



MARKETING BRIEF

TCI SCHOOL SPORTS 25/26

CLIENT NAME: INTER-HIGH / INTER-PRIMARY TRACK AND FIELD

PROJECT MANAGER: CHANEL LAUREN MURRAY
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CORE CREATIVE ANGLE

Legacy & Heritage - "Tracks of Time: Honoring the Past, Building the Future"
"Tracks of Time, Flames of Tomorrow"

Celebrate the rich history of track and field that span generations, past champions, and the unbroken thread connecting yesterday's runners to today's rising stars. Use "then vs. now" storytelling to show how the sport has evolved while its spirit remains unchanged. This builds deep emotional pride for families, schools, alumni, and communities, creating urgency to attend or stream "before the next legend is made." (Emotional + Inspirational)

Potential Sub-Angles

- Eco / Green Track Initiative (Modern Responsibility) – Modernize the legacy by making events sustainable (e.g., "Planting tomorrow's champions—one tree per ticket"). Appeals to environmentally conscious families and adds positive PR.
- Fan Zone Activations (Interactive/Fan Experience) – Turn venues into interactive heritage experiences (speed guns, photo ops with historical recreations, mini challenges). Makes attendance feel like stepping into living history.
- Global Watch Party (Global + Viewership) – Extend the legacy worldwide: Encourage virtual viewing parties where international fans join the "global family" cheering on young athletes. Drives massive livestream numbers.

CAMPAIGN OBJECTIVES

1. Achieve sell-out status for all in-person Inter-High and Inter-Primary track and field.
2. Reach and exceed 200,000 unique viewers on the international livestream platform.
3. Generate significant unique views through 5 Min Max T&F Expansion
4. Position the events as a sustainable, inclusive, and globally relevant youth sports tradition.
5. Drive measurable participation in Fan Zones and eco initiatives.

DESIGN APPROACH

TONE

- Motion and Energy
- Nationalism and Nostalgic
- Athlete Representation, Inclusion, Accessibility
- Storytelling

AUDIENCE

- Primary: Students, parents, local community, and international sports fans.
- Secondary: Sponsors, media, and general public interested in sports.

TARGET AUDIENCE

Primary: Parents, guardians, and educators (25–45) of primary and high school athletes who value family experiences, youth development, and community pride. **Secondary:** Youth athletes (8–18), alumni, local fans, and international track enthusiasts seeking inspiring, accessible livestream content.

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DELIVERABLES

Core Campaign Assets

- **1 x** 2-minute hero trailer video ("Then vs. Now" legacy montage with flame transitions and eco/global moments)
- **2 x** 30-second and 15-second cut-down versions for social and ads
- **2 x** Event Promotional Flyers - A5/A4 print + square/vertical social versions
- **2 x** Hero static key visual carousels for social carousels
- **2 x** VIP Invitations
- **2 x** Promotional Video Reels (15-60 sec)
- TBD - Video Segments and Interviews of Youth Personalities
- TBD - 5 Min Max Expansion Plan

GRAPHIC INSPIRATION + KEY STYLE CHARACTERISTICS

Mix of photography + illustration + texture.

Blend archival black-and-white "then" imagery with vibrant, high-energy "now" youth action

