



Bridge: A MindSport For All
Connects People, Challenges Minds

Summary Report Session 4B 'Marketing Bridge'

The *Bridge: A MindSport for All* (BAMSA) Conference 2021 was attended by academics, administrators, and bridge players from 62 countries across the world. Session 4B of the conference focused on Marketing Bridge. The presentations and recording can be accessed [here](#).

For Session 4B 'Marketing Bridge' there were 278 registered participants (academics, administrators, and bridge players). This session was the first of a two-part *Bridging Insights* project that is headed by Professor Samantha Punch, which aims to develop a marketing research campaign strategy for promoting the card game bridge to the next generation of players.

Several questions were posed to the whole group using an online polling system, Menti. A behavioural change framework introduced each of the ideal types of bridge players – competitor, socializer, self-improver, and mind gamer.

The 'competitor' type generated discussion around the thrill of competing on an international stage. Some however felt that the 'win at all costs' mentality is too much and might dissuade new players to bridge. The 'socialiser' type is associated with people, food, and game play. Some felt bridge clubs must embrace these socialising qualities to attract new players. The 'self-improver' type is eager to learn and continually improve their craft. To achieve this, a problem-based teaching approach was recommended for newcomers. The 'mind gamer' type is an expert who can, sometimes cynically, outmanoeuvre opponents using the psychology of the game. Some questioned the authenticity of this type more than the others.

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