



# MEDIA AND MARKETING COMMISSION REPORT

## MEDIA AND MARKETING COMMISSION



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Since the last IJF Congress, a clear media plan, including a powerful TV strategy, the redesign of the website, the development of effective social media campaigns and an exhaustive communication plan, was initiated. 2020 was supposed to be an Olympic year, but eventually it became the year of the pandemic. Nevertheless, the IJF media department took the opportunity to revamp its communication policy to adapt it to the new situation and produce more content than ever for an ever-increasing audience.

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

After redesigning the website, the media department increased the number of news items being published, significantly. Over 350 news articles have been published in the last 24 months, including results and analysis, portraits, interviews, videos and more. There is something new on the IJF website every day.

### SOCIAL MEDIA

From Facebook to Instagram and Twitter to Youtube, social media has become a major player as a means of communication for the IJF, placing our organisation in the top 10 among international sports federations in the world, in terms of reach and the frequency of an organisation's social media behaviour (number of followers, growth, true reach, posts per day, views and views per day, likes, comments, shares/retweets and interaction.) The IJF also optimised its Youtube Channel and Facebook page, with a focus on enhancing our reach, user engagement and interface. In 2020 the IJF reached more than 25 million views across social media and today we are approaching 1.8 million followers on our platforms. We also held a social media training seminar for our athletes, sharing our 'tips for success' to help them grow their own audiences and profiles. We featured our suppliers on our channels too, to promote their brands during these difficult times

### PRESS RELEASES

Since the last congress a total of 74 press releases were sent to almost 5,000 contacts across the world. Those press releases included results and analyses of the World Judo Tour events as well as special information for the media.

### VIDEO CONTENTS

Alongside news articles published regularly on all our platforms (web and social), the IJF continued to develop existing formats such as the 'JUDO FOR THE WORLD' series (South Africa, January 2020) and also developed new concepts such as 'I AM JUDO' (8 episodes), featuring top level athletes in their daily life and 'COFFEE WITH CELINE,' intimate one to one interviews. In 2020 the IJF also produced a series of videos discussing the 8 values of our moral code (JUDO VALUES),



as well as an in-depth video for each of the 14 weight categories (CATEGORY BREAKDOWN). We also reenvisioned our PROMO VIDEOS for the World Judo Tour events, making them more dynamic and modern.

## **JUDOFIT and JUDOFIT KIDS GOLDEN LEAGUE**

Due to the pandemic and people's inability to travel and meet, the IJF media department, together with the IT team, developed an original concept to offer the possibility for people to stay active, even in isolation. This platform, with participants from 68 countries, was later adapted for children and became a popular challenge on the internet. More than 5,000 children from over 50 countries participated in the activities. Children have been a core focus in recent months, with the JudoFit Kids Golden league and also with special initiatives such as a drawing contest based on the moral code and a climate change quiz. All activities and new initiatives contributed to create content on all IJF platforms and to increase the popularity of judo, spanning all generations. Even when there was no event, there was judo to enjoy.

## **40th ANNIVERSARY OF THE FIRST WOMEN'S WORLD CHAMPIONSHIPS – NEW YORK 1980**

The IJF media department was actively involved with the Gender Equity Commission and the IT department in the organisation and running of the celebration of the first ever Women's World Championships, that was held in 1980 in New York, USA. Dozens of articles were published on the IJF homepage and the subsequent celebration consisted of two emotional and inspirational streamed webinars.

## **APP**

The IJF is working on developing a JUDO APP, where the judo family can follow their favourite stars, get exclusive stats, watch live competition streams and much more.

## **JUDOFEST**

At the end of 2020 a brand new format was developed by the IJF media team. The first edition of JudoFest was an exciting day-long festival, visible on social media and featuring top athletes, coaches, programmes, panel discussions and the first ever IJF Awards.

## **WORLD JUDO TOUR**

Despite the global situation that saw several World Judo Tour events postponed, the IJF media team continued to develop the coverage of the main WJT competitions, including the events that were held under the new IJF-Covid-19 protocol, creating more backstage content in addition to the traditional coverage of the events (editing videos and writing scripts for all the news partners, such as Euronews, CNN and Eurosport).

## **[WWW.JUDO.IJF.ORG](http://WWW.JUDO.IJF.ORG)**

In 2020 a new platform was designed, where all judo techniques can be found with descriptions, video content and 3D animations. Judo.ijf.org includes judo stars and videos of the techniques applied in competition.



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## ENGAGEMENT

In recent months, the IJF media department has developed online tools and participated in several international events to engage the judo community. This includes April 6 (International Day of Sport for Development and Peace), Masks for Africa, World Judo Day 2020 (#StrongerTogether) and the Great 8 judo values drawing competition for children (65+countries and 2,000+ submissions).