



New Zealand Bridge – new brand and beginner’s website

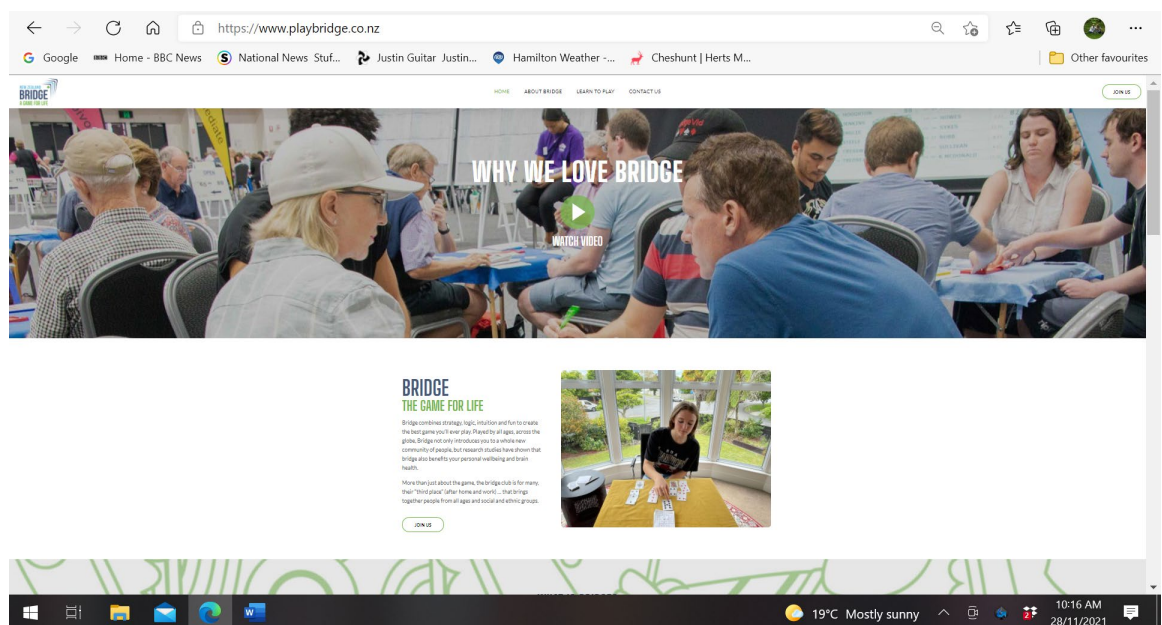
Exciting developments have been taking place in the first phase of our revamp ... the first phase in our journey to ‘make bridge cool again’. We hope you like it and get behind our drive to make the game inviting and encourage people of all ages to take the game up.

a) **New Brand and tagline**

A fresh new brand and tagline “a game for life” developed to provide a more contemporary logo for use in all our corporate and marketing material. You will see the brand rolled out across all our communications going forward.



b) **New learner’s website – www.playbridge.co.nz**



PO Box 5242, Terrace End, Palmerston North 4441 • Phone: 06 358 3449
Email: secretary@nzbridge.co.nz • Web: www.nzbridge.co.nz



Our current website is a wealth of resources and information ... but was targeted towards existing bridge players – We found new players and those curious about the game couldn't easily find information about learning the game or request information. So we have developed a 'landing page' that we will use in our future PR and communications – www.playbridge.co.nz - and will essentially be our brochure to the non-bridge playing fraternity and capture enquiries from those keen to know more about the game ... and eventually where we will provide an online teaching portal.

The current website www.nzbridge.co.nz will still be your go-to website for your tournament information, resources and masterpoint info!

Thanks to the Tauranga Bridge Club for their members input into the “why we love bridge” video which is on the front page – great insights and emotions about why we all love the game!

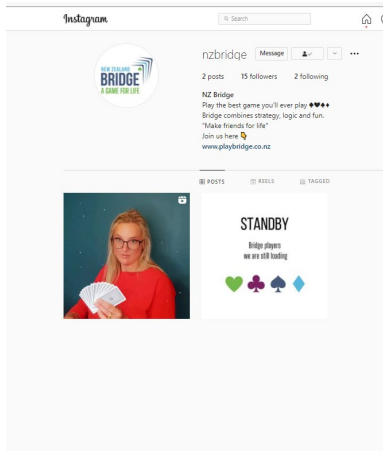
c) **New social media platforms**

We currently have a main Facebook page which has been used for all communication about bridge. The problem with that is that the number of posts get a bit overwhelming, and we aren't targeted on a particular group ... are we trying to talk to current bridge players or new bridge players? Therefore, over the next few days you will see a few changes. The current main Facebook page will remain constant but we will be setting up a new NZBridge Facebook community page ... it will be a 'closed' group where you need to apply to join, anybody can post and the community page will be where you will see the stuff like Richard's hand of the day, tournament victories, rating point information etc.

The existing Facebook page remains our public face and the target of this page will be for non-bridge players and for newsworthy stories/information that should be shared with a wider audience.

An Instagram account has also been set up... click [NZ Bridge \(@nzbridge\) • Instagram photos and videos](#) to join. This will have a slightly different tone appealing to non-playing bridge players ... it might even have a slightly more irreverent tone.





We encourage you to sign up for both mediums ... not only to keep track of what is happening in the bridge world, to share your own ideas and opinions and to also share with friends, and colleagues, posts about what is so great about our game of bridge.

Phase 2 of our Marketing and PR plan

The next stage of the marketing and PR launch will include better and targeted communications via tailored newsletter options and the rolling out of the PR plan.

The aim of the PR plan will be to start raising the profile of bridge in time for the roll out of lessons in the New Year.

This will hopefully bring more people to the door of bridge clubs around the country ... and then the onus will be on the clubs and those teaching to ensure there is a supportive and encouraging environment to enthuse and keep these players at the bridge table in the longer term.

