

THIS IS CALISTHENICS



MARKETING REPORT

PURPOSE

Linking directly to our vision of more Australians knowing and loving calisthenics, the aim of this program was to reach a new audience through a medium that has not been available to us before, and potentially won't be again.

The program was also an opportunity to create new partnerships and reposition existing sponsors, to funnel new membership enquiries to clubs and create a bank of fresh new marketing content to use beyond the program's lifecycle.





AUDIENCE

Episode 1 aired on Channel 7TWO on 21/6 (first run) and 22/6 (encore), achieving a national average audience of 59,000. Episode 2 aired on 28/6 (first run) and 29/6 (encore), achieving a national average audience of 35,000.

As at 9/7, episode 1 had 8,300 streams on 7plus and a total average audience of 3,913. Episode 2 had 5,370 streams and a total average audience of 2,753.

100k

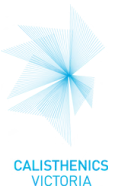
Combined national
average audience

Huge congratulations to you and everyone involved in presenting such a TV wonderful show. It was classy, it was fast paced and the girls' performances were superb. It was clearly the best public presentation of calisthenics ever and CaliVic should be so proud. Well done in pulling it off.

- Lynne Hayward
(CaliVic Life Member)



DIGITAL



The Facebook campaign between 22/5-3/7 had a total reach of over 600k (an increase of more than 1000%), with over 137k engagements and 248k video views. During this time, the page gained nearly 500 new followers.

The campaign on Instagram had a total reach of 82.4k, with over 16k engagements on CaliVic posts, plus additional reach and engagements thanks to promotion from reposts, individual promotion and stories. During this time, the account gained 400 new followers.

During the program's peak promotional period between 15/6-29/6, there were over 5,000 website users, an increase of 141%. The show's web banner has had over 10,000 views and the webpage has had over 3,000 views. On the day of the airing of the first episode 21/6, the website had 1.2k users, up 241% from the average day. Since the first episode on 21/6, there have been over 400 visits to the 'Find a Club' page.

Additionally, posts on LinkedIn reached 4,928 and had 72 engagements, TikTok posts had 5,658 views and 1,086 engagements, YouTube videos had 2,826 views and our member EDM had 3,233 opens and 997 click throughs.

608k

Total reach of Facebook
campaign

137k

Total engagements through
Facebook campaign

82k

Total reach of Instagram
campaign

16k

Total engagements through
Instagram campaign

241%

Increase in website traffic on the
day of the first episode airing

10k

Views of This is Calisthenics
website banner

PR

This is Calisthenics was featured in the Herald Sun, SEN1116, JoyFM, Geelong Advertiser and Ranges Trader Star Mail.

SPONSORSHIP

Three new partnerships were formed for this project: Thermoskin, Couture Costume Dancewear and Lizzy's Chocolates. Sponsorship from Mt Evelyn Community Bank (Major Sponsor), Nova Caravans (State Team) and Alphington Sports Medicine Clinic (State Team) was repositioned, giving these partners exposure through a new channel, and additional sponsorship was offered by previous partner Hatrick Communications.

RECRUITMENT

As well as the increased traffic to the Find a Club page on our website, we have received a number of phone call enquiries, which have been passed on to clubs. A number of clubs have also confirmed enquiries have been received.



DIGITAL CONTENT

THIS IS CALISTHENICS | Sneak Peek ✨

THIS IS CALISTHENICS ✨ Airing Sunday 21st & 28th June at 1pm, Channel 7TWO. Brought to you by Thermoskin and Mt Evelyn and Districts Community Bank Branch.

#thisiscalisthenics #livetoperform Vicsport See less



261,039
People reached

33,890
Engagements

  834 366 comments 1.2K shares

THIS IS CALISTHENICS | Episode 2 ✨

The story continues this Sunday... watch the finalists perform their solos and the whole group come together for a team performance ✨

The second episode of This is Calisthenics airs Sunday 28th June at 1pm, Channel 7TWO. Brought to you by Thermoskin, Mt Evelyn and Districts Community Bank Branch and Couture Costume Dancewear, and thank you to Sponsorship Matters for your support.

This is Calisthenics is a reality TV show, filmed in May 2020 during COVID-19 restrictions.

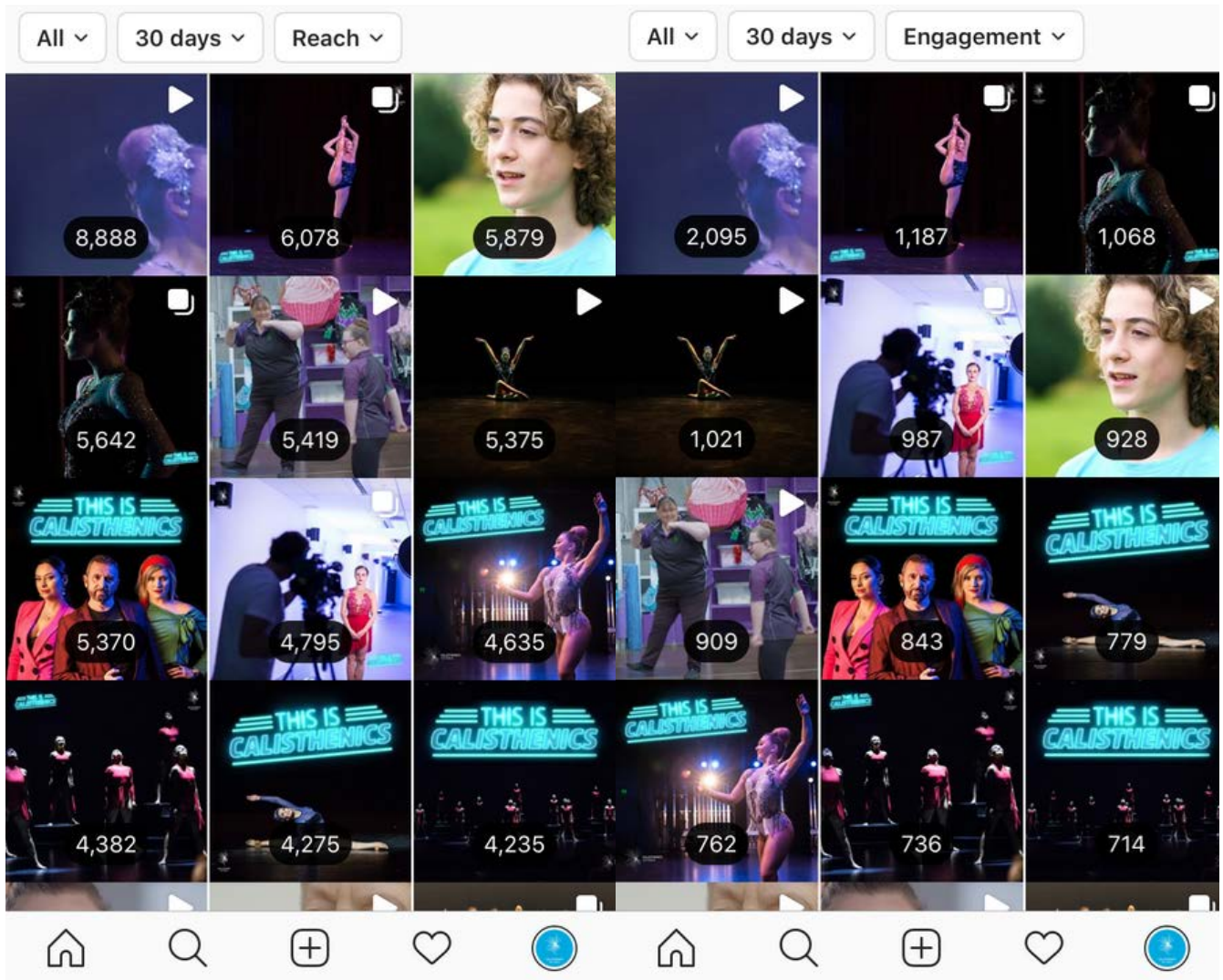
#thisiscalisthenics #livetoperform Vicsport Crocmedia See less



112,384
People reached

8,559
Engagements

  310 38 comments 206 shares

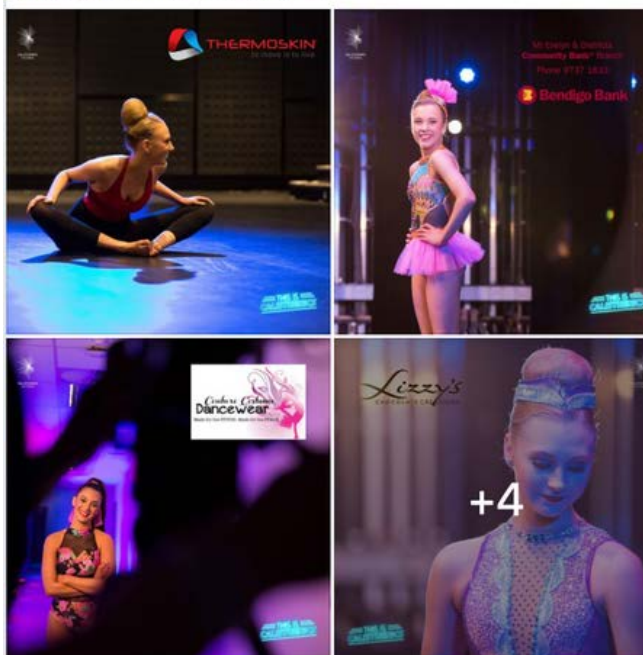


Two days to go! ✨

A huge thank you to Thermoskin, Mt Evelyn and Districts Community Bank Branch, Couture Costume Dancewear, Lizzys Chocolates, Hatrick Communications, Nova Caravans and Alphington Sports Medicine Clinic for their support of this project. Photography by Hoffa Studios.

This is Calisthenics | Sunday 21st & 28th June 1pm | Channel 7TWO.

#thisiscalisthenics #livetoperform



Introducing the cast of THIS IS CALISTHENICS, brought to you by Thermoskin and Mt Evelyn and Districts Community Bank Branch.

This is Calisthenics airs on Channel 7TWO on Sunday 21st & 28th June at 1pm and gives Australians a glimpse into the sport that we all love so much.

Thank you to our partners Thermoskin, Mt Evelyn and Districts Community Bank Branch, Couture Costume Dancewear, Lizzys Chocolates, Hatrick Communications, Nova Caravans and Alphington Sports Medicine Clinic, and to Sponsorship Matters and Crocmedia for helping to bring this project to life.

#livetoperform #calicomunityconquers #thisiscalisthenics

PERFORMANCE SPECIALISTS

George Ward

Natalie Bond

Robert Sturrock

PERFORMERS

OUR COMMUNITY

37,990
People reached

20,607
Engagements

[Boost Post](#)

712

97 comments 246 shares