



Action Project Reference: 35-05

Organisation: Rugby Academy Fiji

Action Project Proposal:

“Create a brand and marketing plan that better reflects Rugby Academy Fiji’s mission and vision, to help them achieve their goals for the future”

Who Are Rugby Academy Fiji?

Rugby Academy (Fiji) was set up to help develop rugby players in Fiji and try to create a pathway for our young players. Coached by some of our former professional players to help share their knowledge of the game both on and off the field.

Mission:

Open opportunities in Education, Rugby, and develop Life Skills of youths and young Rugby Players in Fiji and to achieve a champion mindset

Long Term Aims & Vision:

- Have Academies in The North, West and Central Parts of Fiji.
- In future, to expand into the Pacific.
- For the Academy to run efficiently both economically and ethically.
- To give hope and inspire Fijians- “Be an Inspiration”

Current Challenges:

- Creating a sustainable business model
- Securing sponsorships and funding
- Finding the right partners

Further Information:

- Create a brand and marketing plan that better reflects Rugby Academy Fiji's mission and vision, and helps them achieve their goals for the future.

Key Research & Discussion Areas:

You may wish to consider..

PLANNING AND DELIVERY

- What is the aim of their current marketing & social media strategy?
 - How can you adapt their current work in order to make it more effective?
- What are their goals and visions for the future? How can marketing support these?
- Who is their target audience?
 - How will you ensure that your campaign targets this audience?
- What social media platforms do they currently use?
- What other social media platforms could they use?
- Are there any successful branding examples from similar organisations that you could use in comparison?
- How could they make their social media campaign more sustainable?
 - Can you create templates for posts or a timeline to enable the momentum to continue after the end of your project?

CONTENT

- If Rugby Academy Fiji are appealing to different audiences, how can they meet the needs of all these audiences through their brand?
- What tone of voice, level of vocab and assumed knowledge will you use to develop your content?
- What visual content do they need? (e.g. images, video clips)
 - How will you create these?
- What are competitors doing to successfully portray their brand online? Can you use examples from this for inspiration in your analysis?

BARRIERS

- What are the main areas for improvement you can identify within the brand?
- What are the potential solutions to these problems?
 - It might be useful to identify these.
 - Can you provide resources to help tackle these challenges?

EVALUATION

- Has your project met the original objectives set out in this action project PDF?
- Are there any areas you feel it might be useful for Rugby Academy Fiji to research into further?
- How will you ensure that Rugby Academy Fiji can utilise and develop the resources you create for them?

Useful Links:

- Organisation Profile: <https://thinkpacific.com/action-project-rugby-academy-fiji/>
- Facebook Page: <https://www.facebook.com/rugbyacademyfiji/>
- Instagram Page: <https://www.instagram.com/rugbyacademyfiji/>

Further Questions

Are there any questions you would like to ask Rugby Academy Fiji to assist in completing this project?

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