

To: World Surf League
From: Lindsey Tucker
Date: March 1, 2015
Re: Aspiring surfers infographic

Over the past 10 years, the amount of surfers that claim to surf at least once per year has increased by 57 percent. This is a large increase, and we hope to see that number continue to rise. So, we have created an infographic that will target young surfers who aspire to become professional surfers.

The infographic will have a list of the top five countries with the most world titles. This includes the United States (15), Australia (10), Hawaii (5), United Kingdom (1) and Brazil (1). Providing this information to the target audience will inspire young surfers to travel to these countries, look up to current professional surfers from these countries and motivate them to bring a title to their home.

The infographic will also show the best waves to ride. This will include Pipeline in Oahu, Hawaii; Ghost Tree in Pebble Beach, California; Teahupoo in Tahiti; and Dungeons in South Africa. Showing these surf hot spots will provide aspiring young surfers with waves to conquer in order to be successful, as these spots also host competitions that are part of the Championship Tour.

Finally, the infographic will give examples of ways for surfers to practice their skills outside of the ocean. This includes skateboarding, swimming, duck diving and practicing standing up on the surf board. This will be beneficial to the viewer because not all aspiring surfers live near the ocean and waves are not always in the best condition to ride. It is important for young surfers to practice their skills often if they want to be professionals.

Young surfers are our primary target audience, but our second target audience are brands that support and work closely with the World Surf League. Our message to this audience is that this infographic will bring aspiring surfers to the best surf spots so that brands will easily discover up-and-coming surfers and potentially sponsor them. These brands include Hurley, Billabong, Quiksilver and Roxy.

To reach the aspiring surfers and the affiliated surf brands I will contact three major surf publications: *SURFER Magazine*, *SURFING Magazine* and *Transworld Surf*. These are the most popular surfing magazines for extreme sports athletes, so aspiring surfers turn to these publications to learn about the sport. In 2014, *SURFING Magazine* had a 643,000+ readership with age range of 14-28, which is within the primary target audience age range. In 2014, *SURFER Magazine* had over 1.3 million followers on Instagram, Twitter and Facebook, making it the largest presence on social media among action sports media. Social media and print/online magazines will be the best media to distribute our infographic.

Overall, this infographic will be an inspiration to young surfers that are looking to know about the best places to practice their surf skills in the ocean and on land.