



**Badminton
Pan America**

MARKETING & COMMUNICATIONS REPORT January to December 2022

During 2022, BPAC MARCOMMS Area, supported different projects of Events and Development Areas, developed the respective coverage of the Continental Championships 2022, including live streaming, and BPAC own content for dissemination through our digital channels.

LIVE STREAMING – BPAC CONTINENTAL CHAMPIONSHIPS

2022 Continental Championships followed the BPAC Streaming standard which includes:

- Preserve an adequate arrangement of the cameras with the exhibition of the collaborating brands.
- The transmission of 2 courts using BPAC YouTube channel
- Promotional spots between each game
- Scoreboard for each court
- Umpire audio

Thanks to the own BPAC equipment, it has been possible to always guarantee the quality of the transmission, facing situations of low power, heavy rain, and internet failure.

PAN AM M&F CUP	YONEX PAN AM INDIVIDUAL CC	PAN AM JUNIOR CC
February 2022	April 2022	July 2022
Total Views: 59707	Total Views: 131005	Total Views: 106244
Most Viewed Video: <i>FINALS – 8317 views</i>	Most Viewed Videos: <i>FINALS – 24484 views</i>	Most Viewed Videos: <i>COURT 4 D2 – 7878 views</i> <i>TEAM FINALS – 7172 views</i>
<p>% per Country</p> <p>Legend: BRA, CAN, USA, MEX, GUA, IND, and Others.</p>	<p>% per Country</p> <p>Legend: INA, MAS, CAN, USA, ESA, GUA, BRA, MEX, VIE, THA, IND, PER, TAI, COL, JPN, SGP, ARG, and Others.</p>	<p>% per Country</p> <p>Legend: USA, CAN, BRA, DOM, MEX, PER, GUA, INA, IND, and Others.</p>



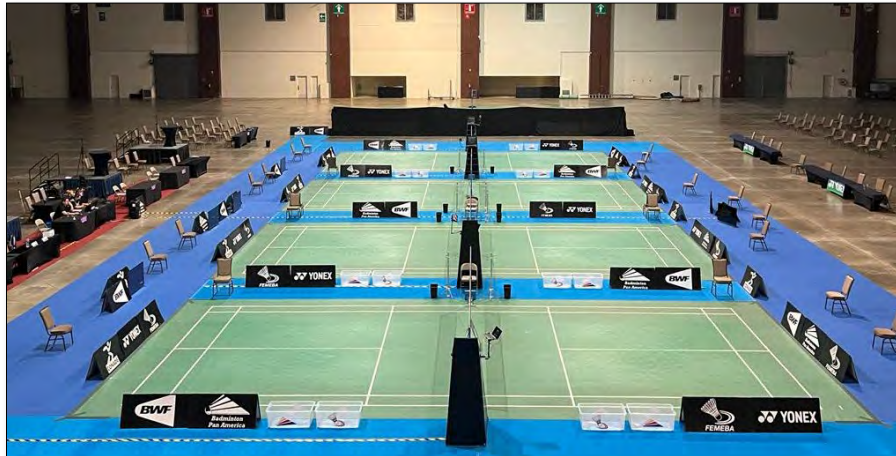
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PAN AM M&F CUP 2022:

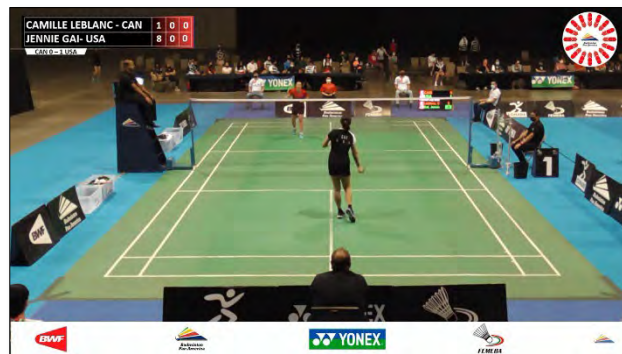
BPAC carried out the respective coverage of the event, complying with the live streaming, the photo and video registration and guaranteeing the presence of the BPAC branding.



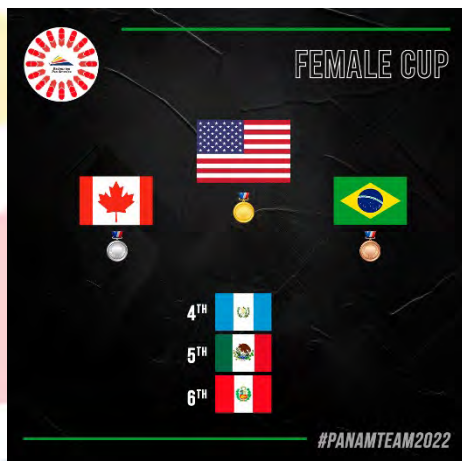
**BADMINTON PAN AM
MALE & FEMALE CUP
ACAPULCO 2022**



- o **Live Streaming:** 3 courts were streamed during the competition, using YouTube Channel. The Championship reached **59K Views** and the audience was from Brazil, Canada, United States, Mexico, Indonesia, Peru and Guatemala mostly. The Final was the most video viewed reaching 8317 views during February and 10332 views until today.



- o **Social Networks:** Schedule and Results were shared in Social Networks each day, creating artworks that mixed information and pictures for followers.





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- **Photography / Video:** Registration in photo and video allows us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation.
- **Designs:** logo, medals, artworks for social networks and streaming start in the MARCOMMS area and after the respective approvals for the Events Director and the COO, are implemented according to the different needs.

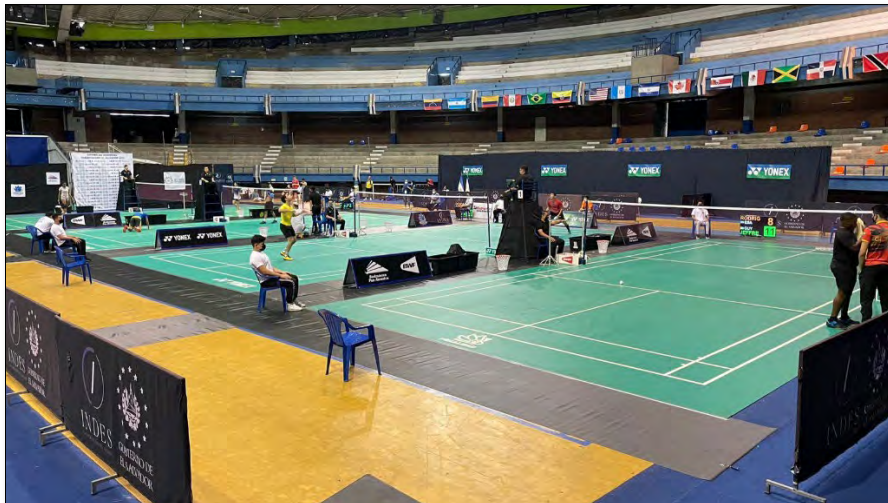


📌 YONEX PAN AM INDIVIDUAL CHAMPIONSHIPS 2022:

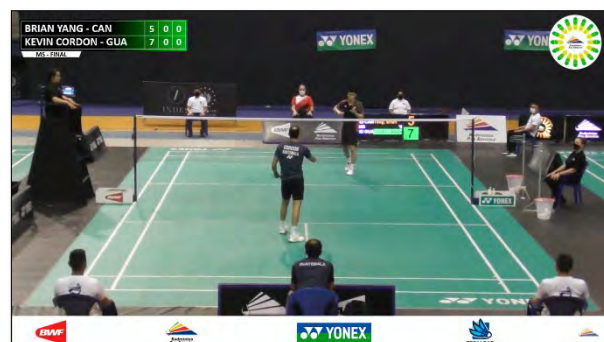
BPAC carried out the respective coverage of the event, complying with the live streaming, the photo and video registration and guaranteeing the presence of the BPAC branding.



**XXV YONEX
PAN AM INDIVIDUAL
CHAMPIONSHIPS
SAN SALVADOR 2022**



- **Live Streaming:** 2 courts were streamed during the competition, using YouTube Channel. The Championship reached **131K Views** and the audience was from Indonesia, Malaysia, Canada and United States mostly. The most viewed video was the Finals with 24489 views during April and 29638 views until today.



- **Photography / Video:** Registration in photo and video allows us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation.



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- **Designs:** logo, medals, artworks for social networks and streaming start in the MARCOMMS area and after the respective approvals for the Events Director and the COO, are implemented according to the different needs.



📌 PAN AM JUNIOR CHAMPIONSHIPS 2022:

BPAC Marketing and Communications area carried out the respective coverage of both events: Team Event and Individual, complying with the live streaming, the photo and video registration and guaranteeing the presence of the BPAC brand.

- **Live Streaming:** 3 courts were streamed during the competition, using YouTube Channel. This event reached **106K views** and the audience was from United States, Canada, Brazil, Dominican Republic, Mexico and Peru mostly. The most viewed videos were the Court 4 – Day 2 with 7878 views during July and the Team Event Final with 7172 views during the month.



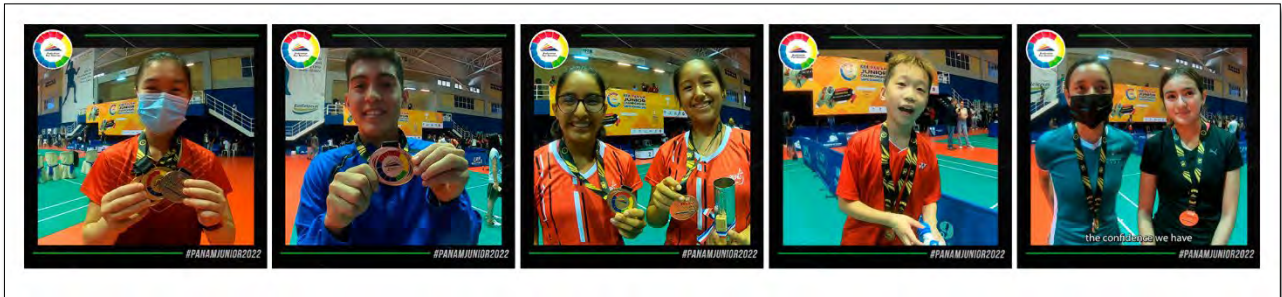
- **Photography / Video:** Registration in photo and video allows us to share a photo album and a video summary of the event, providing audiovisual material to the athletes about their participation.
- **Designs:** logo, medals, artworks for social networks and streaming start in the MARCOMMS area and after the respective approvals for the Events Director and the COO, are implemented according to the different needs.





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- **Interviews:** BPAC conducted some interviews around the event, which included some medalist of the event.



BPAC STREAMING TRAINING

Following the Events Area plan to provide Streaming equipment and training to MAs, BPAC MARCOMMS Area was in charge to deliver the training (according the BPAC Streaming standard) to:

- **Mexico:** During the Mexico International Challenge 2022 in April, 2 staff persons of the Mexico Badminton Federation (FEMEBA) were trained successfully and operated the Streaming during this event. After this training, FEMEBA reached the following numbers according to the events they streamed following the BPAC Streaming Standard:

Mexico International Challenge	28K views
Mexico Future Series	8700 views



- **El Salvador:** During the YONEX Pan Am Individual Championships 2022 in April, 2 persons were trained successfully and operated the Streaming during this event. El Salvador Badminton Federation (FESALBAD) streamed the El Salvador International 2022 during December reaching 4200 views.



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- **Dominican Republic:** During the Santo Domingo Open 2022 in June, 2 persons were trained successfully and operated the Streaming during this event and the Pan Am Junior 2022 following the BPAC Streaming Standard. During the Santo Domingo Open they reached 5800 views.



- **Brazil:** During the Brazil International Series 2022, 3 staff persons of the Brazilian Badminton Confederation (CBBd) were trained successfully and operated the Streaming during this event reaching 7K views. After the training, CBBd streamed national events following the BPAC Streaming Standard.



- **Peru:** During the Peru International Series 2022 in October, 1 person was trained to operate the streaming this event.



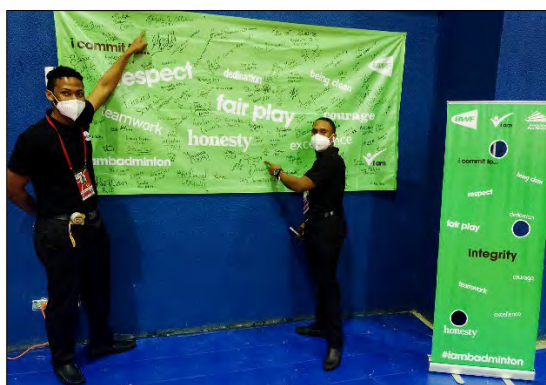
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📌 BWF INTEGRITY CAMPAIGN

During BPAC Continental events, activations activities related to BWF 'i am badminton' Integrity Campaign were held, inspiring players to believe and say, 'I am clean, I am honest, I am badminton'.

Artworks were produced through the area, with approval of BWF, including some bottom pines and banners.

Players, coaches, managers, parents, etc. were involved in these activities, trying to accomplish the challenges, win some souvenirs and sign a big banner in each event.



📌 SOCIAL NETWORKS

Everything developed above is also shared through our social networks, but in addition, BPAC participates in international campaigns and creates its own content to continue being close to our followers, who not only know the activities that BPAC carries out, but also admires our players and follows each one of their steps.

○ PAN AM WOMEN MONTH

Every March, BPAC highlights recognition towards women of our sport due the International Women's Day celebrated on March 8th. Interviews were part of our strategy this year, including these in our website and sharing in our social media with different artworks.





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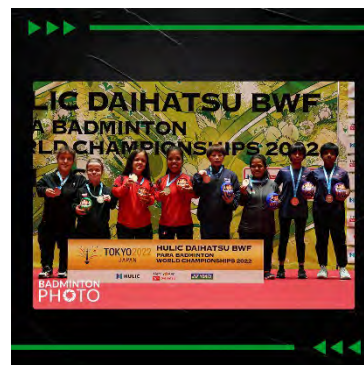
○ WHITE CARD CAMPAIGN

On April 6, BPAC participated of the campaign developed by Peace & Sport regarding the INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE, with collaboration of badminton and Para badminton players from around the region.



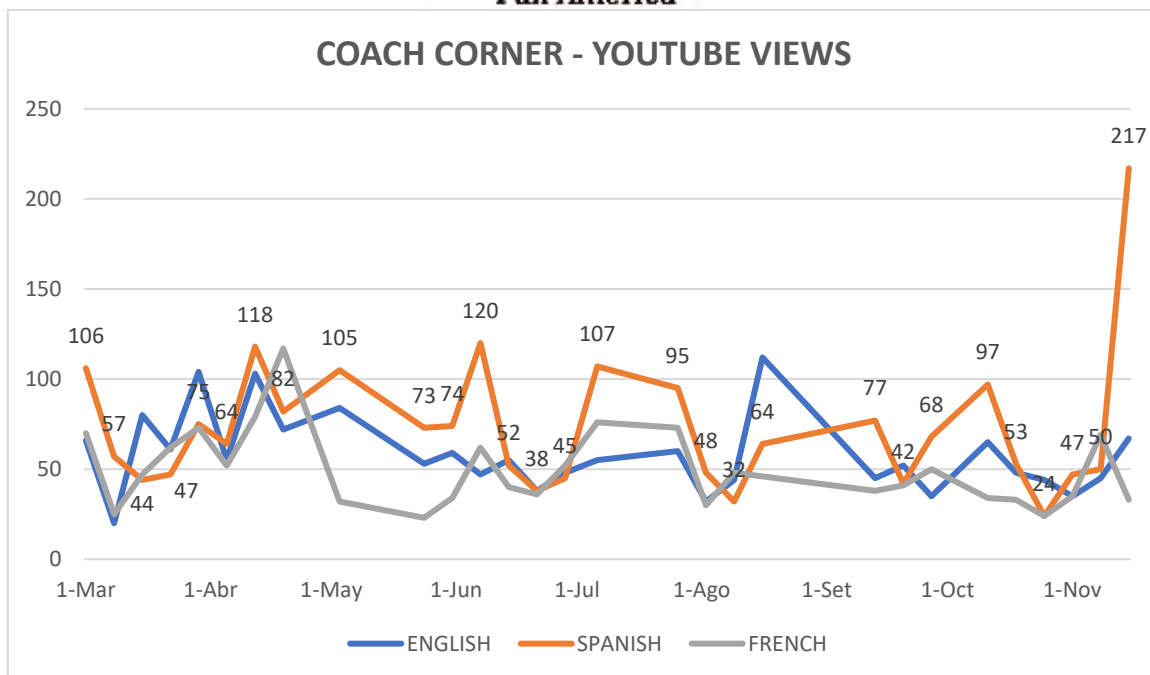
○ BPAC OWN CONTENT

- **THROW BACK TO (TBT):** Strategy to remember some events sharing past BPAC events videos.
- **PAN AM CIRCUIT:** Shared by Social Networks, for all Pan Am Circuit events, with winners.
- **PLAYERS AROUND THE WORLD:** Special artworks shared by Instagram.
- **BPAC RANKING:** Shared by Social Networks, all modalities, including Para badminton.
- **INTERVIEWS:** To players, Managers, etc. Shared in Social Networks in video or image formats.
- **BPAC Coach Corner:** Promotion shared by email and social media; videos recorded shared by YouTube reaching the following numbers since publication date until now.



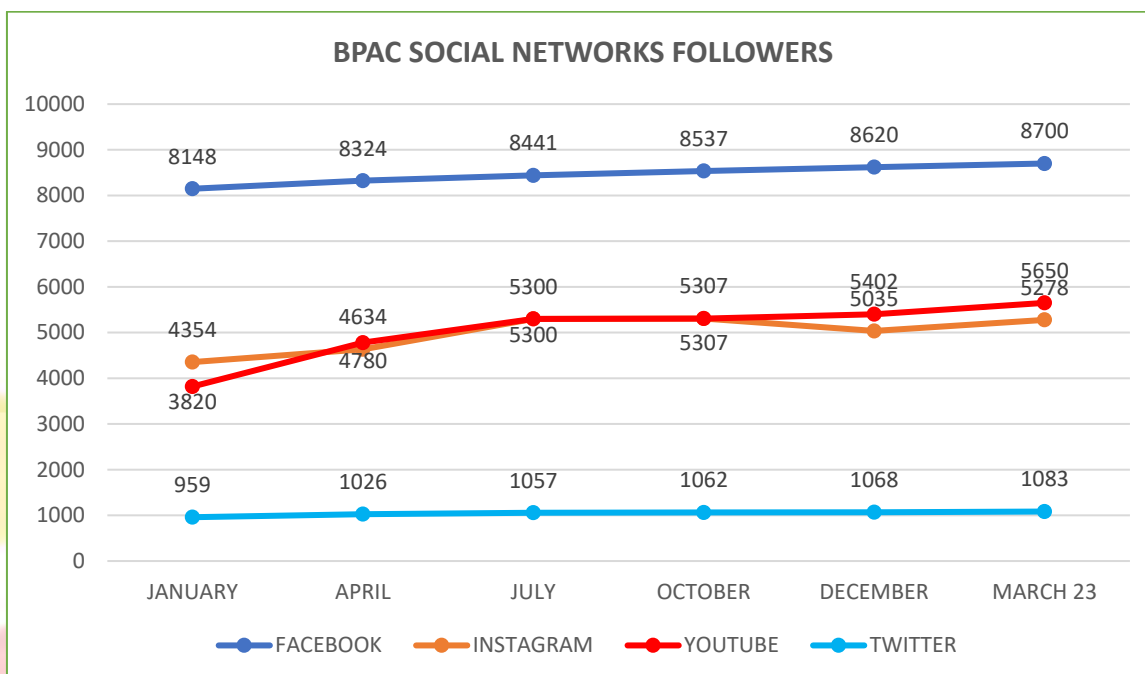


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○ FOLLOWERS INCREASE

The creation of all this content has allowed BPAC to have more followers on each social network during the last year.





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📄 **WEBSITE** – www.badmintonpanam.org

BPAC website continued to provide information to all our visitors about the different activities involving Pan American and World Badminton.

Interviews, Continental Championships reports, Tournaments Calendar, BWF Notices, Development Activities, BPAC Notices, Regulations, MA's news and more, are some of the content that you can find in our Pan Am Website.

📄 **BPAC MAGAZINE:**

○ **PAN AM SHUTTLE**

BPAC produces digital magazines to continue promoting the activities that take place in the region and that more people know about our confederation.

Currently BPAC has 18 editions (<https://bit.ly/3UnBgme>) of this Magazine which has a friendly and interactive design that not only has text, but also pictures and links to enjoy the videos and more information of the BPAC activities.

