

Tennis Xpress in Denmark

- nation wide strategy

The Danish Tennis Association has successfully implemented ITF's Tennis Xpress campaign as a main component of its recruiting and retainment strategy towards adults.

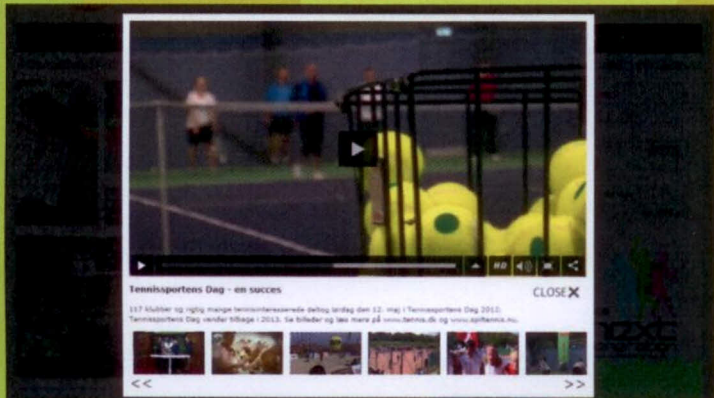
The strategy relies on three key initiatives:

Tennis Xpress • The website; Play tennis – now! (spiltennis.nu) • The National Day of Tennis

The key points for successful execution

- Set up a well thought through national strategy
- Allocate sufficient human resources
- Create local ownership – Nominate 1-2 Tennis Xpress ambassadors in each participating club.
- Develop Tennis Xpress leaflets, manuals, marketing materials etc.
- Provide participating clubs with a Tennis Xpress starter pack (incl. balls, rackets and manuals)
- Organize Tennis Xpress courses to ensure that clubs have coaches qualified to handle the target group
- Consult ITF during the implementation process
- Brand Tennis Xpress on every media platform available to the association

The following videos have been produced in order to communicate the messages that we hopefully get more people onto the tennis courts. Watch videos in full length on www.spiltennis.nu.



Welcome to Spiltennis.nu (play tennis – now!)

Play tennis- now! is our new website, particularly related to the Tennis Xpress campaign, aimed at giving, those who are new to tennis, a quick and simple overview of the offers available at tennis clubs in their area. We have collected data from all of our member clubs, to provide users with accurate information on the programs, offers and prices available at clubs in their area. Of course, an effort is made to maximize the visibility of the clubs involved in Tennis Xpress.

Tennis is Simple

The Play and Stay concept has made it easier than ever to pick up a tennis racket. The red, orange and green balls were implemented by the Danish Tennis Association in 2009. Since then, this concept and the supporting programs Tennis Xpress and Tennis10 have been key factors in recruiting and retaining new players, as well as improving the overall youth development programs.

Tennis for All

Tennis for All is the slogan of the Danish Tennis Association. Naturally we want people of all ages to get involved in the game, and Tennis Xpress is an important factor in achieving this. The video introduces the Tauson Family – which proves that 3 different generations can easily enjoy tennis together.

Tennis is Healthy

Playing tennis is a great all-round cardio work out. It lowers your cholesterol, improves your fitness level, relieves stress, increases your metabolism and it is a great way to strengthen your muscles and bones. Studies have shown that tennis benefits your health in many ways. This is an important argument towards the Tennis Xpress target group.

The National Day of Tennis 2012 – a success

The National Day of Tennis 2012 was a nationwide event, where 117 clubs opened their doors to anyone interested in playing tennis. Based on the great amount of interest and support shown at clubs all over the country, the day turned out to be a great success. Our goal for 2013 is to have 200 clubs participating in the event. The Danish Tennis Association organizes the marketing for the event through national media outlets.