

participating International Federations endeavor to present their sports – as they are practiced at the highest level, by the very best athletes – to the world at large.

Style and Delivery

If there is anything new about the current campaign, it is the style and the form in which these messages are delivered. Deviating from the sobriety and factual focus of all previous efforts, the IWGA sought to include a full range of imagery and integrating elements – from icons to slogans – to position the messages effectively and to build a recognizable brand identity for The World Games. A wide range of media mechanisms and formats are used for the delivery of these messages through 2005.

Since all IWGA campaigning is done alongside that of the Organizing Committee for The World Games 2005 Duisburg (DOC), good coordination between the two bodies is paramount to unify message content, and to bring about important synergies and multiplying effects.

While the DOC is assigned the lead in promoting 2005 Duisburg, the IWGA is committed to actively contribute in this area as well; nearly all of the IWGA campaign materials are specifically designed to be adaptable enough for use by the DOC.

Materials



worldgames-iwga.org

The official site of The World Games has recently undergone a first major face-lift. Content has been added by incorporating a separate section for each of the 33 International Federations, with texts and thumbnail photographs describing and depicting all sports of The World Games. The *News Ticker* provides regularly updated information on all developments concerning the IWGA, its members and its sports, and an online registration page allows for subscription to THE WORLD GAMES FORUM as NETzine.



The World Games Brochure

Distribution of the high-end 4-color brochure in print is rather selective. But a PDF version is available from worldgames-iwga.org (IWGA Document Library). Most of its superb photography is courtesy of the Organizing Committees for 2001 Akita and 1997 Lahti, and of a few outstanding photographers in certain sports. More imagery will be required soon, if the campaigning is to be sustained through 2005, and the IWGA members' collaboration in this area needs to improve significantly for future publications to be produced at an acceptable standard.



"30+ sports at their best!" CD

A similar statement is in order for the production of campaign reels as well. Rehashing the Lahti 1997 and Akita 2001 coverage for meaningful promotional video clips is no longer an option. Fresh and up-to-date footage will have to be provided by the IWGA members, preferably in Digital Betacam format, for all future productions.

The purpose of the 4-minute reel *"30+ sports at their best"* is to serve as a visual inventory of the many sports in The World Games. To original music composed by Patricia Leidig, nearly all of the 30+ sports are featured together with a graphic sequence presenting each of the sports' new pictograms.

The clip is available on auto-executable CDs and – upon request – as VHS or Betacam tape. It can also be viewed and downloaded as streaming video at worldgames-iwga.org (IWGA Document Library).

30+ sports at their best!

To more than thirty different sports, The World Games are the pinnacle in the competition calendar, providing the common stage for their very best athletes to aim for excellence and celebrate unity and friendship across all boundaries.



30+ sports at their best!

An important element of sport is found in the excitement of watching top athletes perform at their absolute best. As three thousand of the finest athletes strive for excellence in The World Games, they present the very essence of their sport to the world at large.



30+ sports at their best!

Pursuant to the IWGA's aims of securing global exposure for the participating sports and athletes, the affiliated International Federations ensure, by establishing the selection and qualification criteria for each event, that the very best athletes enter The World Games. Under the terms of the IWGA membership, each sport's governing body commits to stage its competitive events in ways which enable the spectators watching them for the first time to follow and enjoy the competitions.

