

THIS IS CALISTHENICS



MARKETING REPORT

PURPOSE

Linking directly to our vision of more Australians knowing and loving calisthenics, the aim of this program was to reach a new audience through a medium that has not been available to us before, and potentially won't be again.

The program was also an opportunity to create new partnerships and reposition existing sponsors, to funnel new membership enquiries to clubs and create a bank of fresh new marketing content to use beyond the program's lifecycle.





AUDIENCE

Episode 1 aired on Channel 7TWO on 21/6 (first run) and 22/6 (encore), achieving a national average audience of 59,000. Episode 2 aired on 28/6 (first run) and 29/6 (encore), achieving a national average audience of 35,000.

As at 9/7, episode 1 had 8,300 streams on 7plus and a total average audience of 3,913. Episode 2 had 5,370 streams and a total average audience of 2,753.

100k

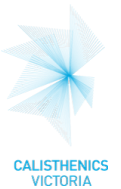
Combined national
average audience

Huge congratulations to you and everyone involved in presenting such a TV wonderful show. It was classy, it was fast paced and the girls' performances were superb. It was clearly the best public presentation of calisthenics ever and CaliVic should be so proud. Well done in pulling it off.

- Lynne Hayward
(CaliVic Life Member)



DIGITAL



The Facebook campaign between 22/5-3/7 had a total reach of over 600k (an increase of more than 1000%), with over 137k engagements and 248k video views. During this time, the page gained nearly 500 new followers.

The campaign on Instagram had a total reach of 82.4k, with over 16k engagements on CaliVic posts, plus additional reach and engagements thanks to promotion from reposts, individual promotion and stories. During this time, the account gained 400 new followers.

During the program's peak promotional period between 15/6-29/6, there were over 5,000 website users, an increase of 141%. The show's web banner has had over 10,000 views and the webpage has had over 3,000 views. On the day of the airing of the first episode 21/6, the website had 1.2k users, up 241% from the average day. Since the first episode on 21/6, there have been over 400 visits to the 'Find a Club' page.

Additionally, posts on LinkedIn reached 4,928 and had 72 engagements, TikTok posts had 5,658 views and 1,086 engagements, YouTube videos had 2,826 views and our member EDM had 3,233 opens and 997 click throughs.

608k

Total reach of Facebook
campaign

137k

Total engagements through
Facebook campaign

82k

Total reach of Instagram
campaign

16k

Total engagements through
Instagram campaign

241%

Increase in website traffic on the
day of the first episode airing

10k

Views of This is Calisthenics
website banner

PR

This is Calisthenics was featured in the Herald Sun, SEN1116, JoyFM, Geelong Advertiser and Ranges Trader Star Mail.

SPONSORSHIP

Three new partnerships were formed for this project: Thermoskin, Couture Costume Dancewear and Lizzy's Chocolates. Sponsorship from Mt Evelyn Community Bank (Major Sponsor), Nova Caravans (State Team) and Alphington Sports Medicine Clinic (State Team) was repositioned, giving these partners exposure through a new channel, and additional sponsorship was offered by previous partner Hatrick Communications.

RECRUITMENT

As well as the increased traffic to the Find a Club page on our website, we have received a number of phone call enquiries, which have been passed on to clubs. A number of clubs have also confirmed enquiries have been received.



COMMUNITY FEEDBACK



Would you please convey my congratulations to the members of the Calisthenics Victoria Board for their decision to present "This is Calisthenics" on television? I realise there were many other people who were involved with the filming and I congratulate and thank them for their commitment and hard work. Both episodes showcased Calisthenics and our beautiful girls and considering the time constraints which applied to the whole procedure it was a most professional presentation one which I am sure invigorated the Calisthenic community. Thank you Liam for your enthusiasm and leadership, particularly in such a challenging time when maintaining interest and motivation must be a very difficult task.

- Brenda Green (CaliVic Life Member)

I would just like to add my congratulations to all at CVI who were responsible to the show on 7TWO yesterday. It was great to see our sport finally get some exposure on mainstream media. The show did what we needed it to do - let people know about calisthenics. Let's hope it equates to more in our classes. We have had 2 calls this morning.

- Joyce Evtimov (Highett YC)

I loved how natural and raw the personalities were! I loved that we could all relate to one of you! So many girls...injured right now....will feel inspired. So many girls...who feel anxiety before performing but love the sport...will feel inspired. So many girls...who are had one dream lost....will feel inspired knowing it's not their last. So many girls....who know what it's like to make the tiny error that feels like a mountain....will feel inspired. The list could go on! Congrats to all involved. You spoke amazingly and looked amazing on stage! Be proud of it all! We all look forward to Part 2. Well done CVI.

- Gemma Kennedy (WA Coach)

I have received so much exciting feedback from my 'dance' customers. They couldn't believe how much the sport has evolved. It definitely educated the community how wonderfully talented each and every participant is. Congratulations on such a successful project.

- Melinda Moutsos (Adjudicator/Opening Night Supplies owner)



No matter what your thoughts are, this was exciting to watch and promotes calisthenics to the greater community. On TV!!!!!! When was the last time you saw something this good on live TV. When we watch elite tennis played at Aus open, all kids decide they want to play tennis, when gymnastics are on the Olympic Games all girls want to join. During COVID it would have been particularly hard to do teams and I love that it was aired the day before our classes resume. In 1 hr it was captivating and I know our club was excited just to see Cala on tv and watch girls they look up too from other clubs and cheer them all on. Such beauty, strength and grace and all spoken so beautifully. The make up was perfect and they all look natural and gorgeous. I loved it promoted the performers names and coaches names and wasn't all about clubs, because every club has a story. It was honestly unbiased and brilliant. K&K kept it real and certainly showed where our hearts all sit with inclusion for all and it was great to see boys in sport highlighted. Well done to all. I would recommend it to watch. My husband said to me, why aren't you on it. I replied it's not about me, or our club, it's about our sport!!! there are 100's of women just like me who have done the sport their whole life and have success as coaches. We are all brilliant in our own right. This is bigger than me. This is promotion of our sport to the world and that so exciting. Classes are back today -let's get back to what we love doing and see you all hopefully soon at comps.

-Kimberley Walkerden (Narre Warren Coach)

Our 8yo Anthony was absolutely fascinated by the high calibre of the performances. He loves calisthenics and performing with his team. I think he was supremely impressed with the tricks the young performers displayed! And thank you for showcasing Ashton. He is such an inspiration to boys in the sport, particularly our little boy!

- Lis Falzon (Kallara performer/parent)

What a TREAT to watch Calisthenics on tv on a Sunday afternoon. HOW AWESOME!! Congratulations and thank you to all involved. Highlights for me seeing how humble the amazing Angel is, Nat Bond's glorious scarf and the 16 year old with the grande battement attitude to split OH MY GOODNESS PLEASE DO THAT AGAIN AND AGAIN. Thank you. Super talented performers, choreographers and specialists.

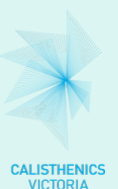
- Andrea Phillips (WA Coach)

Congratulations Calisthenics Victoria on getting calisthenics out there to the country. I'm so impressed at the way you've been able to showcase the variety in styles and put it together in an interesting way. I also love how you've injected other highlights that show how versatile it can be for all people. I know lots of people have made negative comments about there being no teams mentioned but with the restrictions with this epidemic and the ridiculous costs that I'm sure you have paid, you did an outstanding job. How lucky are we that we could all watch this at home on our tv. Feeling very proud of all involved. Can't wait for next week. ☐

- Rachel Holdway (ACT Coach)

What a fabulous display of calisthenics. It certainly did our wonderful sport proud and everyone involved in the production and especially our 15 immensely talented and professional calisthenics competitors and their equally talented coaches and choreographers you all did a superb job. It was an absolute joy to watch. To the wonderful fill in items and interviews, they all contributed to the fantastic diversity we enjoy in calisthenics. I particularly appreciated and enjoyed the interview and reminiscing of Brenda Green and Gwenda Lucas, both of whom I have known and worked with over the past 35 years. Also all the technician crew, post production and our very own Greg Reeves looking after all those props for the team finale item, you all did an amazing job. And finally to the Bunjil Theatre and the City of Casey in allowing the production to be presented in such a wonderful performance venue. Thank you one and all.

-Graham Paulin (Volunteer)





I'll admit I was sceptical, that elite soloists could be used to demonstrate what calisthenics is to people- and isn't that a question answered in a million different ways!?! Thrilled to be proven wrong, and with the logistical minefield of iso too, it's a testament to the creative minds and passionate, crazy talented performers really getting out of the realm of what calisthenics has always done and how we have done it- and man, am I here for that!

- Vanja Evtimov (Highett YC Vice President)

A couple of Portland Calisthenics girls asked why only 2 episodes why not 10. They have never seen comps and high divisions so they were amazed by these girls! Well done to all girls and coaches and thank you to all sponsors! We really appreciate seeing our amazing sport on display like that. It was just incredible!

- Liz Miles (Portland Coach)

I have to say I was so proud to see this in the mainstream media AT LAST. I'm an ole Cali girl, coach, Mum from way back from SA. To these beautiful talented young ladies a massive congratulations. Every little girl will look up to you and share your dreams of Cali successes. Mind you there are some dreams that don't come to fruition however Cali teaches you more than dance. It teaches life skills and resilience like no other. Congratulations again Calisthenics Victoria on a superb show.

-Kerry Cain (SA parent)

Who do we need to talk to for more episodes Calisthenics Victoria?? Loving it.

-Lizzy Bretag (K&K performer)

What an outstanding production. To create such a beautiful showcase in such a short space of time under COVID conditions shows how incredible Cali people can be. Congratulations to all involved.

-Katrina Berryman (Warrandyte Principal)

Watched it and thought it was great. Really good way of promoting Cals while we can't be doing our normal comps etc. I had told some friends that a no longer involved in cals and they really enjoyed it and thought it was very well presented.

- Cindy Lord (State Champs Committee)

Everyone involved did an amazing job at representing the sport we love. I've had comments from friends who have said that they now understand our commitment to Calisthenics after watching it.

-Leanne Hill

Watched today... wow how amazing are these girls!!!!
Must have been a difficult decision!!!

- Sheron Kennedy (dance)

Well done Calisthenics Victoria, some wonderful stories of lifelong friendships and dedication to our sport. Of the camaraderie and sense of community felt at all levels. The amazing grace and poise of legends 'Brenda and Gwenda'. Well done to Brooke and Bree for some fabulous choreography and for explaining our sport with such passion and eloquence. Add in some stunning performances and...this is Calisthenics!!

- Carol Conway (Kristar parent)



DIGITAL CONTENT

THIS IS CALISTHENICS | Sneak Peek ✨

THIS IS CALISTHENICS ✨ Airing Sunday 21st & 28th June at 1pm, Channel 7TWO. Brought to you by Thermoskin and Mt Evelyn and Districts Community Bank Branch.

#thisiscalisthenics #livetoperform Vicsport See less



261,039
People reached

33,890
Engagements

  834 366 comments 1.2K shares

THIS IS CALISTHENICS | Episode 2 ✨

The story continues this Sunday... watch the finalists perform their solos and the whole group come together for a team performance ✨

The second episode of This is Calisthenics airs Sunday 28th June at 1pm, Channel 7TWO. Brought to you by Thermoskin, Mt Evelyn and Districts Community Bank Branch and Couture Costume Dancewear, and thank you to Sponsorship Matters for your support.

This is Calisthenics is a reality TV show, filmed in May 2020 during COVID-19 restrictions.

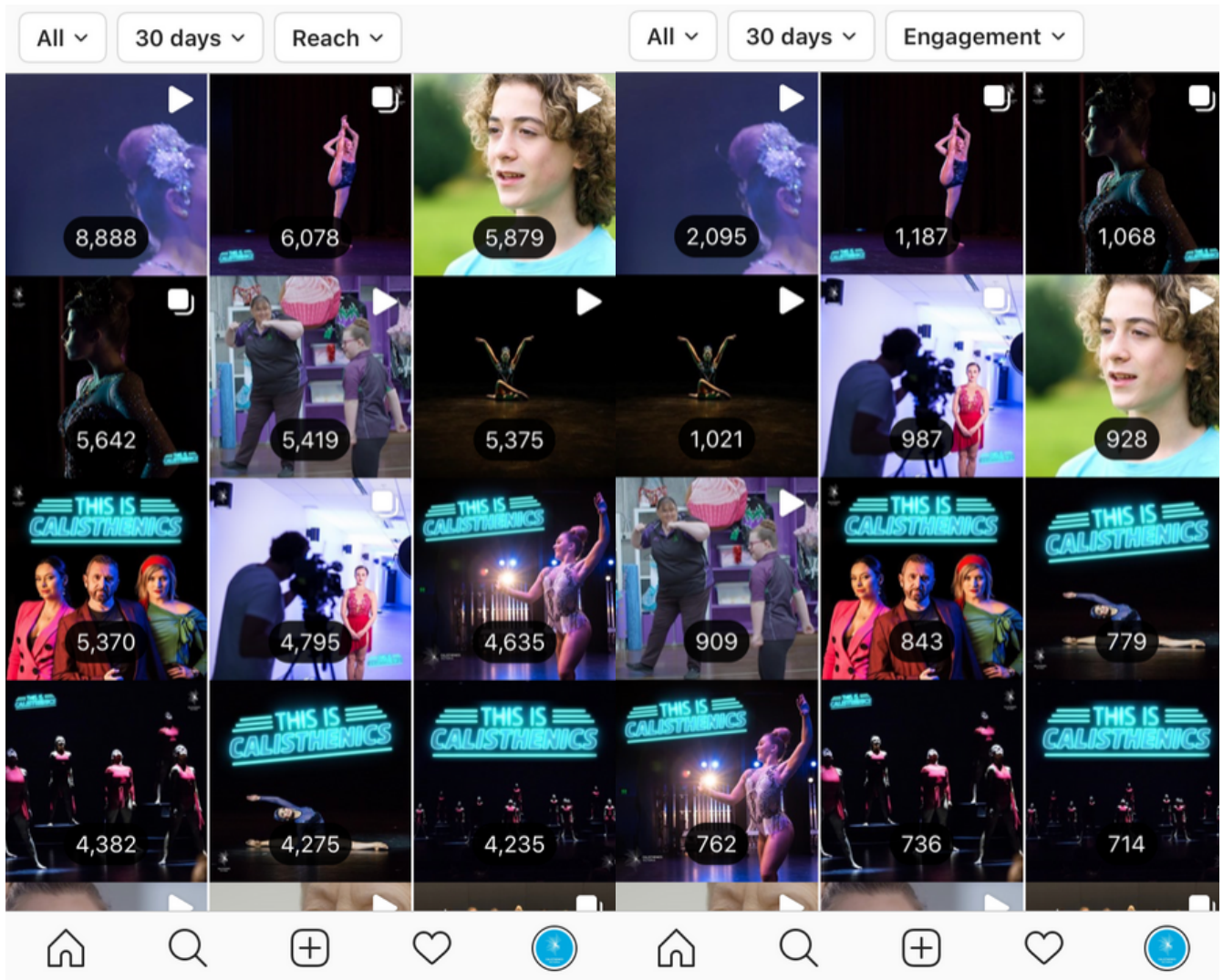
#thisiscalisthenics #livetoperform Vicsport Crocmedia See less



112,384
People reached

8,559
Engagements

  310 38 comments 206 shares



Calisthenics Victoria
Published by Danielle Rutten [?] · 19 June at 11:06 · 🌐

Two days to go! 🌟

A huge thank you to Thermoskin, Mt Evelyn and Districts Community Bank Branch, Couture Costume Dancewear, Lizzys Chocolates, Hatrick Communications, Nova Caravans and Alphington Sports Medicine Clinic for their support of this project. Photography by Hoffa Studios.

This is Calisthenics | Sunday 21st & 28th June 1pm | Channel 7TWO.

#thisiscalisthenics #livetoperform

Introducing the cast of THIS IS CALISTHENICS, brought to you by Thermoskin and Mt Evelyn and Districts Community Bank Branch.

This is Calisthenics airs on Channel 7TWO on Sunday 21st & 28th June at 1pm and gives Australians a glimpse into the sport that we all love so much.

Thank you to our partners Thermoskin, Mt Evelyn and Districts Community Bank Branch, Couture Costume Dancewear, Lizzys Chocolates, Hatrick Communications, Nova Caravans and Alphington Sports Medicine Clinic, and to Sponsorship Matters and Crocmedia for helping to bring this project to life.

#livetoperform #calicomunityconquers #thisiscalisthenics

37,990
People reached

20,607
Engagements

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👍❤️ 712

97 comments 246 shares

