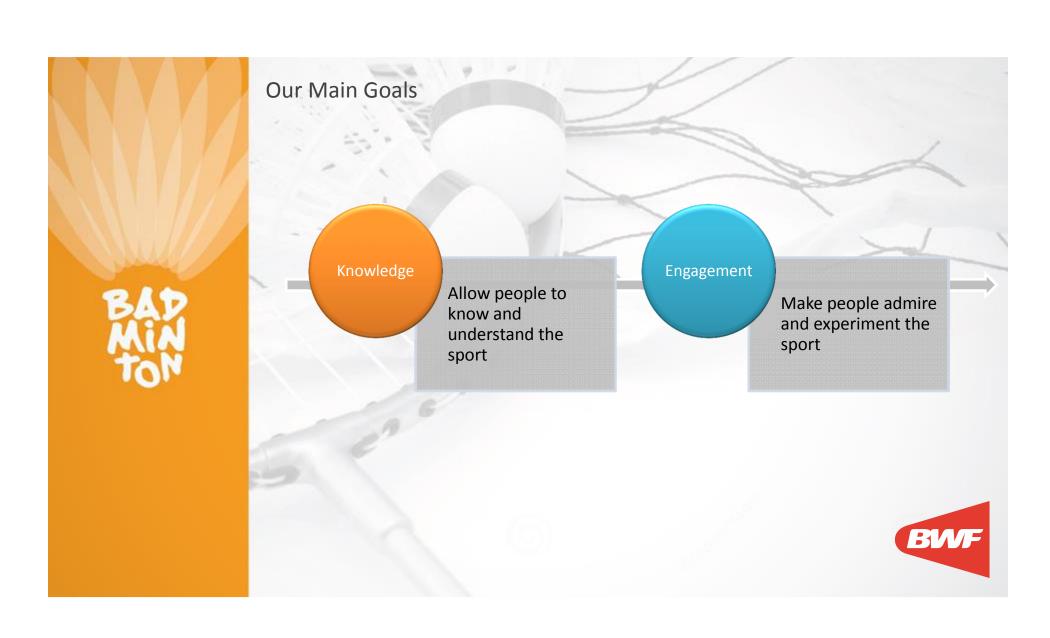
BADMINTON WORLD FEDERATION



Marketing Plan - Brazil IOC-IR Committee

Etienne Thobois - Chair







BWF

Our Concept *Tagline*

Considering that Badminton is an unknown sport in Brazil, we will adopt a tagline that tries to engage the public to learn and play the sport:

DISCOYER BADMINTON

By using "discover" as the verb of our call-to-action tagline, we want to show that Badminton is a sport full of benefits and values. It is not enough to know the sport, people must discover it and the process of unveil it will be a fun journey.



