

Great effort goes into the development of new concepts for pitching the 30+ sports of The World Games 2005 to the world at large. The Duisburg organizers are determined to up the multi-sport event's profile further and to break previous attendance records. A nationwide campaign brings the kaleidoscope of colors, the 'fasciNATIONS worldgames' and a six-pack of sports to millions already. "Sport neu erleben," reads the caption on giant billboards: **EXPERIENCE SPORTS DIFFERENTLY!**

Birds Of The Same Feather

The World Games aspire to bring positive changes to the way their sports are perceived by the public. 32 sports are on the official program of 2005 Duisburg. Add to that another six on the invitational program and you end up with 38 sports vying to portray their essence through elite competition in 177 events. The World Games are the biggest multi-sport event in 2005, surpassing the Mediterranean Games, the World University Games, even the World Masters Games, when it comes to the number of sports featured. Their breadth – 2005 Duisburg: from aikido to water ski, in alphabetical order of the IWGA sports – is overwhelming, stands to create clutter almost on its own, and could be a major detriment to transmitting the depth of each sport. To apply a minimal structure to the principal content of 2005 Duisburg, the 177 events scheduled over the ten days, the organizers have chosen to split the 38 sports into thematic clusters:

ARTISTIC & DANCE SPORTS

Artistic Roller Skating, DanceSport, Rhythmic Gymnastics, Sports Acrobatics, Sports Aerobics, Trampoline, Tumbling

BALL SPORTS

American Football, Beach Handball, Canoe Polo, Fistball, Indoor Hockey, Korfball, Rugby, Squash

MARTIAL ARTS

Aikido, Ju-Jitsu, Karate, Sumo

PRECISION SPORTS

Billiards Sports, Boules Sports, Bowling, Casting, Field Archery

STRENGTH SPORTS

BodyBuilding, Powerlifting, Tug of War

TREND SPORTS

Air Sports, Climbing, Dragon Boat Racing, Flying Disc, Inline Hockey, Life Saving, Orienteering, Speed Skating, Indoor Trial, Underwater Sports

The concept evolved out of an idea to break the 30+ sports of The World Games down by themes that would be particularly attractive for broadcasters. The World Games sports' success on television is measured less by the sheer numbers of the audiences and more by their individual appeal to determined demographics; hence grouping the sports by their respective audience seemed quite appropriate. If climbing and speed skating get good ratings and high affinity indexes among 14 to 29-year-old targets, a solid case can be made to put the two together. If dance sport and rhythmic gymnastics appeal to predominantly female audiences, why not try to develop more synergies between them and market the two together? One cannot be too far off with the approach! Ultimately, the American sports network ESPN does the same for its television-driven and highly successful X-Games – even the Olympics, with their unparalleled ability to reach the broadest of audiences, bank on the strengths of synchronized swimming and ice figure skating to have women tune in.

The renowned von Mannstein agency took the raw concept to the next level. Under the guidance of Prof. Coordt von Mannstein – the communicator who was responsible for the look of the 1972 Munich Olympics and – since then, among many other things – for the electoral campaigns of Chancellors, a team came up with the overriding theme for 2005 Duisburg: 'fasciNATIONS worldgames'. Von Mannstein also developed the distinctive corporate design. Challenged with the task of making the sports' diversity more comprehensible for the general public, applying some structure and clustering them in six stunning graphics seemed rather consequential. It could be argued that some of the sports ended up in their respective category simply because no others existed. But clustering the 38 sports deliberately that way is just as logical for communicators who assess the outward projection of each and every one. Birds of the same feather flock together!

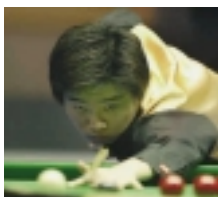


New Faces In Sports

Neither the clusters nor the graphic compilations will bring – on their own – remedy to the one problem that appears to be the common trait to all 38 sports. Stating that they share a deficiency which has kept many of them from making it to mainstream could be considered defeatism, it contains some truth nevertheless. They are underexposed; they are frequently misunderstood! If 2005 Duisburg is to allow for the world to “experience sports differently”, it is not merely a matter of arriving at a greater total by simple addition of the sports’ individual draw.

The other slogans used in the campaigning to raise awareness for the 30+ sports formerly categorized only by their common attribute ‘non-Olympic’ convey messages very similar to the encouragement to “experience sports differently”. Based on the qualifying information provided in this and the previous issues of FORUM, a solid case is made that the world’s best athletes in 38 sports enter 2005 Duisburg. World and continental champions, the top-ranked athletes, compete in 177 events, guaranteeing the sporting content to be of the highest caliber. The organizers and the International Federations go to great length in ensuring that the competitions are staged in ways that allow spectators watching for the first time to follow and enjoy them. The World Games 2005 Duisburg are perfectly able to deliver on what is pledged: “30+ sports at their best!”

Above all, the *biggest multi-sport event of 2005* is bound to present a few “new faces in sports”.



Ding Junhui, the Chinese snooker prodigy from Shanghai, stunned the world of his sport in 2002 with an unprecedented hat-trick. He won both the Asian junior and senior titles, and – at the age of 15 – captured the World Under-21 Championships in Latvia. He conceded just one frame in his seven group matches, then stormed through to the final and won the title. That same year, snooker’s answer to golf’s Tiger Woods won a gold medal in the Asian Games and reached the semi-finals of the World Amateur Championships. A 17-year-old Ding Junhui took a little time to adjust to the pressures of professional snooker in his debut season, but he

underlined his potential in the second half of the campaign. He caused yet another stir throughout the snooker world at the Masters when he was given a wild card to the most prestigious of all invitational events.



Angela Eiter is a young Austrian climber whose achievements during the past seasons revolutionized the women’s climbing scene, enabling her to match up against the world’s best in the most prestigious competitions. At age 18 – she was born on January 1, 1986 – she just won the 2004 Climbing World Cup and is currently ranked as the world’s #1. Angela still attends college. But unlike her fellow students, she spends all her free time climbing.



17-year-old Olga Kapranova belongs to the new generation of Russian rhythmic gymnasts. After competing successfully at various international tournaments, she is now ready to take the torch from perennial champions Kabaeva and Tchachina on the World Cup scene, in the Olympics and in The World Games 2005. At the recent World Cup event in Tashkent, in September 2004, she recorded her first victories on three apparatus: ball, clubs and ribbon.

