



PROGRESS REPORT

**YOUNG
WOMEN'S
INTEGRATED
CAMPAIGN**

**#ITSMY
MOVE**



INTRODUCTION

It's My Move is a behaviour change campaign led by Sport New Zealand, in collaboration with the sector, that supports young women to get and stay active their way.

Launched in February 2022, the It's My Move campaign set out to initiate a national conversation about the barriers young women face when it comes to physical activity.

As well as encouraging young women to find physical activity options they enjoy, It's My Move is about educating parents/ caregivers and providers of physical activity about the ways they can support and build the confidence of young women.

The campaign is a key initiative in Sport NZ's ongoing work to support the Government's Strategy for Women and Girls in Sport and Active Recreation.

This report outlines what we set out to achieve, the results to date, as well as where we're heading next with the campaign.

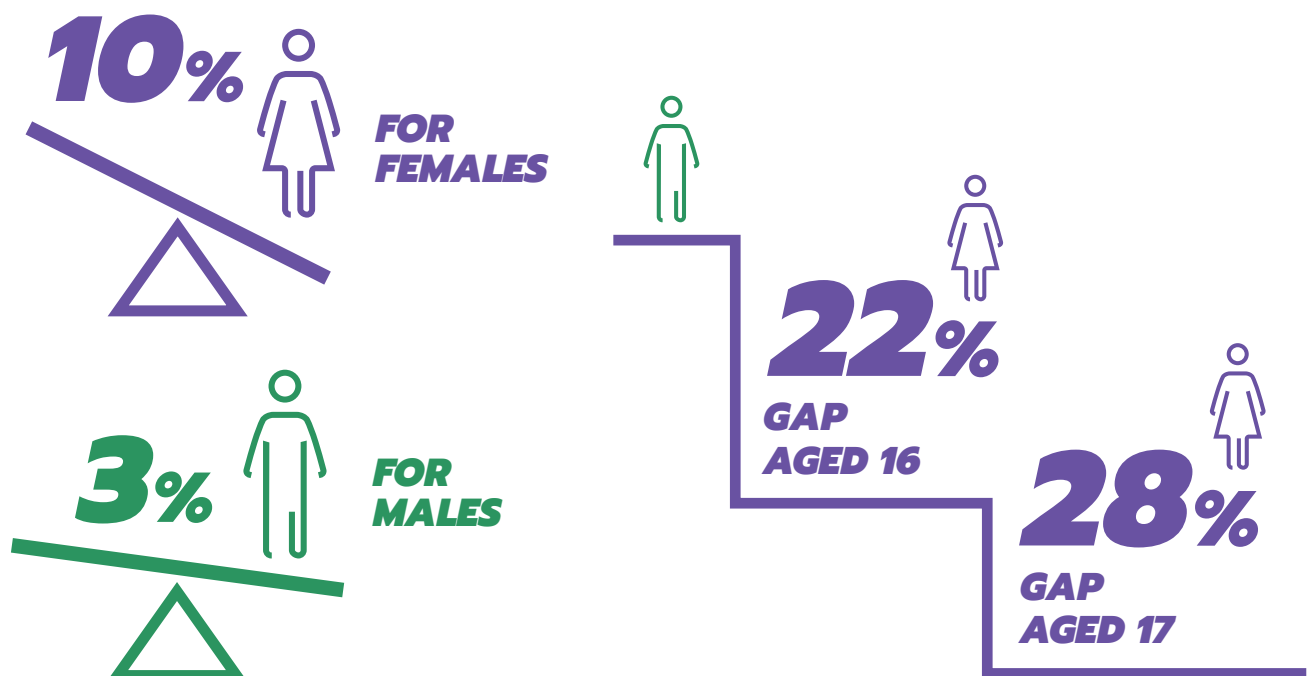


THE PARTICIPATION GENDER GAP

DEFINING THE PROBLEM

Young women spend less time each week being physically active than young men. From age 15, weekly participation in physical activity drops significantly amongst female rangatahi. Young women also fall away from organised sports and activities at a much faster rate than young men.

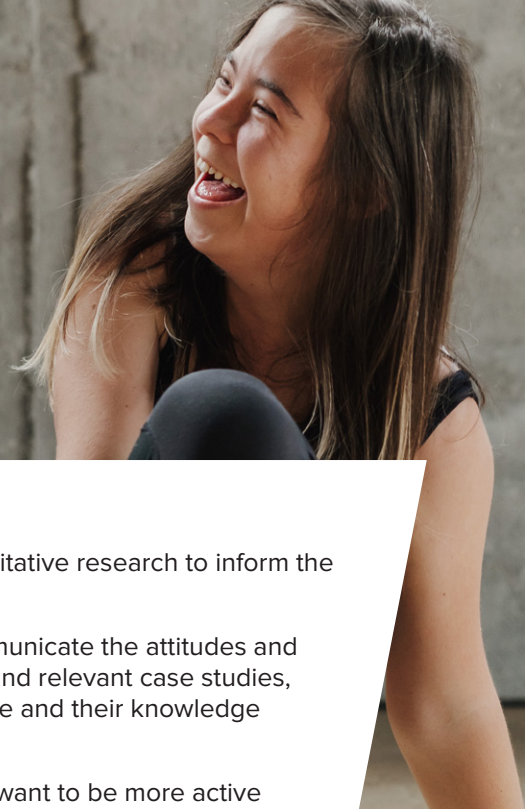
There is a significant difference in time spent being active, too. By the age of 16, there is a 22% difference between the time young women and young men spend being active. By 17, this gender gap increases to 28%.



Source: Young Women Profile 2021

SO, WHY DO YOUNG WOMEN INCREASINGLY OPT OUT OF PHYSICAL ACTIVITY AS THEY GET OLDER?

RESEARCH FINDINGS



The insights phase of campaign development used quantitative and qualitative research to inform the campaign's key objectives.

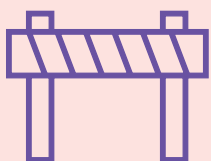
As a result, the **Young Women Profile** was released by Sport NZ to communicate the attitudes and beliefs of young women towards physical activity. Using Active NZ data and relevant case studies, the profile showed a clear difference between how young women behave and their knowledge and intentions about physical activity.

Young women understand the value of physical activity and the majority want to be more active than they currently are. Research released in Spotlight on Rangatahi showed that 83% of young women aged 17 want to increase their physical activity and 95% of all young women understand why physical activity is important for their wellbeing. However, young women experience more barriers to participation in physical activity than their male peers. Those who want to be more physically active are more likely to cite barriers such as being too busy or tired, struggling with motivation and lacking confidence.

Young women also often feel that to participate in an activity, they must be 'good' at it and therefore the fear of failure prevents them from trying new physical activities. Having fun and socialising both play a crucial role in creating positive physical activity environments for young women, yet the experiences offered to them do not always meet these needs.

HERE ARE THE STATS:

BARRIERS



Young women are more likely to cite **judgement, lack of confidence and fear of failure** as barriers to increasing participation in physical activity.

68%

of young women will avoid doing physical activity if they **do not feel confident about their bodies**.

MOTIVATORS

Fun, fitness and friends are the biggest motivators for young women to participate in physical activity.



ATTITUDES

83%

of young women aged 17 **would like to be more active** than they currently are but are more likely to say they are **too busy or too tired** to increase their participation.

Source: Young Women Profile 2021

MARKET SEGMENTATION

Analysis of Active NZ data and Stats NZ Census data was used to create an outline of the target market and its relative size. The 'moderately engaged' group became the primary target audience for the campaign as they are a large segment with addressable needs.

8.4%
DISENGAGED

This segment have little intent to participate will only engage in physical activity under duress.

61.9%
MODERATELY ENGAGED

This segment have intent to increase participation levels but typically rely on others for motivation.

29.7%
HIGHLY ENGAGED

This segment are already highly active and typically internally motivated.



CAMPAIGN STRATEGY

Sport NZ uses the socioecological model of behaviour change which provides a framework for identifying the different levers that can be used to affect change in play, active recreation, and sport.

INTERMEDIATE OUTCOMES	Individual factors (e.g. knowledge, confidence, motivation, competence)	Personal relationships (e.g. family, friends, coaches, teachers)	Social and cultural norms (e.g. organisational practise, community structure, cultural background)	Physical environment (e.g. spaces and places, infrastructure access)	Policy (e.g. national regulations, organisational policy)
	Improved: <ul style="list-style-type: none"> ▶ Value of doing physical activity ▶ Understanding of the benefits of physical activity ▶ Value of volunteers, supporters and workforce that support physical activity. 	Improved: <ul style="list-style-type: none"> ▶ Engagement in physical activity ▶ Encouragement to participate in physical activity ▶ Provision of direct support to participate in physical activity. 	Improved: <ul style="list-style-type: none"> ▶ Diversity in the range of organisations promoting opportunities for physical activity ▶ Organisational cultures that enable physical activity ▶ Use of existing social structures and institutions to develop local initiatives. 	Improved: <ul style="list-style-type: none"> ▶ Access to physical activity options that are safe ▶ Connections between people through physical activity settings ▶ Connections between people and their surrounding environment through physical activity. 	Improved: <ul style="list-style-type: none"> ▶ Leadership and advocacy to support everybody to be active ▶ Implementation of national and regional regulations to ensure sector integrity ▶ Application of evidence-based guidelines to improve physical activity.

The It's My Move campaign aims to influence change in three pillars of the socioecological model – individual factors, personal relationships, and social and cultural norms. This gives us clarity around the intermediate outcomes we are seeking from the campaign, and acknowledges that to create sustainable change, we must integrate a wide range of interventions simultaneously.

INDIVIDUAL FACTORS

Young women aged 14-17

More young women have the confidence and feel encouraged to be physically active in their own way.

More young women are motivated to spend time being physically active in their own way.

Young women have more awareness of physical activity options on offer.

PERSONAL RELATIONSHIPS

Their parents and caregivers

Supporters of young women have more knowledge of how to create safe environments.

More encouragement by supporters of young women to be physical active in their own way.

SOCIAL & CULTURAL NORMS

Providers of physical activity

More capacity in the provision of different types of physical activities meeting the needs of young women.

Providers have more knowledge of how to create safe environments /activities for young women.

CAMPAIGN TACTICS

Campaign tactics were then aligned to specific outcomes:

WHO

Audience



Young women aged 14-17



Parents, caregivers and supporters of young women



Providers of physical activity

WHAT

Campaign Outcomes

More young women have the **confidence and feel encouraged** to be physically active (beyond organised sport and activities).

More young women are **motivated** to spend time being physically active in their own way.

Young women have **more awareness** of physical activity options on offer.

Supporters have **more awareness of the motivators and barriers** that young women face and an appreciation for all different types of movement.

Supporters **advocate** for, and **actively encourage** and support young women in their physical activity choices.

Providers have **more capacity** in the provision of different types of physical activities that meet the needs of young women.

Providers have **more knowledge** of how to create safe environments and activities for young women.

HOW

Campaign Objectives

Raise awareness of the different forms of physical activity, focusing on benefits to wellbeing, self-worth and confidence.

Spark self-motivation by giving girls a sense of agency over their participation.

Provide accessible pathways that enable young women to explore a range of options.

Initiate a national conversation about the ways young women feel pushed out of traditional physical activities, **addressing the motivators and barriers** the hamper intent from becoming action.

Give supporters of young women the **knowledge and tools** they need to encourage young women in all forms of physical activity.

Assist providers to create safer, more inclusive environments and options for young women.

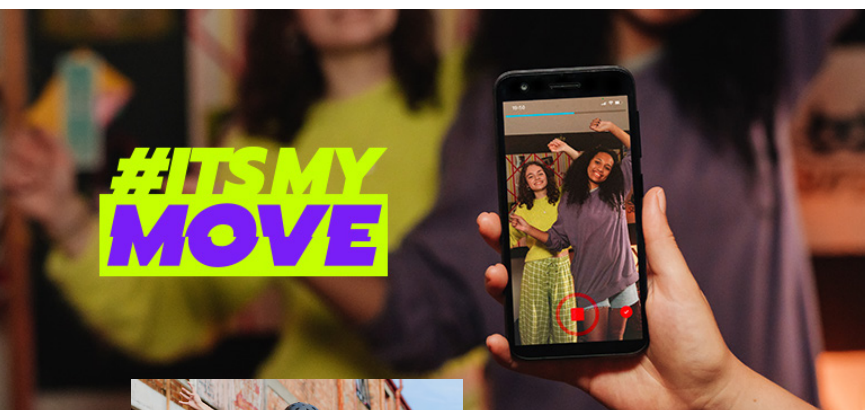
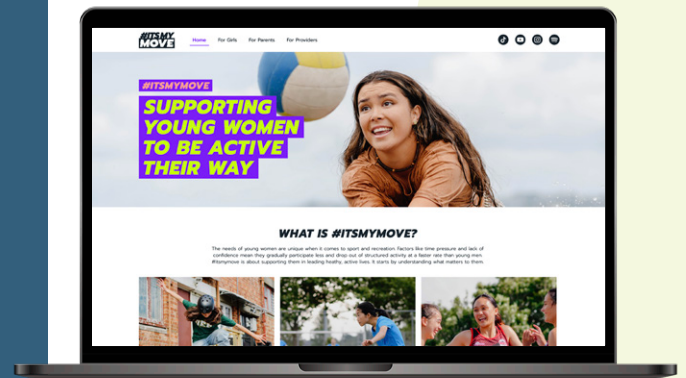
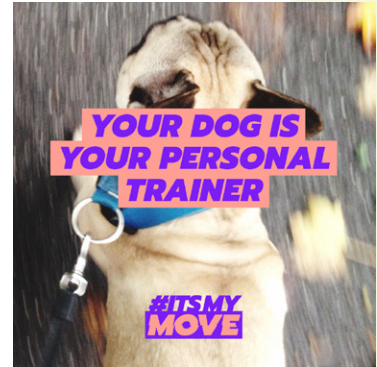
Give providers the resources and tools they need to support young women to be active.

CREATIVE DIRECTION

It's My Move set out to create a movement towards embracing a more inclusive approach to physical activity for young women. As such, the campaign identity had to be created first and foremost for young women.

The creative direction sought to strike a balance between vulnerability and empowerment, using the voices of young women to create a sense of ownership. At the centre of the campaign was an emotive TV commercial speaking of the pressures young women feel and the comments they hear.

A distinctive visual identity and colour palette were used to portray the It's My Move core logo, generally positioned as a hashtag.



**DANCING
IN MY ROOM
IS LEGIT A
WORKOUT**



CAMPAIGN KEY MESSAGES



Physical activity is essential to physical and mental wellbeing. Young women should be supported and empowered to move in ways that work for them.



Organised sporting environments can turn some young women away as they become more competitive. For many young women, fun, friendship and fitness are more important than competition.



Creating environments that are flexible and free of judgement, embarrassment and expectation will encourage more young women to be active.



Together, let's put the power in the hands of young women to get moving their way!

#ITSMY MOVE

CAMPAIGN FRAMEWORK

It's My Move was built around a two-tier campaign framework:

AWARENESS AND ADVOCACY

- ▶ Created a national conversation about the issues facing young women in sport and active recreation to engage and educate adults; both parents/caregivers and providers of physical activity.
- ▶ Built a compelling 'why' around the need for change, including commissioning and sharing research insights.
- ▶ Recruited influential advocates with lived experiences who speak with credibility about the issues at hand.



AFFIRMATION AND ASSISTANCE

- ▶ After shining a light on the participation gap, the task was to support target audiences in making change happen
- ▶ This involved the development of resources and tools such as case studies showing positive examples of change in action
- ▶ Building engaged campaign communities was key to evolving the conversation. For young women, this meant creating bespoke social media channels, and for adults, a regular newsletter with the latest campaign content.

AN INTEGRATED APPROACH

It's My Move is a key deliverable in Sport NZ's Women and Girls Action Plan. This Action Plan sets out a practical roadmap for how Sport NZ will continue making progress towards the three outcomes in the Government's Women and Girls Strategy. The campaign contributes to Sport NZ's strategic priorities around improving activity levels of rangatahi, particularly those who are less active.

The campaign also works alongside other interventions across the socioecological model in various ways such as:

- ▶ Aligning with key Sport NZ initiatives such as Balance is Better and the Active Recreation for Rangatahi Plan
- ▶ Using the insights from Active NZ surveys and other relevant research to inform campaign activity
- ▶ Building on the learnings gained from the impact of the Young Women's Activation and Innovation Funds
- ▶ Creating opportunities to leverage and promote the impact of Tū Manawa funding at a local and regional level

THE CAMPAIGN IN ACTION

It's My Move launched on 24 February 2022 with a 60 second TV commercial and comprehensive media coverage. Influencers were used to reach both the adult and youth audience. Over time, a range of channels were used to spread awareness and increase engagement with target audiences.

	Young women	Parents & Caregivers	Providers
TV advertising		✓	
Microsite	✓	✓	✓
Earned media		✓	✓
Influencers/ambassadors	✓	✓	
Editorial content partnerships		✓	✓
Social media	✓	✓	✓
Video content collaborations	✓		
Promotional toolkit			✓
E-newsletter		✓	✓



MARKETING TO ADULTS

FOR PARENTS AND CAREGIVERS

ADVERTISING

"I KNOW WHAT YOU'RE GOING TO SAY..."

We asked young women to express how they feel, and their words inspired both the campaign theme and creative.

We showcased the commercial on TV, radio, billboards, and in print as a way of initiating the conversation and educating adults on the experience of young women.

[▶ Watch the commercial](#)

We launched this commercial in the 6pm One News spot, reaching 23.5% of the population aged over 35. Total TV activity to date has seen two bursts of activity overdeliver on reach estimates.

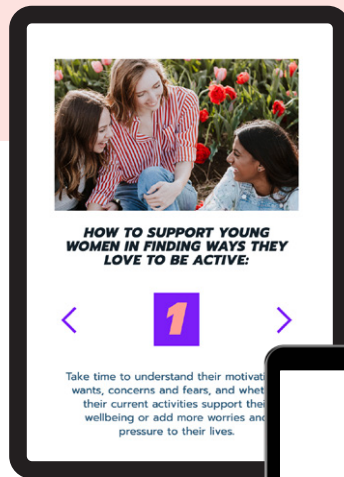


AS OF 31 OCTOBER 2022, TV HAS REACHED 66% OF THE POPULATION AGED OVER 35. THIS EQUATES TO APPROXIMATELY 1,741,000 INDIVIDUALS. THE SAME AIRTIME HAS REACHED 16% OF YOUNG WOMEN AGED 13-17, DESPITE THE TV COMMERCIAL BEING TARGETED AT ADULTS.

Source: Starcom Campaign Report October 2022 (unpublished).

IT'S MY MOVE MICROSITE

A microsite was created for parents and caregivers to share campaign messaging and acknowledge the key role they play in creating change. The microsite serves as a great place to start learning about the campaign.



AS OF 30 NOVEMBER 2023, THE MICROSITE HAS HAD 80,532 VISITS AND THERE HAVE BEEN 168,067 PAGE VIEWS OF THE MICROSITE CONTENT.

Source: Sport NZ It's My Move Analytics Dashboard (unpublished).

EARNED MEDIA

The campaign sparked a national conversation through news and editorial content. Some of those included:

- ▶ Seven Sharp was given the exclusive on the story the night before launch. This included an interview with Sport NZ CEO Raelene Castle.
- ▶ 1 News at Midday included a bulletin segment on the campaign launch, featuring key statistics from the research and a syndication of Raelene's interview with Seven Sharp.
- ▶ The Kerre McIver Morning Show on Newstalk ZB interviewed Raelene on the importance of the campaign
- ▶ Prime-time morning TV interviews took place with ambassadors on Breakfast and The AM Show
- ▶ Stephen McIver interviewed Raelene Castle on SENZ Radio on the campaign and what parents can do to help their young women to stay active.
- ▶ Editorial content included stories on Stuff, Lockerroom, NZ Herald and an interview piece with Arizona Leger in Billie, a new publication for young women.



DURING FEBRUARY TO APRIL 2022, ITS MY MOVE WAS FEATURED IN MORE THAN 30 PIECES OF EARNED MEDIA COVERAGE WITH AN ESTIMATED 10.7 MILLION OPPORTUNITIES TO SEE THE CONTENT.

Source: MSL Campaign Report April 2022 (unpublished).

STUFF CONTENT PARTNERSHIP

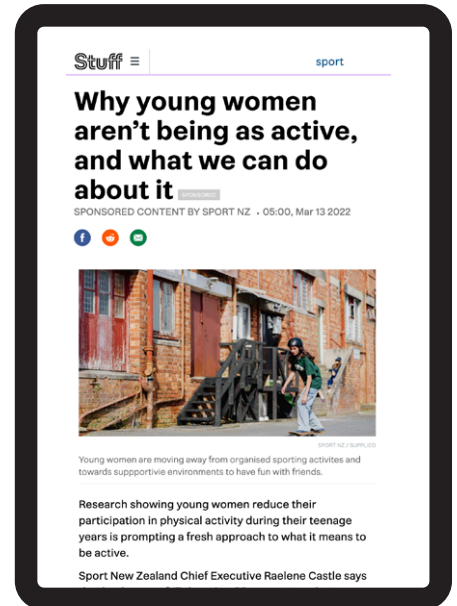
Earned media was supplemented by a series of six sponsored articles in partnership with Stuff. Two articles were also translated into print, including an impactful double page spread.

These articles overdelivered around the launch, far exceeding media benchmarks for page views, time on page and clicks.



"WHY YOUNG WOMEN AREN'T BEING AS ACTIVE, AND WHAT WE CAN DO ABOUT IT"
16,600 PAGE VIEWS (BENCHMARK IS 5,000) AND 71 CLICKS ON THE HYPERLINKS

Source: MSL Campaign Report April 2022 (unpublished).



INFLUENCERS AND AMBASSADORS

To bolster our storytelling among adults, we partnered with four parent ambassadors who had lived experience on the topic. They told their stories across a range of national and regional outlets as well as their own social media platforms.

This created a safe space for followers to discuss their own experiences in the comments section and increased campaign awareness.



Irene Van Dyk



April Ieremia



Wendy Petrie



Seba Al Chalabi

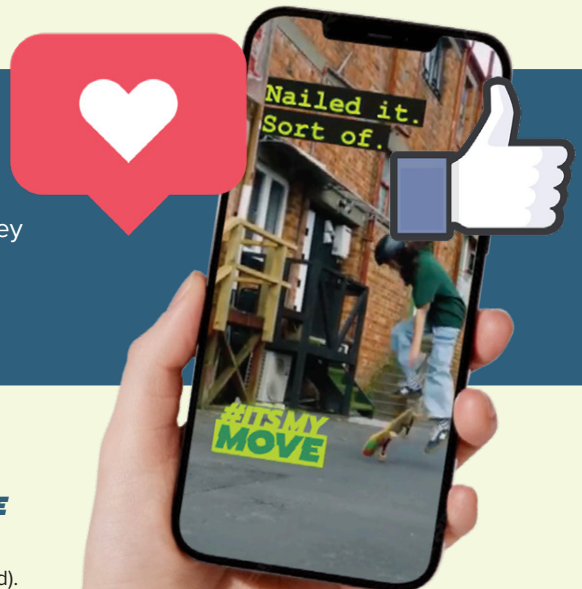
SOCIAL MEDIA

We used Facebook and LinkedIn to share the campaign's key messaging with adults, both on Sport NZ channels and in a series of paid placements targeted at relevant audiences.



PARENTS AGED 34-45 ENGAGED STRONGLY ON FACEBOOK FOLLOWING THE LAUNCH. AS OF 30 NOVEMBER 2023, POSTS ABOUT IT'S MY MOVE HAD ACHIEVED 575,165 TOTAL IMPRESSIONS.

Source: Sport New Zealand Facebook account analytics (unpublished).



MARKETING TO YOUNG WOMEN

CAMPAIGN AMBASSADORS

The campaign launch to young women was supported by four inspiring and influential New Zealand women who each brought It's My Move to life through a variety of lens'.

We used high-profile personalities to showcase the campaign to their large female audience bases. All social content included relatable and realistic ways to stay active and honest accounts of their individual journeys with physical activity.



Arizona Ledger



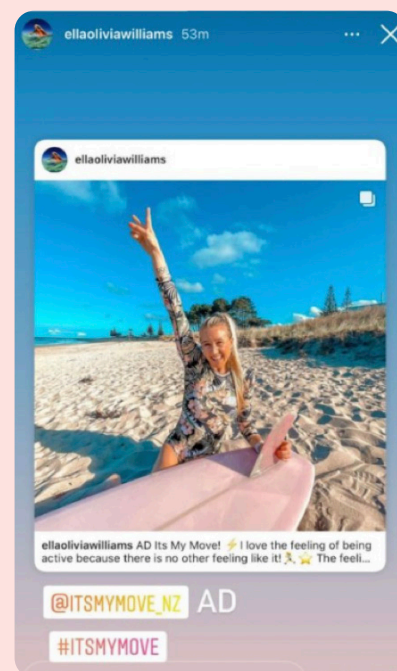
Ella Williams



Aya Al Chalabi



Jess Quinn



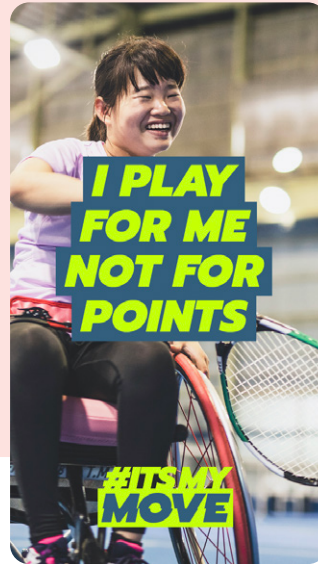
INFLUENCERS CREATED 33 PIECES OF PAID SOCIAL CONTENT WHICH AMASSED AN ESTIMATED 2.9 MILLION OPPORTUNITIES TO SEE THE CONTENT.

Source: MSL Campaign Report April 2022 (unpublished).

SOCIAL MEDIA

One objective was to build engaged communities of young women on Instagram and TikTok. This involved the use of paid static advertisements, dynamic video reels and live video content. By crafting compelling, vibrant content that resonated with the target audience, we sparked conversations and genuine engagement on these platforms.

The #itsmymove hashtag invited girls to share their own ways of moving.



AS OF 30 NOVEMBER 2023, THE CAMPAIGN HAS 3998 COMBINED FOLLOWERS ON INSTAGRAM AND TIKTOK. TIKTOK CONTENT HAS HAD 2.28 MILLION IMPRESSIONS TO DATE.

Source: It's My Move Instagram and TikTok account analytics (unpublished).

SOCIAL COMPETITIONS AND GIVEAWAYS

Social content and promotions helped to engage young women with the campaign messaging, including:

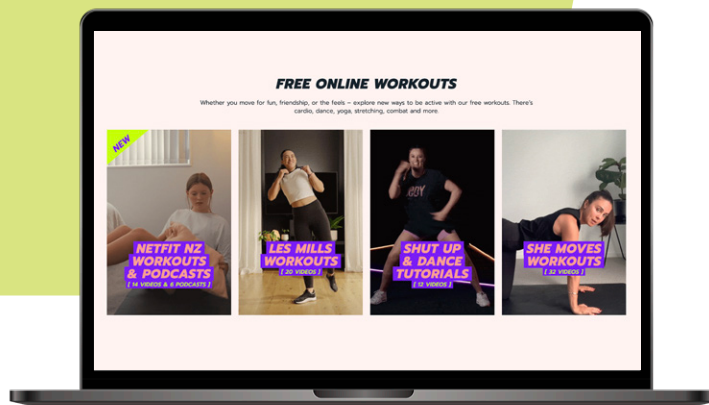
- ▶ "My Move Is" series profiling how It's My Move followers like to be active
- ▶ A series of giveaways encouraging entrants to tag a friend for rewards and prizes
- ▶ A weekly Instagram Live series tackling teen topics such as body confidence, breakups and motivation



IT'S MY MOVE CAMPAIGN MICROSITE

We provided dedicated resources on the It's My Move microsite to encourage, inspire and motivate young women to be active, including:

- ▶ Free on-demand workouts
- ▶ Guided walk podcasts
- ▶ Music playlists
- ▶ Motivational content
- ▶ Showcasing 'girls like me'



FREE, FUN AND ON-DEMAND

We also joined forces with reputable providers of physical activity to create a library of free on-demand content for the microsite and on YouTube, including:

- ▶ She Moves – live and on-demand workouts
- ▶ Shut Up & Dance – live and on-demand dance tutorials
- ▶ Les Mills – on-demand workouts including yoga, stretching and boxfit
- ▶ NETFIT NZ – short-form movement demonstrations and audio guided walks

The content was created by women, for women and allowed users to explore different physical activity formats in their own time and space.

Shut Up
& Dance™

LES MILLS

she
moves



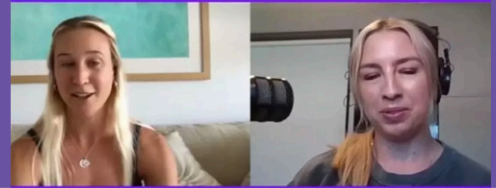
AS OF 30 NOVEMBER 2023, THERE HAVE BEEN 107,383 VIEWS OF ON-DEMAND WORKOUT ON OUR YOUTUBE CHANNEL AND 556 USERS HAVE SUBSCRIBED TO SEE MORE.

Source: It's My Move YouTube account analytics (unpublished).

IT'S MY MOVE PODCAST

We launched the It's My Move podcast series on Spotify. Bel Crawford hosted a five-part series sharing conversations with our ambassadors to inspire young women to feel confident and empowered.

#ITSMY
MOVE



LISTEN ON YOUR PODCAST APP



THE SERIES HAD APPROXIMATELY 200 DOWNLOADS IN THE TWO MONTHS AFTER IT LAUNCHED.

Source: MSL Campaign Report April 2022 (unpublished).

GIRLBOSS NZ COLLABORATION

In April 2023 we ran an It's My Move innovation challenge as part of a GirlBoss NZ online career accelerator programme. We shared the campaign narrative with over 600 young women aged 15-18 and asked them to reflect on their own physical activity experiences. Participants chose one of five tasks to complete, all related to addressing barriers in settings such as PE, school sport and recreational facilities.

The challenge provided a unique opportunity for participants to showcase their creativity, problem-solving skills, and passion for promoting greater experiences for young women.

In turn, these valuable perspectives allow us to build on our learning and ensure the campaign's approach develops in a relevant and impactful way.



I'd be **more comfortable** in a female only space. It's hard doing awkward looking exercises in a female gym, let alone a mixed one.

Physical activity is fun when you can get involved with your friends, **celebrate our healthy bodies** and appreciate what they can do for us!

Run more 'learn to' classes for young women who are thinking about joining a sport. They can have a taste of how to play, the rules and tag along with friends without having to commit to the team right away.

I actually got to wear a **uniform designed and fitted for** females and it made me so much more comfortable and happier to play!

FOR PROVIDERS OF PHYSICAL ACTIVITY

HIGHLIGHTING THE HOW

We created a dedicated section of the It's My Move microsite for the sector highlighting campaign messaging and providing useful case studies and resources to show what quality experiences for young women looks like. The microsite featured a range of resources to help those working with young women navigate the complexities of this topic and support young women on their physical activity journey.

This included our **Top Ten Tips** – an easy guide for providers to consider when planning, developing and delivering opportunities for young women.



THESE RESOURCES SIT ON BOTH THE IT'S MY MOVE MICROSITE AND SPORT NZ WEBSITE. AS OF 30 NOVEMBER 2023, RELATED CONTENT ON THE SPORT NZ WEBSITE HAS HAD 17,691 PAGE VIEWS.

Source: Sport NZ It's My Move Analytics Dashboard (unpublished).

CASE STUDIES

We produced a series of video case studies to showcase how partners and providers are creating quality physical activity opportunities for young women. The purpose of the case studies was to:

- ▶ Showcase some of the organisations who are creating inclusive, empowering environments for young women
- ▶ Showcase the impact of sector initiatives and funding
- ▶ Champion the value of physical activity for young women



It's My Move helped to affirm the work we are doing with young women, especially working in a non-traditional approach. The creation of the campaign video has helped us tell our story to our families, community and funders.

Megan Longman

Journeys Charitable Trust Co-Founder



The It's My Move campaign was a great complementary piece to our mahi at Sport Tasman. The different messages driven by the campaign helped us with solidifying our communication around what movement and being active looks like for young girls. It supported our advocacy for a different approach to thinking about and designing offers with and for girls - more diverse, nimbler, and more accessible.

Leslie Azzis

Women and Girls Lead, Sport Tasman

▶ [Check out all the case studies here](#)



PROMOTIONAL TOOLKIT

A promotional toolkit enabled anyone working with young women to use and customise the campaign assets to promote their own activities or build on existing initiatives. This included:

- ▶ Promotional assets such as posters and social media tiles
- ▶ Editable templates
- ▶ Key messages
- ▶ Brand Guidelines to support the use of these assets



AS OF 31 AUGUST 2023, 169 PROVIDERS HAVE DOWNLOADED THE PROMOTIONAL TOOLKIT ACROSS 13 REGIONS, INCLUDING 27 SCHOOLS.

Source: Sport NZ It's My Move Analytics Dashboard (unpublished).

E-NEWSLETTERS

A longer-term engagement strategy was the establishment of a newsletter database to reach and inspire supporters of young women. This bi-monthly update contains the latest news, case studies and campaign content.



AS OF 30 NOVEMBER 2023, 557 PEOPLE HAD SUBSCRIBED TO THE NEWSLETTER, 72% OF THOSE ARE PROVIDERS ACROSS 10 REGIONS.

Source: Sport NZ It's My Move Analytics Dashboard (unpublished).

PROVIDER COLLABORATIONS

We supported others to leverage the campaign for their own initiatives and events. A few examples of initiatives inspired by the campaign include:

MY MOVE WEEK

Rangi Ruru Girls' High School ran a dedicated week to celebrate movement. Led by the student Sports Council, girls were encouraged to move their way with activities such as a full school Zumba class and Rangi Roller where students wheeled their way to, from and around school.



Everyone moves in some way, whether that's going for a walk, going to the gym or playing with your team. Our aim was not to focus on just the athletes at Rangi, but instead letting people embrace the way they move and allowing everyone to be involved because everyone moves in their own way.

Emily Jackson
Student Head of Sport



LOCALISED ACTIVITY

Sport NZ partners used the campaign assets in their own contexts to highlight and empower young women in their communities. A few examples include:

- ▶ Sport Whanganui spoke with local young women on the ways they like to be active in their region. The video series encouraged others to sign up to be a local It's My Move ambassador.
- ▶ Sport Gisborne Tairāwhiti and Sport Bay of Plenty also highlighted local young women and their moves in a series of social media posts.
- ▶ Sport Hawkes Bay aligned the campaign's key messages with their existing initiative, Females on the Move. Their assets were then cross promoted on the It's My Move social channels, supercharging our collective efforts.

SHE CLIMBS

Rock climbing gym Northern Rocks created a free climbing program thanks to the support of the Tū Manawa Active Aotearoa fund and Harbour Sport. 'She Climbs' is designed to empower high school aged young women and support them to experience climbing in a safe, supportive space. The programme uses campaign templates for their promotional material.

The It's My Move campaign played a pivotal role in the inception of the She Climbs program. We were actively searching for a means to address a segment of our community with lower participation rates. When I encountered the campaign, I immediately recognized it as the ideal platform to launch our new girls climbing initiative. Our goal was to engage high school-age girls in climbing and promote a more active lifestyle.

Sarah Hay

General Manager, Northern Rocks

GIRLS 'HAVE A GO' DAY

Southland Secondary Schools Sport hosted 120 girls from schools around the region for a fun day out. A 2022 Youth Week initiative, 'Girls Have a Go' Day was all about giving young women the opportunity to try a range of activities in a social, judgement-free environment. It's My Move supported the event with giveaways and gathered feedback from young women on what activities they want to try next.

▶ [Check out the video of the event here](#)



CAMPAIGN IMPACT

To measure campaign impact, we ran panel surveys through Verian (formerly Kantar Public), reaching approximately 300 households each month. Two panels were created – focussing on young women and parents/caregivers. We then merged the findings from these surveys with data from Active NZ, which had roughly 200 completions per month. This combined data allowed us to gain a deeper understanding of how well the campaign was recognised and how well it resonated with key audiences.

YOUNG WOMEN AGED 14-17

RECOGNITION

50% of young women aged 14-17 recognised the It's My Move campaign when prompted by the logo and/or other creative elements. This is high and compares positively to the Verian NZ Norms data for overall advertisement recognition.

RESONANCE

In addition, the campaign messaging is showing high resonance scores, indicating that the messaging is hitting the mark.

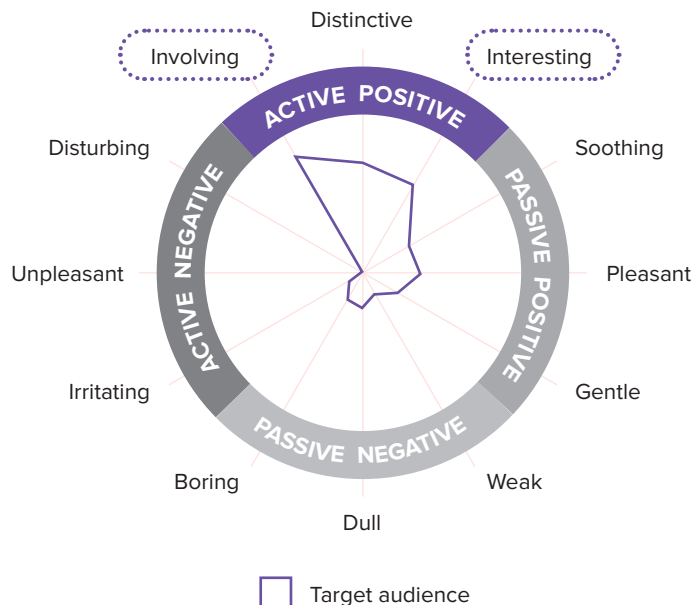


'The campaign is **for someone like me**'



'The points in the ad were **relevant to me**'

The sentiment of the TV commercial ranked positively with young women. This means it was more likely to grab attention, and therefore be memorable and communicate key messages.



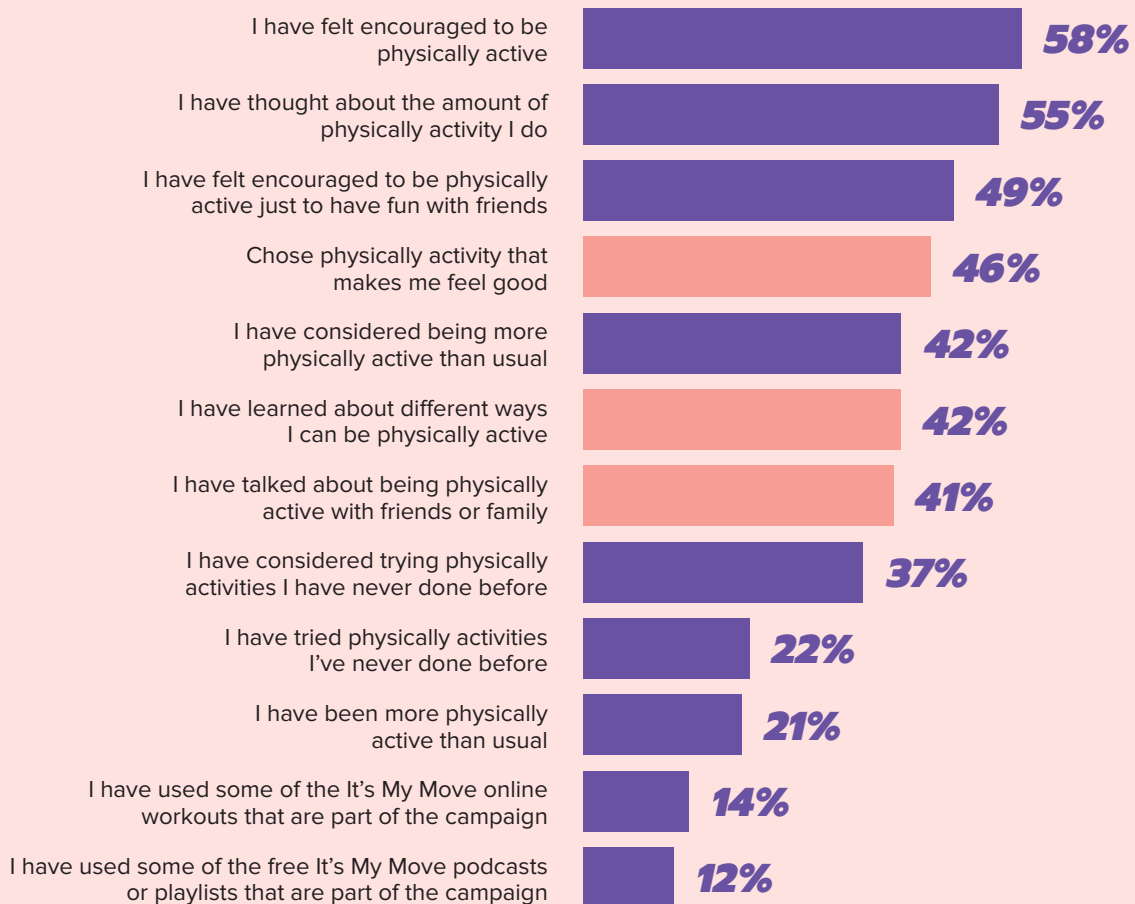


ACTIONS TAKEN

82%

To change behaviour, we must first change attitudes. Importantly, the campaign inspires attitudinal shifts for those who have seen it. 82% of young women aged 14-17 who are aware of It's My Move have taken at least one of the actions below as a direct result of seeing or hearing the campaign.

The target audience is most likely to have had a cognitive reaction in response to it, meaning they've felt 'encouraged' to be active, or 'thought' about the amount of activity they do. The results also show that positive action has been taken. 46% of those who have seen the campaign have also chosen physical activity which makes them feel good, 42% have learned about different ways to be active, and 41% have talked to family or friends about being active.



PARENTS AND CAREGIVERS OF YOUNG WOMEN

RECOGNITION

38% of parents/caregivers recognised the campaign when prompted by the logo and/or other creative elements. This is in line with NZ Norms and demonstrates the memorability of the creative given the bulk of the media activity happened earlier in the year.

RESONANCE

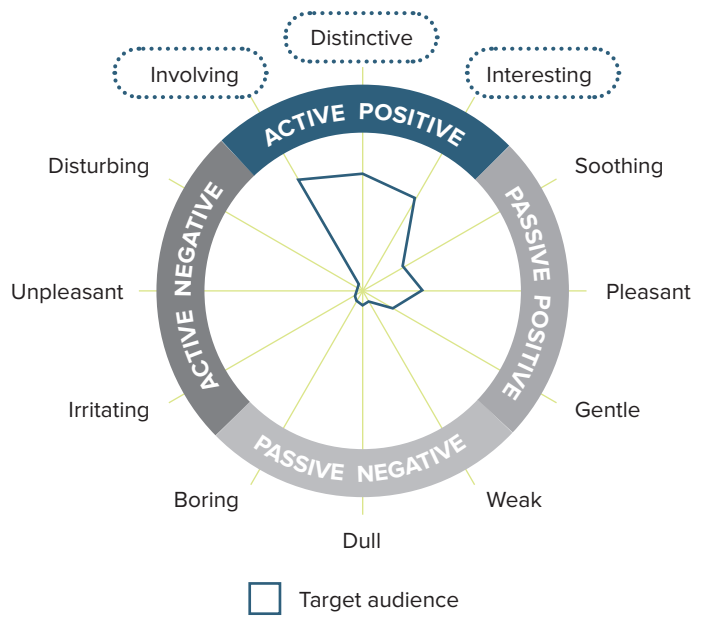
Like young women, the sentiment of the TV commercial ranked positively, being described as involving, distinctive, and interesting.

83%

of those that have seen or heard of the campaign took at least one of the correct messages from the TV commercial.

78%

of those said the main message is that young women should be encouraged to move their own way.

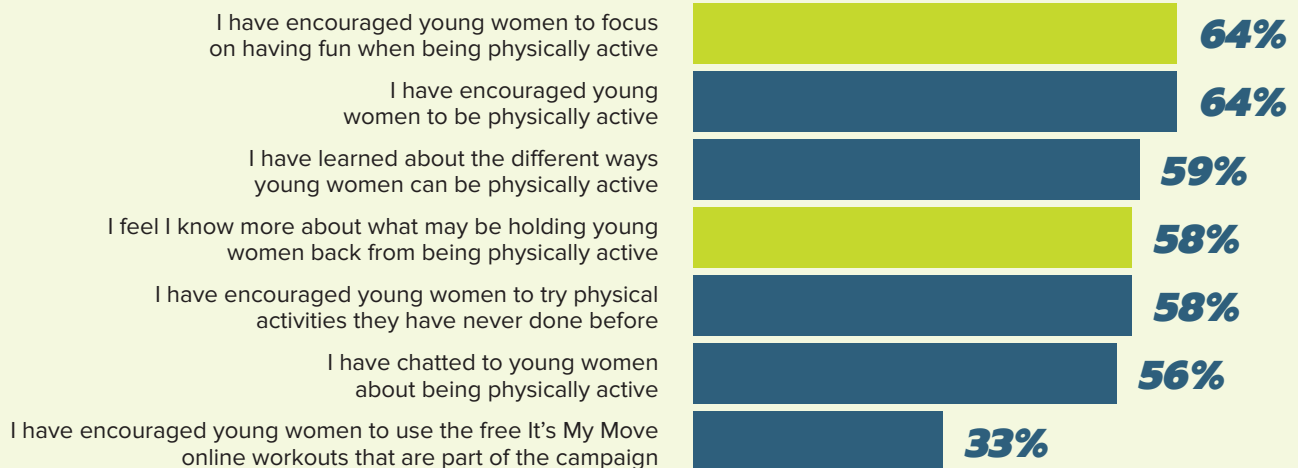


ACTIONS TAKEN

84%

The response from parents and caregivers is encouraging. A significant 84% of those surveyed, that had seen or heard of It's My Move, have taken one or more actions as a result.

64% of those surveyed who have seen the campaign have encouraged young women to focus on fun when being physically active, and 58% believe they now know more about what may be holding young women back from being physically active.



WHAT DO THESE RESULTS MEAN?

THE RIGHT MESSAGES ARE BEING RECEIVED FROM THE CAMPAIGN

The advertising messages have resonated with both young women and their parents. It is engaging target audiences in a positive way and exceeds advertising industry norms for its ability to cut through and hold attention.

CAMPAIGN RECOGNITION HAS REMAINED STEADY

Recognition levels of the campaign remained consistent over the campaign period, meaning we are starting to create a recognisable brand through the use of the It's My Move identity.

It's My Move has the potential to have even greater impact if we continue to grow its reach. Among young women aged 14-17 surveyed who had not seen the campaign, a high proportion say they would take one of the actions mentioned above as a result of seeing it.

WHAT'S NEXT?

Since launching It's My Move in 2022, New Zealand has hosted three women's world cups at a time when the global conversation about women's sport and female athletes is at an all-time high. There's an increased interest and more support for female participation in physical activity than ever before.

Building on this positive momentum at home and around the world, the campaign aims to inspire and motivate more young women to be active their way, while continuing to support the adults in their lives to enable and advocate for their physical activity choices.

With the insights we've gained throughout the first eighteen months of the campaign, we know more about what young women want and the barriers they face when it comes to being active.

It's My Move will continue to integrate with Sport NZ strategic initiatives such as: the Women and Girls Action Plan, Active Recreation Plan, Balance is Better, and Tū Manawa funding to create opportunities at the local and regional level.

In the next phase of the campaign, we will be looking to focus our efforts on reaching young women through social media channels and amplifying their voice, as well as expanding the narrative on what positive physical activity experiences for young women should look and feel like to support the sector and provider groups.

THE CAMPAIGN ENCOURAGES POSITIVE INTENTIONS TO BE MORE PHYSICALLY ACTIVE

The campaign inspires attitudinal shifts for those who recall it – even those that aren't in the direct target audience.

Females and males in other age groups (12-17 years) were also surveyed to add greater context and analysis to our findings. 74% of all rangatahi surveyed took one of the listed actions as a result of seeing or hearing campaign messaging.

This means It's My Move has wide appeal, and the messaging is relevant to a broad teenage audience.

BEHAVIOUR CHANGE TAKES TIME

Active NZ measures such as 'I have been more physically active than usual' remain largely in line with 2021 data. It's My Move is shifting attitudes, but collective system efforts must continue to turn intentions into action for young women, their parents and caregivers, and providers of physical activity. This will help to positively impact the campaign's intended intermediate outcomes.



**#ITSMY
MOVE**



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