# how **BWF** took this year's League Table by storm

**Lloyd Green, Communications and Media Manager**

*What has been the key to your success?*

Our main strategy has always been to increase the level of interaction between fans and players. We had exciting things planned for 2020 to help us achieve this.

COVID-19 meant we were forced to revaluate processes and shift goalposts to continue to deliver on this strategy.

As a result, we leveraged the elements below to optimise our performance:

- rise of player User Generated Content in Badminton in 2020 – prior to 2020, this was not something that we had a large volume of – our players were quite reserved in producing their own content

- extensive use of Badminton archive to keep the sport relevant

- greater peer-to-peer interaction on social media among playing group; we were able to empower players to engage more with each other through certain campaigns

- increasing the social media literacy of the playing group via practical social media tutoring of players, who in turn shared their knowledge gains and upskilling with their peers

- involving our fans in the content creation process

*You produce a lot of content – how do you ensure that it is always of high quality?*

This has been one of the most difficult things for us to manage. We had a number of key upgrades to resources and personnel that were put on hold and heavily impacted by COVID-19. No longer were we getting the social media production house that we had planned for. So instead, we kept things simple.

We empowered others to create the content for us – players and influencers –and we became the gatekeepers. We also maximised our use of the archive and focused on using what we had available to us instead of creating anything new from scratch. These were resource-friendly solutions and gave fans the one thing they were demanding – to be able to watch Badminton again.

We also had our **#BWFTotalRecall** campaign in which we simply plug-and-played LIVE reruns of full matches from our vault. Prior to this, there had been very little exposure to videos of matches from the 80s, 90s and early 00s, so the fans loved seeing their heroes of the past.

This approach was also successful for our partners and our branded content solutions. For 'Guess Who Wins', we took archive material, added a point of interaction mid-video, thus adding a new dimension to an old piece and stimulating higher-than-average engagement on something that had already had one life-cycle.