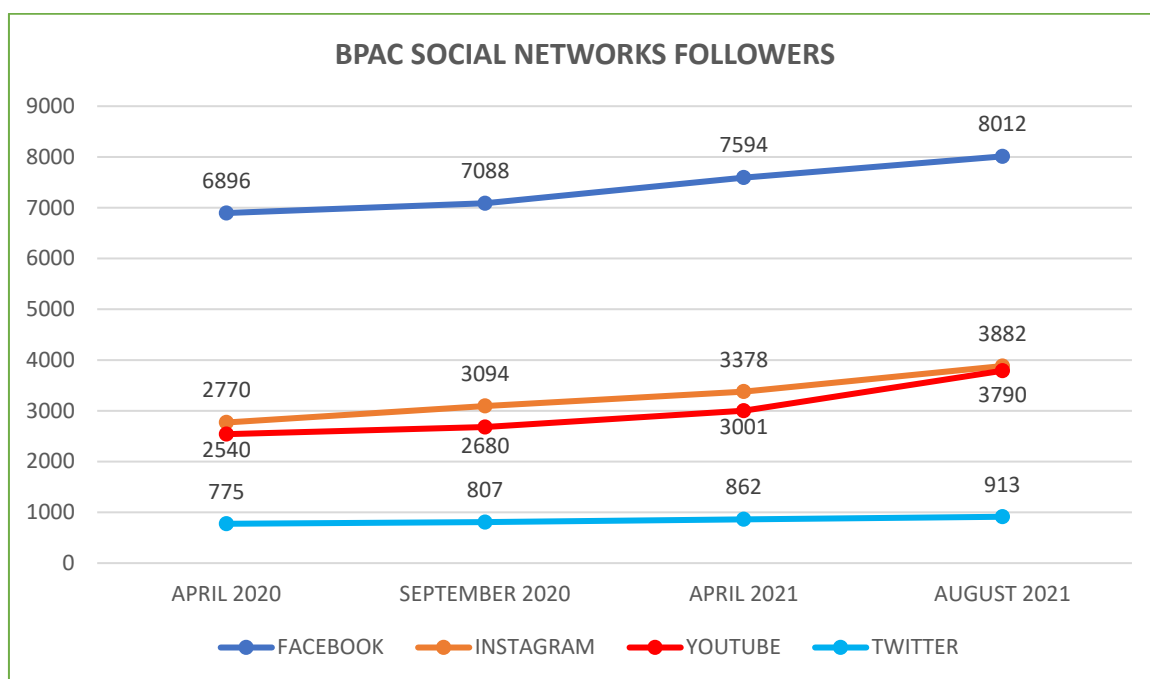
**Badminton
Pan America**

○ **BPAC OWN CONTENT**

- **THROW BACK TO (TBT):** Strategy to remember some event sharing past BPAC events videos.
- **BIRTHDAY WISHES:** Shared in Social Networks, for all Pan Am players registered in our Rankings.
- **BPAC RANKING:** Shared in Social Networks, all modalities, including Para badminton

○ **FOLLOWERS INCREASE**

The creation of all this content has allowed BPAC to have more followers on each social network during the last year.



And compared to the report presented at the AGM 2020, there has been a growth of more than 1000 new followers / subscribers on YouTube and a good number of new followers on Facebook and Instagram.

	FACEBOOK	INSTAGRAM	YOUTUBE	TWITTER
AUGUST 2020	7088	3094	2680	807
AUGUST 2021	8012	3882	3790	913
LINK	https://www.facebook.com/badmintonpanamoficial	https://www.instagram.com/badminton.panam/	https://www.youtube.com/panambadmintonvideos/	https://twitter.com/BadmintonPanAm



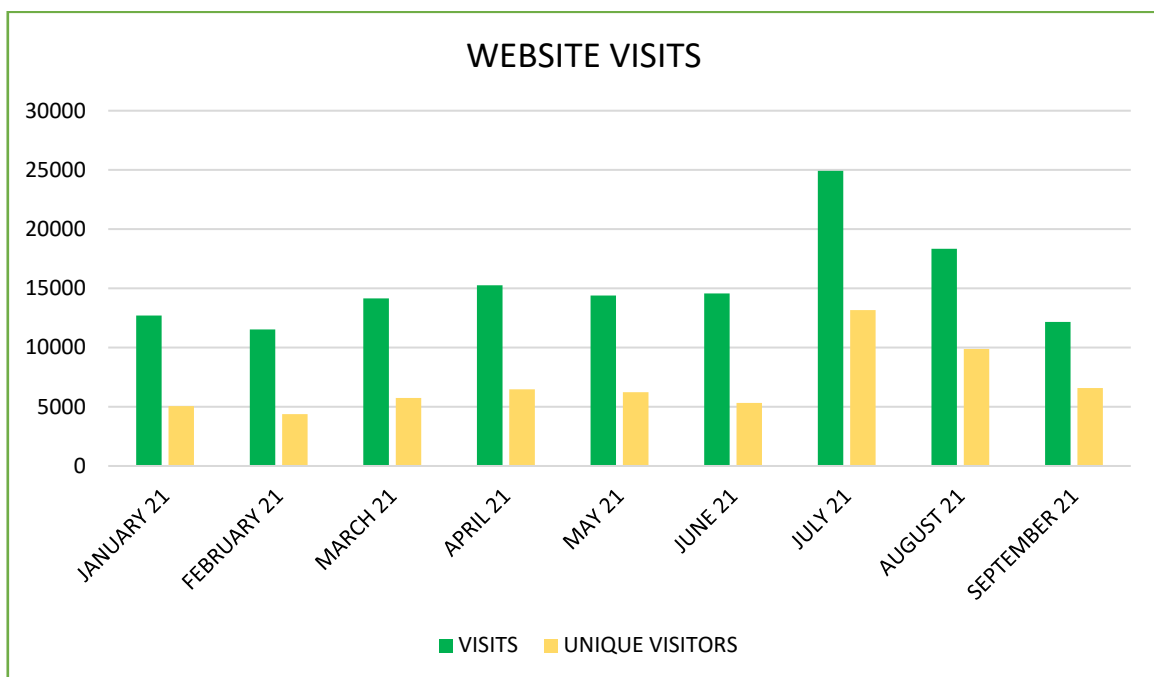
**Badminton
Pan America**

WEBSITE – www.badmintonpanam.org

BPAC website continued to provide information to all our visitors about the different activities involving Pan American and World Badminton.

Interviews, Continental Championships reports, Tournaments Calendar, BWF Notices, Development Activities, BPAC Notices, Regulations, MA’s news and more, are some of the content that you can find in our Pan Am Website.

The number of visits to our website, during this 2021 is **138K visits**, and come from United States, Sweden, Peru, India, China, Canada, Indonesia, Russia, France, Malaysia, Mexico, Brazil, and Guatemala mostly.



BPAC MAGAZINE:

PAN AM SHUTTLE

BPAC produces digital magazines to continue promoting the activities that take place in the region and that more people know about our confederation.

Currently BPAC has 15 editions (<https://bit.ly/3Cexz7U>) of this Magazine which has a friendly





**Badminton
Pan America**

and interactive design that not only has text, but also pictures and links to enjoy the videos and more information of the BPAC activities.

○ **OLYMPIANS & PARALYMPIANS MAGAZINES:**

Special edition of BPAC Magazine highlighting Pan Am Players at Tokyo 2020, including information, results and pictures of our players during these competitions.

Link: <https://bit.ly/3tHGD2e>

