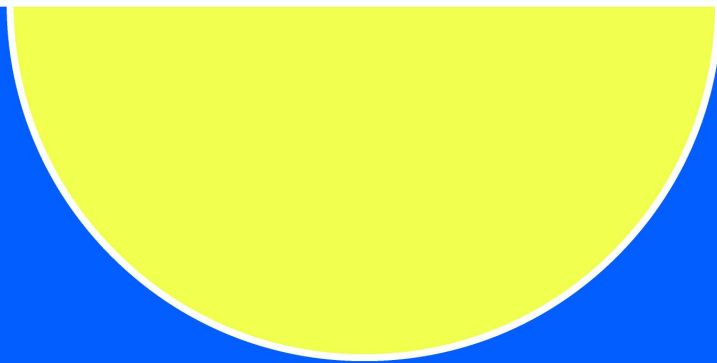




 **wada**

Generating awareness through campaigns

Play True Day



Background

- Since 2014, in April, WADA and the anti-doping community worldwide have celebrated 'Play True Day' — a day that is intended to raise awareness among athletes, the sporting public and others about the importance of protecting Clean Sport.
- The inspiration for Play True Day stems from a WADA-hosted Education Conference in 2013, which was attended by 17 South American countries. While the celebration started as a small South American initiative, Play True is now WADA's single most important digital and social media campaign.
- Every year, WADA invites athletes, National and Regional Anti-Doping Organizations, Sports Federations, Major Event Organizers and other anti-doping stakeholders from around the world to join the Agency's social media campaign.








Play True Day – 2024 Visibility

 **3,879**
social mentions

 **199 million**
impressions

 **259.2 K**
engagements

Social Posts by Platform

	Posts	Impressions	Engagements
	1,705	86,232,867	5,319
	1,323	21,884,394	145,010
	695	88,820,663	33,709
	80	1,410,659	74,340
	76	892,319	848

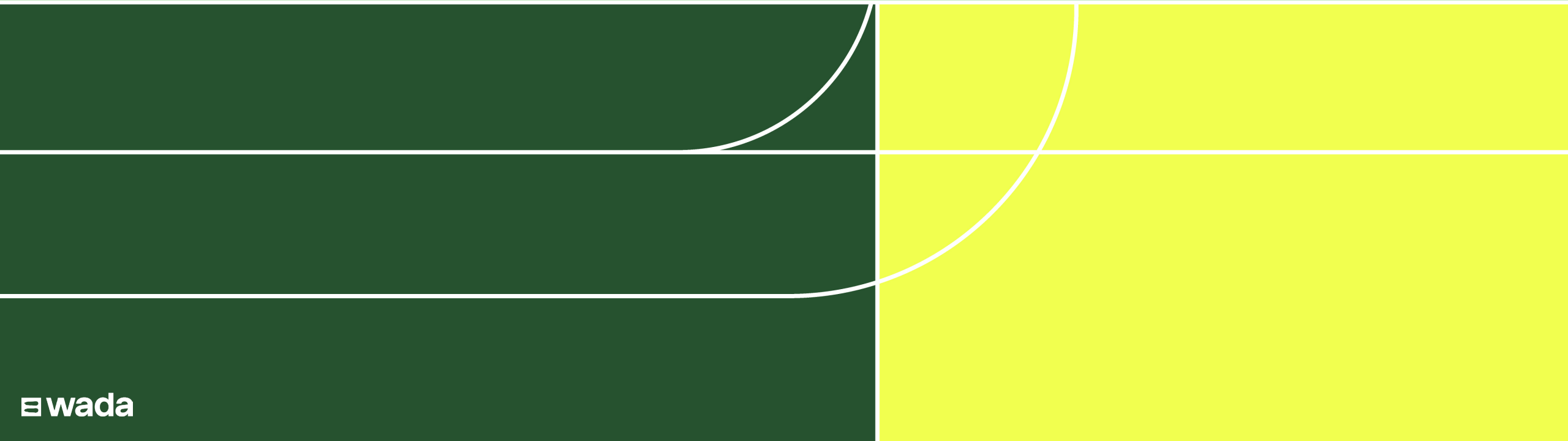


Objectives

1. **Celebrate Play True Day**
2. **Inform and raise awareness**
3. **Engage the anti-doping and sports community**



Natural is enough



Objective

Supported by a grant from the European Union, WADA's #NaturallsEnough campaign aimed to raise awareness of the growing use of anabolic steroids and their threat to health, by:

- Increasing awareness and engaging audiences in a conversation about the harms and risks associated with anabolic steroids; and
- Helping prevent uptake of anabolic steroid use among youth and young adults.



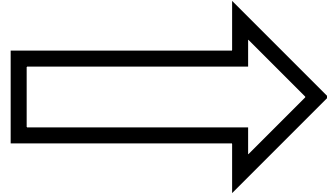
Target Audience



18-26-year-old male/female athletes or gym-goers across Europe

Challenge & Opportunity

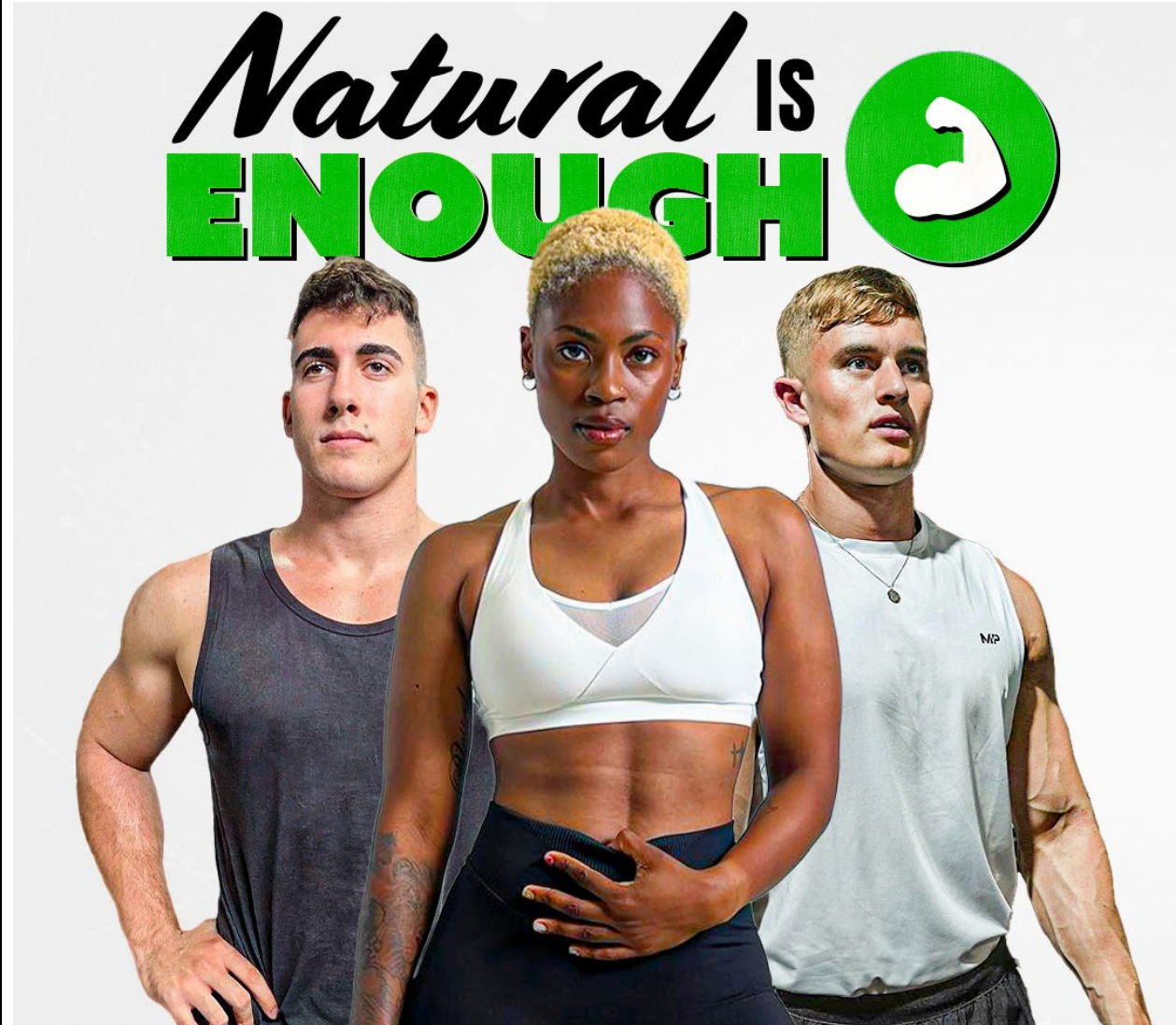
WADA lacked the reach and brand awareness required to engage with the target audience through its own channels effectively.



Reach youth and young adults with a campaign that raises awareness about the health issues of anabolic steroid use in a way that resonates with them and positively impact their behaviour.

The Solution

- An **influencer-lead** campaign set out to help WADA reach **youth and young adults** in a way that resonated with them to raise awareness about the risks of anabolic steroid use.
- We used **6 multi-lingual influencers** across TikTok and Instagram, alongside supporting content shared on WADA's digital channels, to successfully achieve this aim.



How were key messages communicated?

We used a combination of influencer-lead content and informative graphics shared on WADA channels to effectively engage and educate the audience.

Natural IS ENOUGH 
@collierhoda




We don't need steroids to be our best
Join the natural training movement




Natural IS ENOUGH 
@oyinda_fitness



I have always trained naturally
because I want to be true to myself

99% 
of steroid users
reported **side effects**

Source: Anabolic androgenic steroids: a survey of 500 users

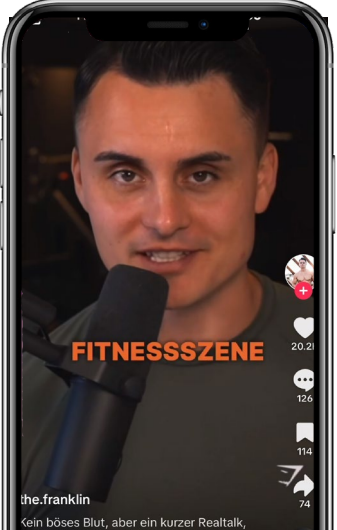
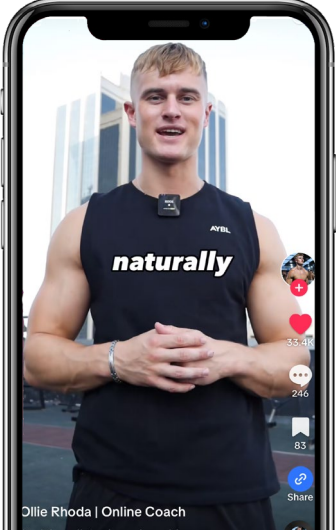
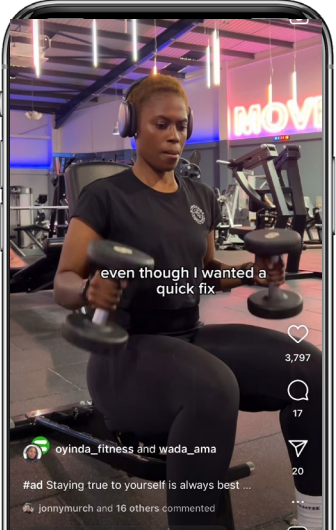
  

Natural IS ENOUGH 
@lucy_fit



The person you're comparing
yourself to might not have reached
that physique naturally

What was the impact of the influencers



Lucy Reeves

Oyinda

Ollie Rhoda

Julian Franklin

Lucy Davis

Carlos Alix



3.5m impressions
79.1k engagements



2.3m impressions
58.8k engagements



4.3m impressions
33.8k engagements



2.3m impressions
20.4k engagements

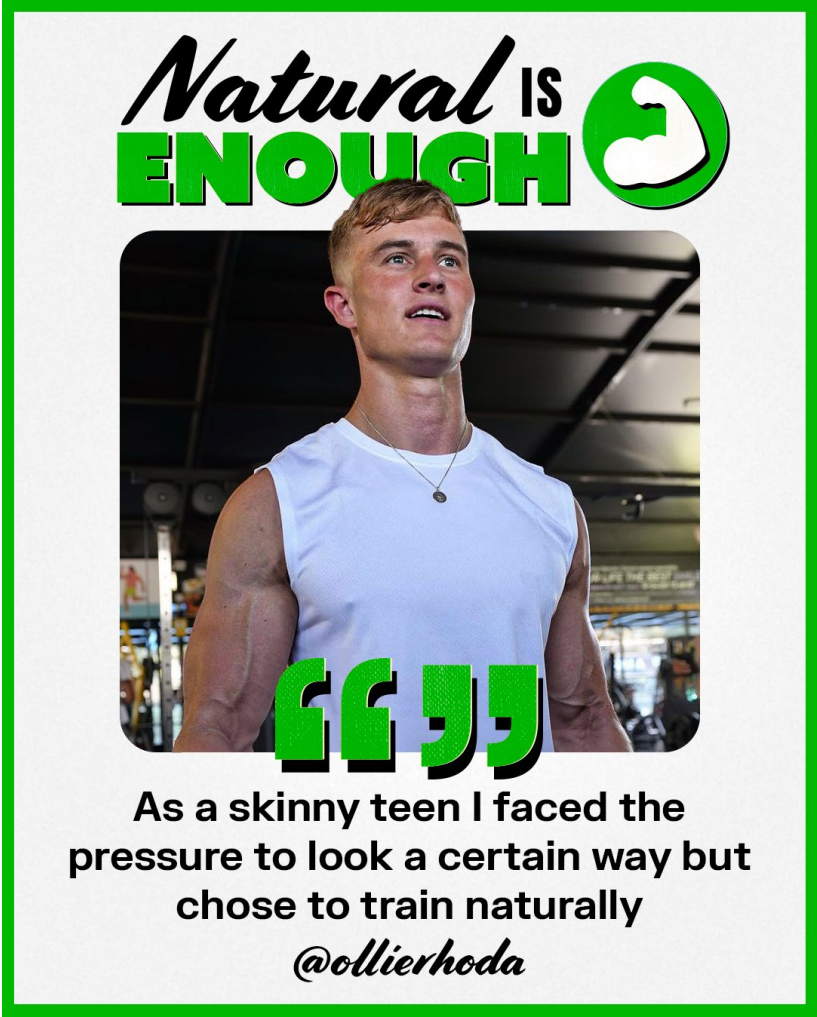


219.3k impressions
7.0k engagements



214.7k impressions
3.7k engagements

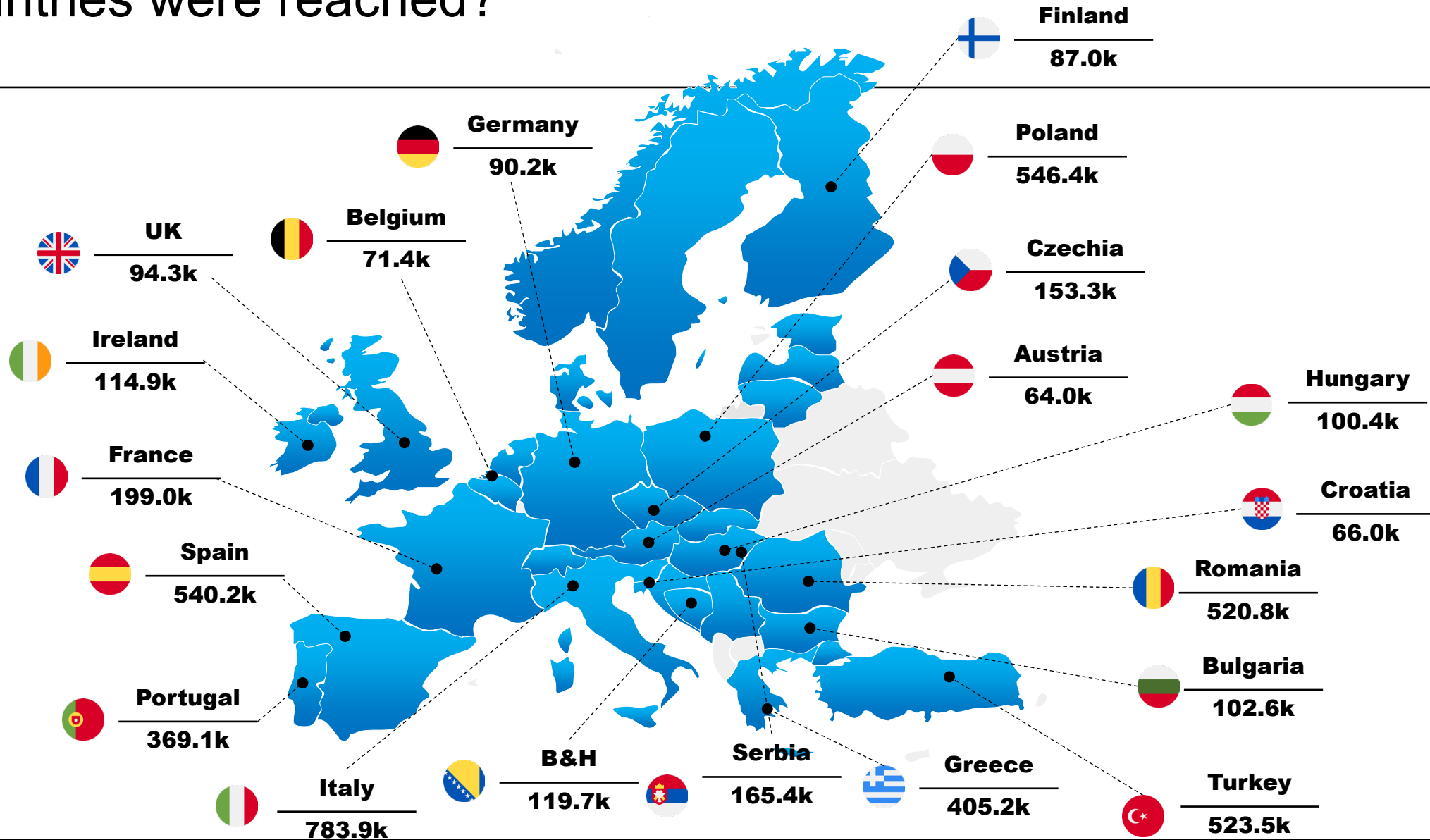
How did the campaign perform?



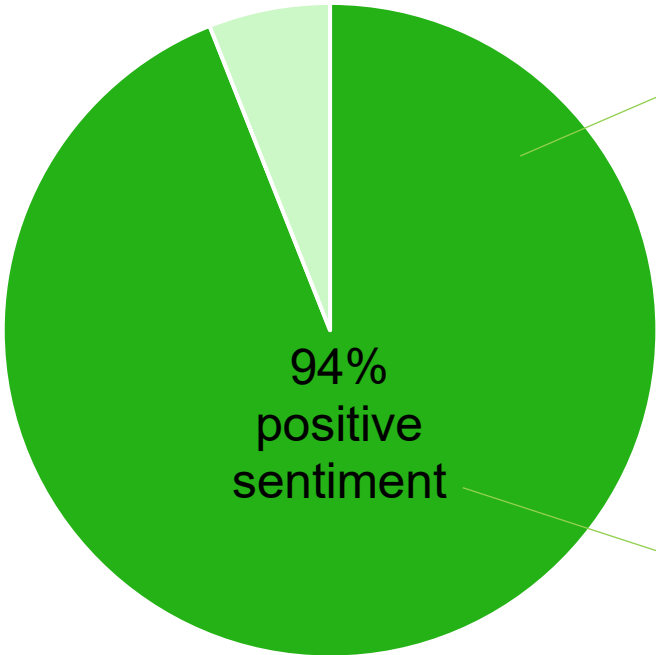
The campaign outperformed its targets as it drove 13.0m impressions and delivered over 200k engagements amongst a target audience of 18-26 year-old gym goers in over 13 European countries.

	Impressions	Engagements
results	13.0m	208.0k
KPI	12.75m	191.0k
% of KPI	102%	109%

Which countries were reached?



What was the response in the community?



nance.maxwell 7 w
I have been an athlete for 50 of my 55 years. I am also the mother of an elite athlete. SO SO SO important that i provided an example for my son of what it means to be a natural athlete. REPRESENT. (And a big yes to WADA) 🙌🙌🙌

nikolalegios 1 w
As soon as i stopped looking at other fake naturals started getting better at my lifts mental health reflects physical health

emmahobbins 8 w
I am such a fan of natural fitness, granted it takes longer. But there is no reason you cannot look fit and healthy by doing it naturally. It's just about lifestyles and consistency. Our bodies adapt to our lifestyles. 🍌

kevinchiak 7 w
Yes, natural is enough

alexbaker_fitness 7 w
It's so hard in todays culture because there's so many fake naturals, this is a brilliant post 🙌🙌🙌

hannahgbxx 7 w
Thank you for this!! Genuinely needed this and thank you for being real in a place where most people aren't. Really helps

jessybreann 7 w
I have felt the same way for years. I lost 60 lbs...then gained it all back. I feel the same way about not being confident and hating my body. I'll never resort to steroids though #naturalisenough

maireadfionuala 7 w
Love the message of this @so.fit.pt 🙌

sydneyrae_luehr 4 w
"Natural is enough" ❤️

meagan.bert 7 w
I needed to hear this today 🙌 thank you so much for ALL of this!