



**Badminton  
Pan America**

## MARKETING & COMMUNICATIONS REPORT BPAC AGM 2025

During 2024, the BPAC MARCOMMS Area, supported different projects of the Events and Development Areas, carrying out the respective coverage of the 2024 Continental Championships, and the development of BPAC's own content for dissemination through our digital channels.



### PAN AM M&F CUP 2024:

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:** Four courts were streamed (via YouTube) using BPAC and Host MA (BRA) equipment reaching **44,9K views** during the competition, with an audience mostly from BRA, CAN, USA, PER, INA, MAS, GUA, MEX, ESA, PAR, VIE, TPE, THA, COL and CHI. The most viewed video was the Male Event Final with 7,6K views during the final day.

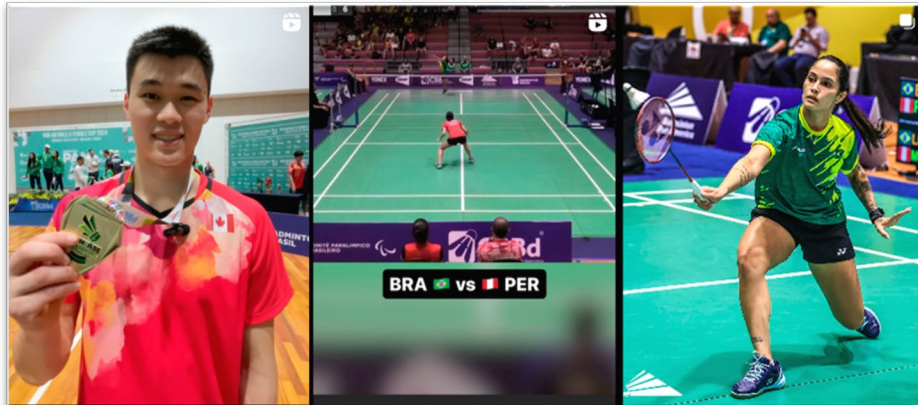


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## **Badminton Pan America**

- **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.
- **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 Am M&F Cup, the logo was changed for the correct identification with the Cups/trophies of the tournament.

### **YONEX PAN AM INDIVIDUAL CHAMPIONSHIPS 2024:**

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:** Three courts were streamed (via YouTube) using BPAC equipment and reaching **80,7K views** during the competition, with an audience mostly from INA, GUA, USA, BRA, CAN, MAS, COL, MEX, ESA, ARG, PER, THA, and CRC. The most viewed video was the Finals with 11,1K views during this day.

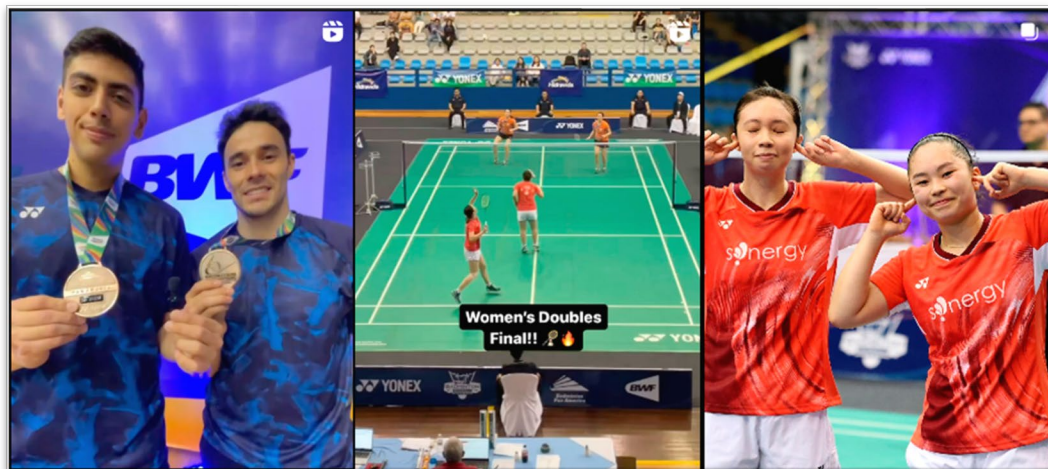




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- **Social Media:** Schedule, results, photos and more were shared before, during and after the competition.
- **Photography/Video:** The photo and video registration allowed us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation.



- **Designs:** 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.





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#### **PAN AM JUNIOR CHAMPIONSHIPS 2024:**

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:** Six courts were streamed (via YouTube) using BPAC and Mexico BA equipment reaching **233,3K views** during the competition, with an audience mostly from CAN, BRA, USA, MEX, PER, GUA, TTO, COL, CHI, ESA, PAR, IND, HKG, MAS, INA, BAR, CRC, among others. The most viewed video was the second day of the Individual event, with 11,3K views during this day.



- **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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- **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.



### AIRBADMINTON CHAMPIONSHIPS 2024

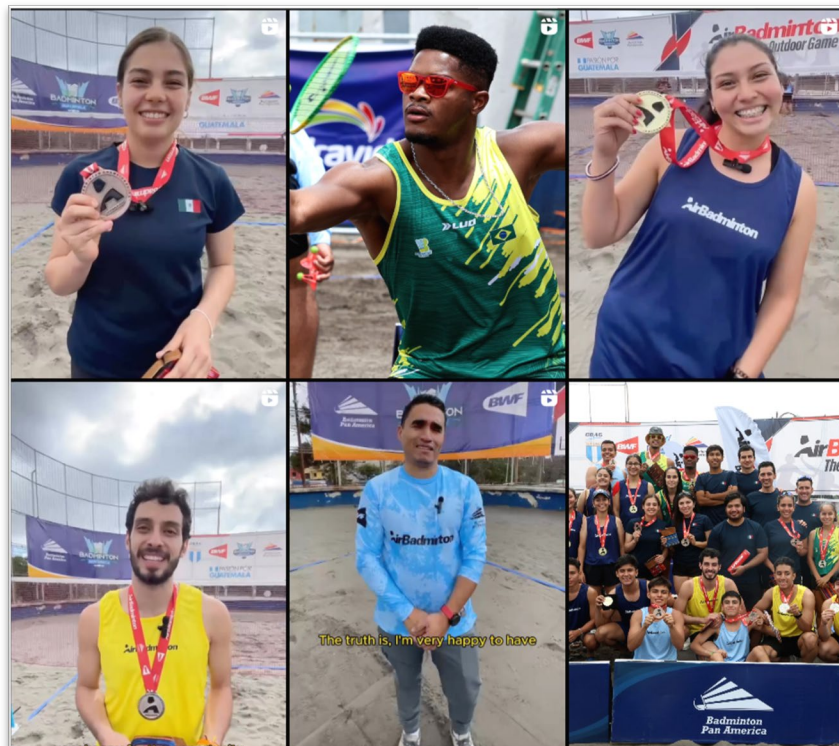
BPAC developed 2 AirBadminton competitions during 2024: The Pan Am AirBadminton Championships 2024 held in Guatemala on April, and the Pan Am AirBadminton Junior Championships 2024, held in Aguascalientes, Mexico, on July. Marcomms area covered both competitions, making the live broadcast, the recording of photos/videos and guaranteed the presence of the relevant logos for the competition such as AirBadminton, BWF and BPAC.

1 court was streamed for both events, reaching **8000 views** for our Pan Am AirBadminton Championships 2024, and **8400 views** for the Pan am AirBadminton Junior Championships 2024.

In addition, our social networks and website hosted all the information about the events, as well as interviews, photos and videos of the competition.



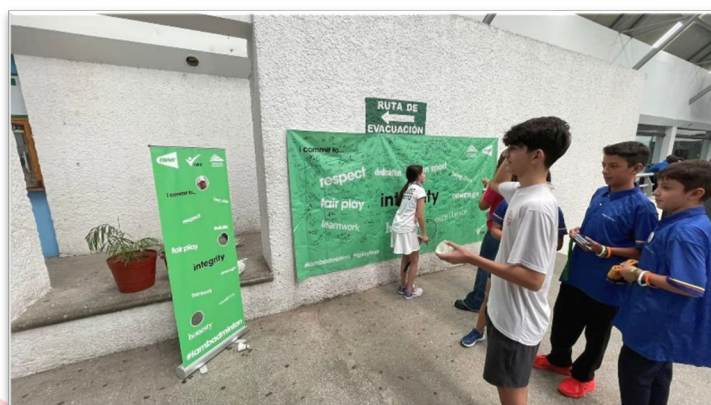
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#### **BWF INTEGRITY CAMPAIGN**

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.







## Badminton Pan America

### OLYMPIANS & PARALYMPIANS MAGAZINES

Following the participation of our athletes at Paris 2024 Olympic and Paralympic Games, BPAC created Magazines summarizing their results, photos and statements to highlight their participation in these important competitions.



Both magazines were published in our website and shared through our social networks and mailing lists.

### 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.



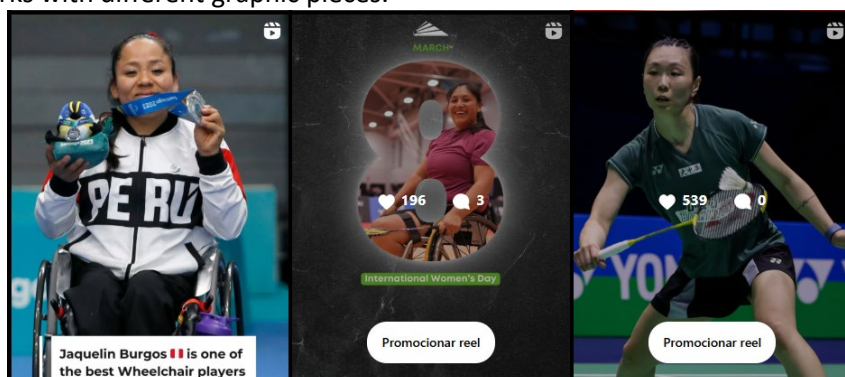
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## **SOCIAL MEDIA**

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.

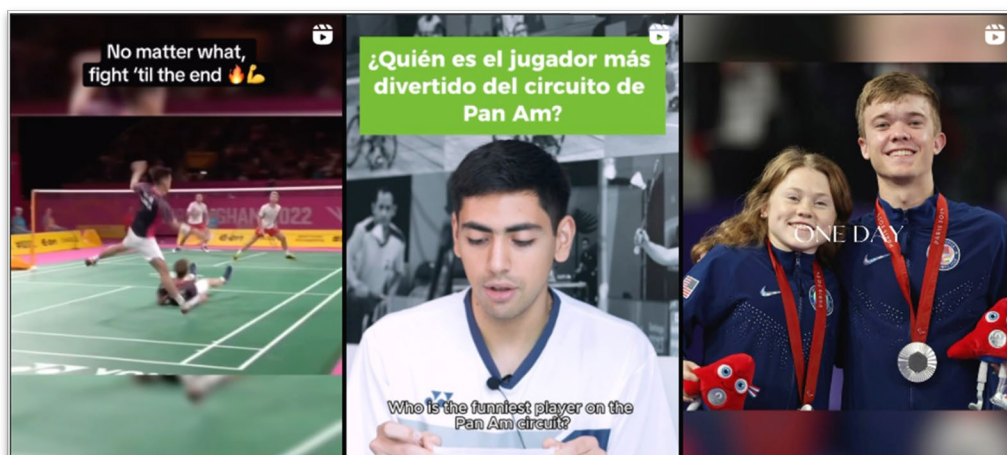
### ○ **PAN AM WOMEN MONTH**

Every March, BPAC highlights some women in our sport with Interviews shared on our website and social networks with different graphic pieces.



### ○ **TRENDS**

We create and share new content related to what's trending on social media, seeking to get closer to our followers and reach more people in the digital world so they know about our sport.



### ○ **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.

### ○ **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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### ○ WORLD BADMINTON NEWS

We also share news involving our region's participation around the world, putting us in the spotlight of global badminton.



### ○ FOLLOWER GROWTH

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

