WEBINAR

THE IMPACT OF THE DIGITAL AGE ON THE MARKETING OF FOOTBALL

Thursday, 13th October
Total of registrations: 1,223
Steven Adams

Steve is the Senior Commercial Acquisitions Manager at The FA. Responsible for new commercial partnerships across all FA assets including England, The FA Cup, Wembley Stadium, St. George’s Park and the Grassroots game. The team has been responsible for recent high-profile partnerships with Emirates, Lidl and Ladbrokes, looking at new ways to build and deliver innovative commercial partnerships. Prior to the FA Steven worked at Facebook, responsible for working with high profile global clients to advise on digital media strategy and spend.
Richard is currently the International Business Director at Inter since July 2015. He is responsible for managing the Club’s business & activities in international markets outside of Europe, including marketing, tours, sponsorships, business development & media.

Graduating in Chinese at the University of Sheffield, including as an exchange student at Nanjing University between 1999/2000, Lamb is fluent in Mandarin Chinese and has lived and worked full-time in China since 2002.
Richard has been working in the sport marketing and entertainment business since 1989. He has worked for global brands such as Canon, Philips, Omega, ABN AMRO, Heineken and Unilever, across a variety of sport and events including the FIFA World Cup, UEFA Champions League, Formula 1, Volvo Ocean Race, PGA European golf tour, the Ryder Cup, Wimbledon, Roland Garros and the Olympic Games. Richard is now a freelance marketing consultant advising brands and sport organizations and professor of Sport Marketing at the Johan Cruyff Institute in Amsterdam.
THE IMPACT OF THE DIGITAL AGE ON THE MARKETING OF FOOTBALL

WEBINAR

THE FA
by Steven Adams
New Partner Acquisition
Wide Range of FA Digital Platforms
Our Digital Goal
THE IMPACT OF THE DIGITAL AGE ON THE MARKETING OF FOOTBALL

by Richard Lamb
INTER

108 YEARS
OF HISTORY AND HERITAGE AS ONE OF EUROPE’S ‘SUPERCLUBS’

ONE OF THE WORLD’S TOP 10 SUPPORTED CLUBS

INTERESTED IN THE SERIE A
71% OF FOOTBALL FANS WORLDWIDE

MEANING 1.52B FOLLOWERS

311M FANS WORLDWIDE
148M FANS IN ASIA

OVER 100,000 INTER CLUB MEMBERS ACROSS THE GLOBE
ONE OF THE MOST DIGITALLY ENGAGED FANBASE IN EUROPE

HIGHEST MATCH DAY ATTENDANCE IN ITALY

3 UEFA Champions League
18 Campionato Italiano
3 UEFA Cup
7 Coppa Italia
1 FIFA Club World Cup
2 Intercontinental Cup
5 Supercoppa Italiana

MOST SUCCESSFUL YOUTH ACADEMY IN ITALY
INTER CAMPUS REACHING OVER 10,000 CHILDREN IN 29 COUNTRIES

70% OF OUR FANS WOULD CHOOSE A SPONSORS PRODUCT OVER RIVAL BRANDS
SOCIAL MEDIA

ORGANIC AND CONTINUOUS GROWTH MONTH BY MONTH

INTER HAVE SOME OF THE MOST ENGAGED FOLLOWERS IN FOOTBALL
VISION

EMBRACING FAN VALUES

• INTER HAS A GLOBAL FANBASE
• USING DIGITAL TO ENHANCE FAN EXPERIENCE
• HYPER-LOCALISATION
• CREATING A LOCAL STORY WHICH RESONATES WITH FANS OF DIFFERENT CULTURES & BACKGROUNDS
• DIGITAL AS AN INTEGRATED FAN APPROACH
• KEEPING UP-TO-DATE WITH TECHNOLOGY & LOCAL DIGITAL TRENDS
WEBINAR

THE IMPACT OF
THE DIGITAL AGE
ON THE MARKETING
OF FOOTBALL

THE BRAND
PERSPECTIVE

by Richard Denton
Heineken & UEFA Champions League

#ShareTheSofa campaign

- Clear marketing objectives
- Based on key insight
- Real-time engagement
- Creative concept
- Innovative techniques
THE IMPACT OF THE DIGITAL AGE ON THE MARKETING OF FOOTBALL

Awareness – Engagement - Sales

- 1.2 billion media impressions
- 13.4 million twitter handles each game
- 79% of the UCL conversation
- 7% increase in purchase intent
Key learnings

• Key insight: 76% of people watch UCL matches alone
• Creative concept to engage fans, share emotions
• Not just an event but an immersive experience, online variety show
• Personal interaction with former star players
• Technology enhances the experience, twitter format
• Longevity throughout UCL competition
EURO 2016: Adidas vs. Nike
SOCIAL MEDIA – FACEBOOK (2016 SO FAR)

**f / NIKEFOOTBALL**

- Total Followers: 42.2M
- Total change in followers per week: 11,600
- Total page posts per week: 3
  - Videos: 7%
  - Photos: 93%
- Total engagements: 54,000
  - Total engagements per week: 2,900
  - Average engagements per post: 1,100

**f / ADIDASFOOTBALL**

- Total Followers: 21.8M
- Total change in followers per week: 25,800
- Total page posts per week: 4
  - Videos: 67%
  - Photos: 33%
- Total engagements: 211,000
  - Total engagements per week: 11,800
  - Average engagements per post: 2,900

*Source: Repucom Digital Services / Source Repucom Market Intelligence (Data taken from 1 Jan 2016 – 25 April 2016)*
#FirstNeverFollows

- 1.6 millions shares across key social channels (twitter, FB, YouTube)
- # used 7 x more than closest competitor across Instagram & twitter
- # x 685K mentions increase visibility
- adidas claims ‘most shareable brand’ of EURO 2016
- Highest share of voice for 27 of 30 days during tournament
- Focus on short films, images and GIFs for key federations & players
- Use of match footage, exclusive post-game player portraits, LED boards
- Product focus around Mercury Pack footwear
THE IMPACT OF THE DIGITAL AGE ON THE MARKETING OF FOOTBALL

Thank you!
Johan Cruyff Institute