

*thoughtful.* 

# **Sporting brief**

June 2024

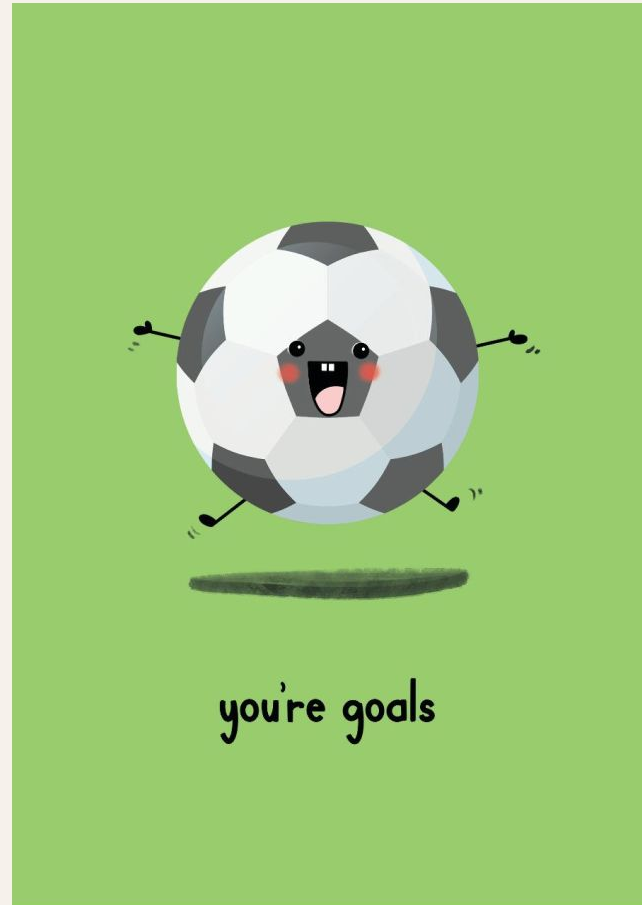
# Is it coming home?

Summer 2024 is officially the summer of sports.

Whether you're into your football, your tennis or your Quadball (aka real life Quidditch\*), there's a sporting event for everyone.

We know we see an uptake in sports searches during the big events so we've put together this brief to help you think creatively about designing cards for these particular sports.

\*yes really. The Quadball European Games 2024 will be held in London this July!



Card by: Paper Jungle

# Search insights

## Keywords (Google)

1. Football birthday card, 700
2. Cricket birthday card, 350
3. Football birthday cards, 250
4. Cycling birthday cards, 150
5. Tennis birthday card, 150
6. Bike birthday card, 50
7. Funny cycling birthday cards, 50
8. Funny football cards, 30
9. Harry Kane birthday card, 30
10. Sports birthday cards, 10

## SQR\*

1. F1 birthday cards, 6892 (May 23)
2. Golf birthday card, 4099 (May 23)
3. Man City Father's Day card, 1,685 (June 23)
4. Cricket Father's day card 734, (June 23)
5. Cycling Father's day cards 623, (June 23)
6. Tennis Father's day card 353, (June 23)

## thortful searches

1. Golf, 2,466
2. Football, 2,318
3. Formula 1, 630
4. Running, 1,087
5. Rugby, 1,047
6. Cricket, 1,002
7. Cycling, 764
8. Tennis, 517
9. Swimming, 306
10. Gymnastics, 80

\*The search terms report is a list of search terms that a significant number of people have used, which then resulted in a thortful ad being shown and clicked on.

# Previous bestsellers (between May 2023 and May 2024)

Tag: Football



Card by: The Cake Thief

Tag: Tennis



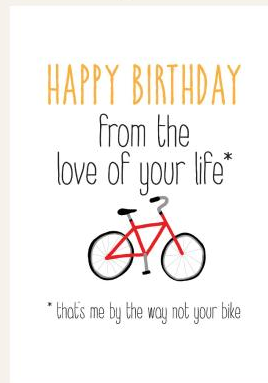
Card by: Jo Scott Art

Tag: Golf



Card by: Creaternet

Tag: Bike



Card by: Silly Prints

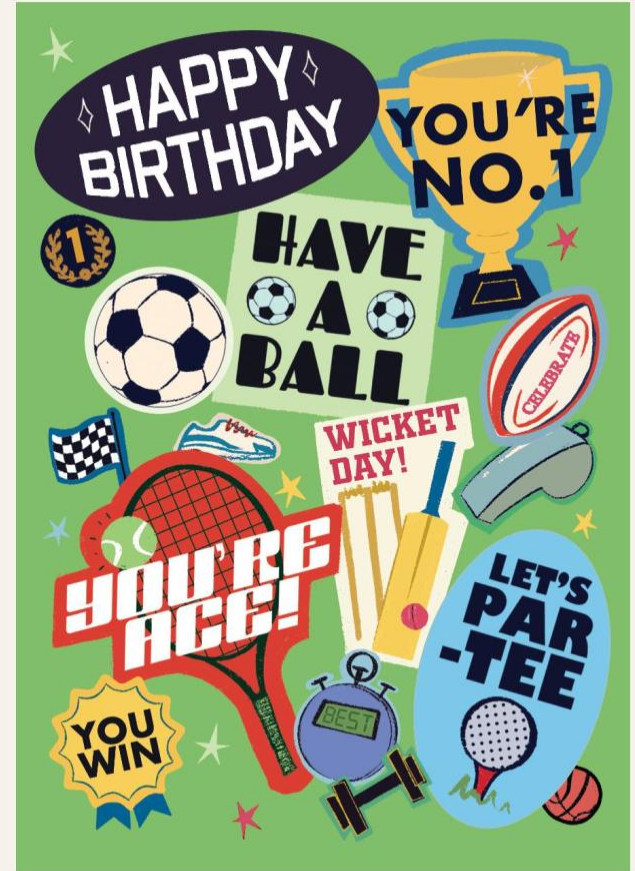
Tag: Sport



Card by: Doublea

# The big events

- June 1: UEFA Champions League (Football)
- June 14: Euro 2024 (Football)
- June 29: Tour de France (Cycling)
- July 1: Wimbledon (Tennis)
- July 18: The Open Championship (Golf)
- July 26: Summer Olympics (Mixed sports)
- August 28: Paralympic Games (Mixed sports)



Card by: Quitting Hollywood

# Moodboard



# What are we looking for?

- We're looking to improve our current sport range. Birthdays are our most popular category, however we'd like to see more niche sporting occasions, such as 'well done on your running race'.
- Generic sport designs as well as specific team designs.
- Colours can be used, as well as players likeness, but please avoid using sports clubs logos.
- We'd recommend to keep an eye on the big sporting events, incase any trending/ pop culture moments happen that you can utilise.
- There is no set deadline for this, however it's worth keeping an eye on the dates for the big events, and allowing **7-10 days** for our moderation process.
- Please use the tag **SPORTS24**.



Card by: Debbie Daley Illustrations