



WSI Strategic Marketing Plan 2021

Water Safety Ireland recognises the need to adapt our Marketing Plan in light of the emergence of the global pandemic Covid-19. This state of flux means that WSI marketing priorities have had to be altered somewhat and will be subject to further change as we move through the year. We will continue to respect government restrictions surrounding marketing communications as we make every effort to continue on our goal to reduce drownings by changing skills, attitudes and behaviours so that our aquatic environments can be enjoyed safely.

Our Mission:

Through education and awareness, promote a stronger safety culture, attitude and behaviour for people on, in or near water.

Our Vision:

Every person a swimmer - every person a lifesaver

Our Marketing Priorities:

Education

Ambition	<i>Foster a greater level of water safety awareness</i>
Delivery	Work with the Department of Education to promote awareness of Water Safety at primary and secondary levels
Delivery	Lead the implementation of a comprehensive integrated Water Safety certified education programme at both primary and secondary levels
Ambition	<i>Increase the opportunities for learning</i>
Delivery	Apply new techniques and initiatives for Water Safety awareness and education which are both interactive and age appropriate
Delivery	Translate our education & awareness material for non-national and minority groups
Ambition	<i>Ensure easy access to teaching resources</i>
Delivery	Adopt digital technologies to make educational packs more available

Awareness

Ambition	<i>Increase Water Safety Ireland's core knowledge base</i>
Delivery	Analyse drowning statistics to identify at-risk groups with a view to reducing the number of drowning fatalities
Delivery	Conduct research & development on drowning prevention
Ambition	<i>Streamline and enhance public awareness Communications</i>



Delivery	Develop effective marketing, media, online and print campaigns
Delivery	Produce guidelines to assist media depict positive images and behaviour and to help them to avoid showing unsafe water safety behaviour in advertising and media
Delivery	Establish a communications policy for Water Safety Ireland
Ambition	
Ambition	Target all at risk groups
Delivery	Continue to promote the wearing of lifejackets to reduce boating accidents and drownings
Delivery	Assist the development of further strategies to help reduce suicide through drowning
Delivery	Promote awareness of Water Safety amongst those travelling overseas
Ambition	
Ambition	Ensure greater recognition of Water Safety Ireland as the national water safety body
Delivery	Increase opportunities to brand Water Safety Ireland as the Statutory Governing Body responsible for the promotion of Water Safety
Delivery	Develop the commercial entity of our organisation to improve branding and PR opportunities
Action	
Ambition	Foster stronger relationships and better communications Marketing Plan Item
Delivery	Continue to develop a stronger relationship with Local Authorities
Delivery	Develop strategic partnerships with common interests in promoting water safety in all aquatic environments
Delivery	Improve and expand communication channels between the Council, the Executive and WSI members



Strategic Marketing Implementation Plan

1. Planned Campaigns & Activities

a. Primary School Children

i. PAWS At Home

- Reaching out to parents, this campaign will highlight the importance and benefits of teaching children while they remain home from school.
- Using teachpaws.ie as a launch pad for learning, parents will be targeted across radio, digital and social media

ii. Teachers

- Online summer course for teachers in how to teach PAWS – to be run in coordination with Mayo Education Centre
- Creating awareness of PAWS in the classroom on social media through paid and organic advertising, as well as attempts to make relationships with selected influencers
- Push out through:
 - EDCO channels / IPPN email addresses / existing email addresses

b. Pre-summer campaign

- Driving home our ongoing Covid-19 restrictions messaging
- As people continue to stay at home, traditionally important outlets like Out of Home advertising will not have a role until such time as it is relevant.
- Key media will be digital and radio

c. National Water Safety Awareness Week

- Focus on water safety irrespective of restrictions (the new swimming dynamic)
- People encouraged to behave responsibly including the need for social distancing
- Role of lifeguards and the need for personal responsibility with regard to social distancing and not entering dangerous water locations, as a result.
- Distribution of media spend will depend on extent of government restrictions and adapting accordingly. Radio, Digital, Outdoor, Press.
- PAWS promo
- Hold Hands promo for Early Learning Centres

d. Summer Campaign (June – September provisional)

- People to behave responsibly.
- Ambassadors/Influencers stories.



- A focus on online and radio
- **Sub campaign 1: Swim at Lifeguarded Waterways (Designated Bathing Areas)**
 - Expansion of the social distancing campaign as part of National Water Safety Awareness week
 - Focus on discouraging people from swimming in unsafe areas.
- **Sub campaign 2: Home and Farm**
 - More people stay-cationing
 - Children a key focus of campaign
- **Sub campaign 3: Open Swimming**
 - A growing pastime with considerable and specific risks
- **Supplementary themes:** lifejackets, lifeguards, alcohol, rip currents
- Distribution of media spend linked to government restrictions and adapting accordingly for all channels.
- Assets include short videos specific to at-risk areas (e.g. rip currents/rivers/lake/angling/quarries)

e. Post Primary School Campaign

- Marketing WISE (JAWS) suite of resources to market
- Supplemented with digital outlets popular with the 12-18 age group

f. Winter Campaign

- Campaign will focus on the need for renewed effort to bring drownings down going into 2021
- Dependent on the evolution of the pandemic between now and December
- Platforms will include radio, social media, digital, cinema and out of home advertising.

g. UN World Drowning Prevention Day (July 25th)

- Marketing awareness and WSAC activities to mark the first UN WDPD

h. Drownings Abroad – removed from 2021 marketing plan

- With travel severely curtailed due to Covid-19, resources for this campaign will be reassigned for 2021 toward WISE and HOLD HANDS.



Notes:

The prevalence of drowning related deaths in the 40 – 60 year age groups and to a slightly lesser extent, in the 30 – 40 and 60 – 70 year age groups are of particular concern, as well roughly 75% of deaths represented by males. We will continue to target these groups, in addition to parents and children, through our activities in 2021.

Revision Date: 01 May 2021

Campaigns 2021		January	February	March	April	May	June	July	August	September	October	November	December
Channels Digital Radio + audioX	Stay Away From Edges/Walking Near Water												
			St. Patrick's Day		Easter Bank Holiday - Open Water Swimming	May Bank Holiday	June Bank Holiday		Rip Currents/Lifeguards		Angling		
			Angling										Stay Away From Edges/Walking Near Water
					PAWS - encourage teachers to teach it		PAWS (Teachpaws) - lack of swimming lessons (slightly different message)		Lif jackets/boating				
					Secondary School JAWS (soft launch)				Inflatables				
						EPV (heavy push)		EPV (light push)		Pier Jumping			
										Secondary School JAWS		October Bank Holiday	
Print Outdoor	Open Water Swimming				Open Water Swimming		Open Water Swimming		Open Water Swimming				Open Water Swimming
	Surfing				Surfing		Surfing		Surfing				Surfing

Farmers Journal - Water safety feature

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Out Of Home (Billboards) - dependent on restrictions, extension of summer campaigns on digital and radio