



**Badminton  
Pan America**

## MARKETING & COMMUNICATIONS REPORT BPAC AGM 2024

During 2023, the BBPAC MARCOMMS Area, supported different projects of the Events and Development Areas, carrying out the respective coverage of the 2023 Continental Championships, coverage of the 2023 Pan Am and Parapan Am Games and the development of BPAC's own content for dissemination through our digital channels.

### LIVE STREAM – BPAC CONTINENTAL CHAMPIONSHIPS

The 2023 Continental Championships followed the BPAC Streaming standard consisting of:

- Preserve an adequate arrangement of the cameras, the same that allows the integrity of the courts to be appreciated, considering the exposure of the collaborating brands.
- Streaming 2 or more courts using the BPAC YouTube channel
- Promotional spots between each match
- Scoreboard for each court
- Audio of the umpires

During 2023, the following numbers were reached:

| PAN AMERICAN CUP                                 | YONEX PAN AM INDIVIDUAL CC                            | PANAM JUNIOR CC  |
|--|---|--|
| February 2023 - GUADALAJARA                      | April 2023 - KINGSTON                                 | July 2023 - LIMA   |
| Total views: <b>33700</b>                        | Total views: <b>54200</b>                             | Total views: <b>142500</b>                                   |
| Most viewed video:<br><i>FINALS – 4157 views</i> | Most viewed videos:<br><i>COURT 1 D1 – 6246 views</i> | Most viewed videos:<br><i>COURT 1 IND EVENT – 8312 views</i> |
| <p><b>% per Country</b></p>                      | <p><b>% per Country</b></p>                           | <p><b>% per Country</b></p>                                  |



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### PAN AMERICAN CUP 2023:

BPAC carried out the respective coverage of the event, complying with the live broadcast, the registration of photos and videos and guaranteeing the presence of the BPAC brand.



- **Live Stream:** 3 courts were streamed during the competition, using the YouTube channel. The Championship reached **33K Views** and the audience was mainly from Brazil, Mexico, the United States, Canada, Malaysia, Indonesia, Peru, El Salvador and Guatemala. The Finals was the most viewed video, reaching 4157 views during February and more than 6,000 views so far.



- **Social Media:** Schedule and results were shared on social media each day, in addition to interviews, video summaries and photographs.



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

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## Badminton Pan America

- **Designs:** logo, medals, graphic pieces for social networks and live broadcast start in the MARCOMMS area and after the respective approvals of the Director of Events and the COO, they are implemented according to the different needs. Thus, for this edition of the Pan American Cup, the logo was changed for the correct identification with the Cup/trophy of the tournament.



### YONEX PAN AM INDIVIDUAL CHAMPIONSHIPS 2023:

BPAC carried out the respective coverage of the event, complying with the live broadcast, the photo and video registration and guaranteeing the presence of the BPAC brand.



- **Live Stream:** 4 courts were streamed during the competition, using the YouTube channel. The championship reached **54K views** and the audience was mostly from Canada, the United States, Indonesia, Jamaica, Brazil, and Mexico. The most viewed video was the one corresponding to Court 1 - day 1 with 6246 views during April and 6700 views until today.



- **Social Media:** Schedule, results, photos and more were shared before, during and after the competition.



- **Photography/Video:** The photo and video registration allowed us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation.
- **Designs:** The logo of this event was updated to preserve the essence of our sport and the corporate colors of our institution.





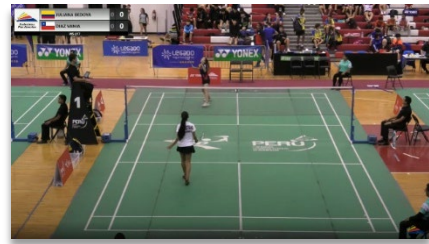
## Badminton Pan America

### PAN AM JUNIOR CHAMPIONSHIPS 2023:

BPAC's Marketing and Communication area carried out the respective coverage of both events: Team and Individual, complying with the live broadcast, the registration of photos and videos and the necessary content for our social networks.



- **Live Stream:** 5 courts were streamed during the competition, using the YouTube channel. This event reached **142K visits** and the audience was mostly from Brazil, the United States, Canada, Peru, Mexico, Chile and Guatemala. The most viewed video was the one corresponding to Court 1 of the Individual Event with 8312 views during July.



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

- **Designs:** logo, medals, graphic pieces for social networks and live broadcast start in the MARCOMMS area and after the respective approvals, they are implemented according to the different needs. The logo was updated, preserving the similarity to the event's trophy/cup.



- **Social Media:** Schedule, results, photos and videos were shared before, during and after the competition.





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**ANOC WBG Pan Am Qualification Stage – AirBadminton**

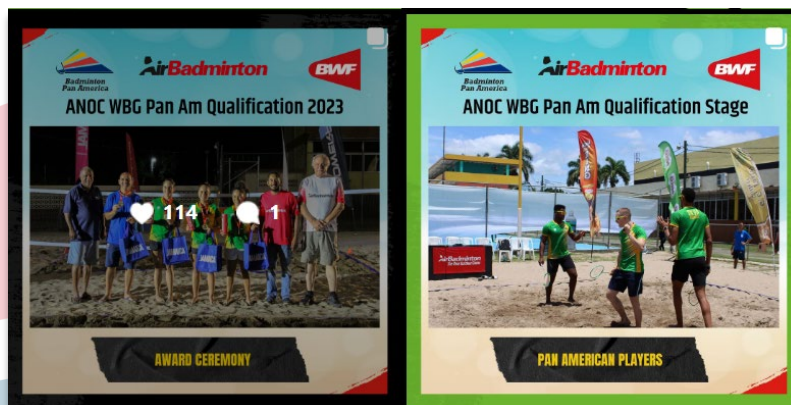
The area covered the competition, making the live broadcast, the recording of photos/videos and guaranteed the presence of the relevant logos for the competition such as AirBadminton, BWF and BPAC.



1 AirBadminton court was broadcast preserving the BPAC standard and reaching, to date, 4700 views.



In addition, our social networks and website hosted all the information about the event, as well as photos and videos of the competition, a fact that stood out worldwide since this tournament was the first continental AirBadminton event worldwide.



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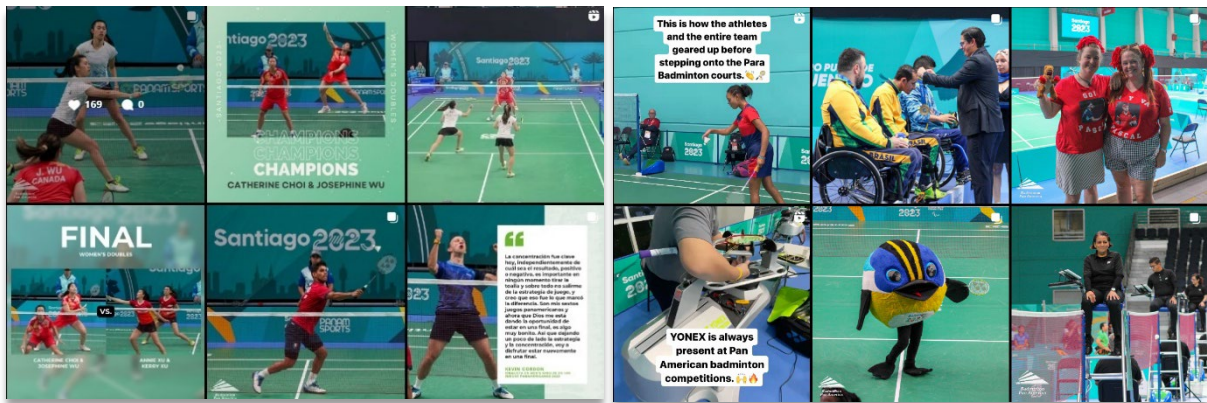


## Badminton Pan America

### SANTIAGO 2023

The Pan Am and Parapan Am Games had the presence of BPAC's Marketing and Communications area during the days of badminton and Para badminton competition, accompanying our athletes and recording photos, videos and interviews that were shared through our various channels, as well as serving as effective content for our athletes, member associations and for various journalistic media around the world.

The photographic and video record, and the presence of BPAC in the different instances of the competition allowed the athletes to feel supported by the Confederation in each of their achievements, and also the public, the technical officials, the YONEX staff and the different authorities present also recognized the effort in the dissemination of our sport.



At the end of each competition, digital newsletters were shared with our Member Associations, with a summary of the tournament considering the winners, the medal table, the highlights and the historical milestones that were marked during both events.

### BWF INTEGRITY CAMPAIGN

During the BPAC continental events, activations related to the BWF 'i am badminton' integrity campaign were carried out, inspiring players to believe and say: 'I'm clean, I'm honest, I'm badminton'.

Players, coaches, managers, entourage, etc. participated in these activities, trying to meet the challenges, earn some souvenirs, and sign a big banner at each event. Graphic pieces were produced throughout the area, with BWF's approval, including some pins and banners.





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### SOCIAL MEDIA

Everything previously developed is also shared through our social networks, 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 admire our players and follow their every step.

#### ○ PAN AM WOMEN MONTH

Every March, BPAC highlights the recognition of women in our sport due to International Women's Day celebrated on March 8. Interviews were part of our strategy this year, including these on our website and sharing on our social networks with different graphic pieces.



#### ○ BWF WORLD TOUR CIRCUIT

Thanks to the resources that BWF offers in most World Tour events, we are able to share photos and videos of our athletes competing in different parts of the world, knowing their results and supporting their goals. This content is shared on our social networks, highlighting the best athletes in our region.



#### ○ PAN AMERICAN CIRCUIT

Thanks to the content shared by each Association hosting the tournaments of the Pan American Circuit, we can announce the winners of the different events of our circuit, highlighting their achievements and the level of badminton in the region.

#### ○ RANKING BPAC

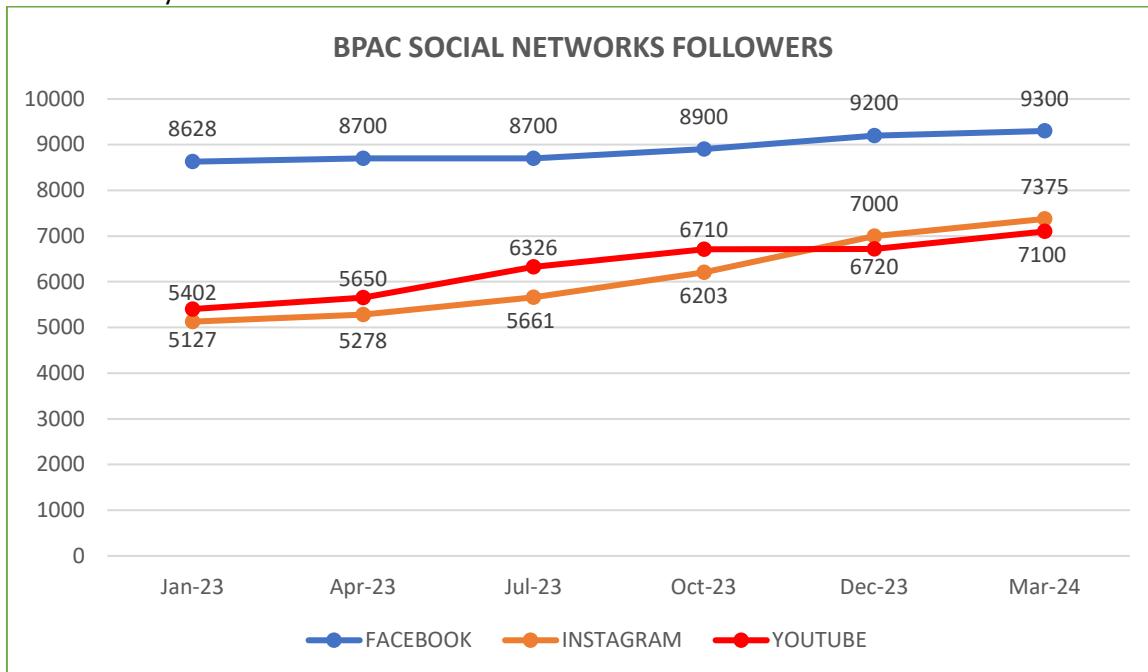
With constant updates, our social networks also host the Pan Am ranking of our athletes in Badminton and Para badminton, highlighting the best of the moment and their different achievements to reach that position.



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○ **FOLLOWER GROWTH**

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



|                            |   |
|----------------------------|---|
| <b>FACEBOOK</b>            | <a href="https://www.facebook.com/badmintonpanamoficial">https://www.facebook.com/badmintonpanamoficial</a> |
| <b>YOUTUBE</b>             | <a href="https://www.youtube.com/@panambadmintonvideos/">https://www.youtube.com/@panambadmintonvideos/</a> |
| <b>INSTAGRAM</b>           | <a href="https://www.instagram.com/badminton.panam/">https://www.instagram.com/badminton.panam/</a>         |
| <b>TIK TOK (from 2024)</b> | <a href="https://www.tiktok.com/@badminton.panam">https://www.tiktok.com/@badminton.panam</a>               |

**WEBSITE** – [www.badmintonpanam.org](http://www.badmintonpanam.org)

The BPAC website continued to provide information to all our visitors about the different activities related to Pan American and World badminton.

Interviews, Continental Championship reports, tournament schedules, BWF notices, development activities, BPAC notices, regulations, MA news, and more, are some of the content you can find on our website.

