

# Case Study: Volleyball England's Go Spike



The Sunday Telegraph

Volleyball England launched the Go Spike grassroots campaign in June 2011.

## Target:

- Drive participation for Go Spike events across the UK
- Raise the profile of volleyball in national, consumer and online media

Timing: Summer 2011

## Activity:

Promote sold in news, features, case studies and expert comment promoting the Go Spike messages.

We also coordinated a number of opportunities for key media to try the game.

## Results:

40 pieces of coverage to date including The Sunday Telegraph, The Sun, The Daily Mirror and the BBC

EAV: £275,000

Reach: 56,000,000+

ROI: 28:1



What does it take to be an Olympic volleyball player?



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As the world's leading athletes prepare to come to London to compete in their respective sports next year, BBC London has been taking a first hand look at what goes into "making it" in the different