



# WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



## Subject: Promoting “the right ball”

- ◆ Summary: This session invites delegates to contribute to the proposed campaign to promote use of ‘the right ball’, in particular to support player retention / participation.



## Subject: Introduction

- ◆ Steve Heatley
- ◆ Global Category Manager for Dunlop Squash
- ◆ A career within the Racket Industry for 25yrs
- ◆ Worked for Dunlop for 11 years
- ◆ Last 5 years under Sumitomo Rubber Industries ownership



## Subject: Introduction

- ◆ Dunlop with long history as one of the leading brands in the game
- ◆ We invest more than any other racket brand into the game of Squash
- ◆ Leading partner of World Squash Federation aiming to assist the WSF in the development of the game
- ◆ Huge appetite within our company to work closely with the WSF and global partners to stimulate new participation levels within our sport
- ◆ We are in a privileged position in manufacturing the Worlds No1 Ball to develop new products, concepts, campaigns, especially around the 'use the right ball' message



## Dunlop with the support of the WSF aims to :-

- ◆ Develop and launch a new, innovative and exciting collection of Squash Balls perfect for the modern game
- ◆ Develop a Dunlop Squash Ball Collection that benefits the whole sport and helps increase participation (**through enjoyment of the game**) at ALL levels

## Subject: Promoting the "Right Ball"

- ◆ We have a great sport that allows for:-
  - ◆ Skills - angles, hard shots, soft shots.....
  - ◆ movement - footwork, agility, co-ordination .....
  - ◆ fitness - speed, endurance, power and flexibility .....
  - ◆ tactics - concentration, determination, decision making .....

**What sport compares with that !!**



## Subject: Promoting the “Right Ball”

**All of these whilst having a great workout !!!**

- ◆ The length of rallies links directly to a good game and workout
  - ◆ If the rallies are too short, you do not get much of a workout
  - ◆ Longer rallies give a better game and a good workout
  - ◆ Good rallies allow a novice, beginner, intermediate, improver, advanced players to have a good work out and an enjoyable game
- ◆ A ‘GOOD RALLY’ shout is quite often judged on the rally length



## Subject: Promoting “use the Right Ball”

- ◆ The sport has lost many recreational players that enjoyed the game for its good rallies and a great workout
- ◆ Many things can affect good rallies, but the ball is a key factor





# 'Use The Right Ball' - a ball for every player !

**WORLD SQUASH**

**WSF**



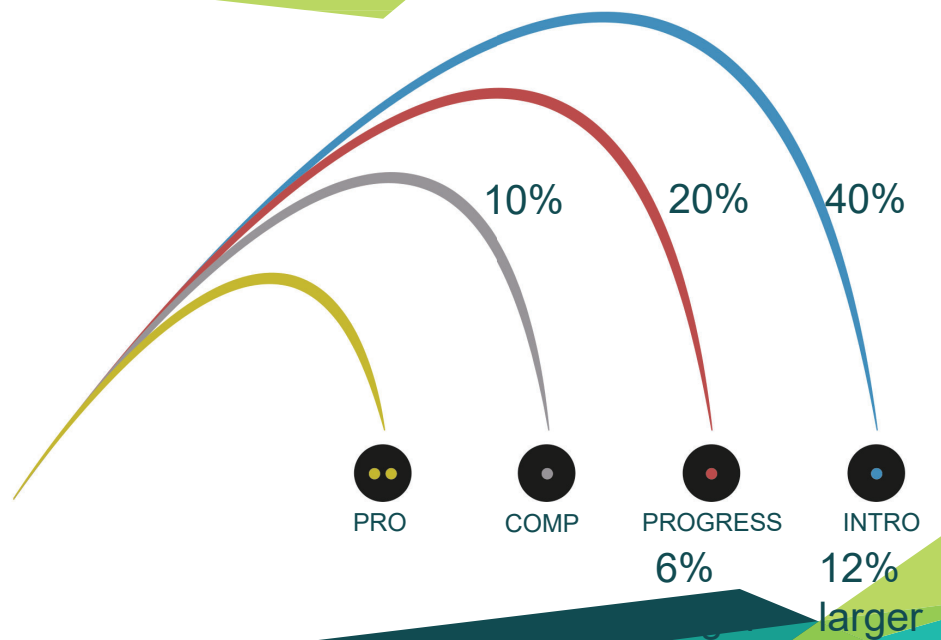
**PRO**  
**Advanced Players**  
 The Pro squash ball has the lowest bounce of all four balls in the range. Suitable for advanced players.  
 HANGTIME STANDARD

**COMPETITION**  
**Intermediate Players**  
 The Competition squash ball is the same size as the Pro but has a 10% longer hang time. Suitable for intermediate players.  
 HANGTIME +10%

**PROGRESS**  
**Improver Players**  
 The Progress squash ball is 6% larger and has a 20% longer hang time than the Pro. Suitable for improver players.  
 HANGTIME +20%

**INTRO**  
**Beginner Players**  
 The Intro squash ball is 12% larger and has a 40% longer hang time than the Pro. Suitable for beginner players.  
 HANGTIME +40%

## Hang Time



## Using the right ball

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SQUASH

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The Dunlop Squash Ball range includes 4 different balls of the highest spec that are suitable for all standards of play to ensure every player gets the most out of their game

Using the right ball not only enables the player to develop correct technique and squash specific skills, it also results in longer rallies to further improve fitness and movement around the court

Longer rallies meaning a better work out and more enjoyable game !!



## Official WSF Squash Ball Collection

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### White Pro Ball

The Official Ball of the WSF and PSA and the only ball used on the glass courts in WSF/PSA professional international competitions.

### Black Pro Ball - DYD

The official ball of the WSF and PSA and the worlds number 1 ball for advanced club, league and tournament play. The Pro is the ultimate performance squash ball.



## Official WSF Squash Ball Collection

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SQUASH

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### Competition – SYD

Designed at the standard size but with a 10% longer hang time to the Pro Ball. The Competition Ball is a great ball for club play enabling longer rallies than the Pro Ball.

The perfect ball for non-team players / club players

### Progress – Red Dot

Improve your game with the Progress ball that has perfect playing characteristics to help you develop the correct technique and improve your skills. The Progress ball is 6% larger than a standard size ball with 20% longer hang time than the Pro Ball. Perfect for when you are an improver or recreational player

### Intro – Blue Dot

The Intro was developed to help players immediately fall in love with the game of squash. Players can learn technique quickly and easily and enjoy long rallies due to the 12% larger ball (easier to hit) and the 40% longer hang time than the Pro Ball. The perfect beginners ball to learn the great game of Squash



## Dunlop Squash Ball collection – current initiatives

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- ◆ Add QR code to packaging with informative video, presented by Dunlop Ambassador Nick Matthew explaining the ‘use the right ball’ concept
- ◆ Dunlop Global Marketing to produce a poster for the Squash Clubs to highlight the right ball message
- ◆ Dunlop focus on the importance of selling in the full SB collection, so retailers are not ONLY stocking the Pro Ball



## Dunlop Squash Ball Development - Project 2023

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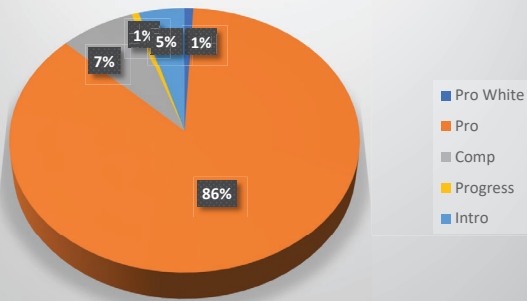
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- ◆ Reviewing current Squash Ball Collection
- ◆ Will commence project with Durham University to analyse new SB options
- ◆ Review size, colour, bounce, rally length etc..
- ◆ New naming concept
- ◆ Mixed boxes - 4 x sleeve of 3 balls. Pro, Comp, Progress and Intro

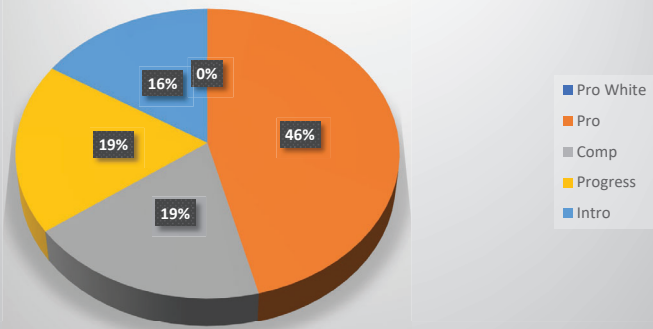


# Access to the 'right ball'

### Country 1



### Country 2



## Brainstorming session

- ◆ 8 mins in your group
- ◆ 3 questions
  - ◆ 3 answers per question
- ◆ SWOT analysis of Squash Ball
  - ◆ 1 suggestion per category





## To discuss / brainstorming session

◆ Key reasons Squash players use the wrong ball ?

◆ ...

◆ ....

◆ .....



## To discuss / brainstorming session

◆ Your views on using colour balls / larger squash balls to help educate and develop (like tennis) ?

◆ ...

◆ ....

◆ .....



## To discuss / brainstorming session

- ◆ Campaign ideas to promote 'use the right ball concept ?
  - ◆ ...
  - ◆ ....
  - ◆ .....



# SWOT Analysis

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STRENGTHS

WEAKNESSES

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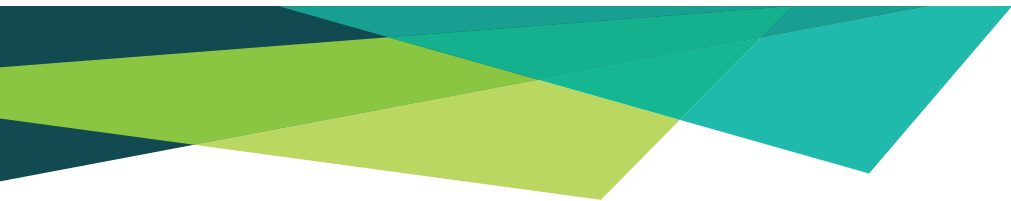
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OPPORTUNITIES

THREATS



THANK YOU

