



FCC – BUILDING ATTENDANCES

Brief

To increase matchday attendance by raising awareness and promoting the Fulham FC brand to new and lapsed fans.

Strategy

A record breaking brand development strategy that delivered increased awareness, attendance and revenue using a diverse range of media. Fulham FC had a core group of very loyal fans who had an emotional relationship with the club. However, in order to increase attendances, we needed to engage with lapsed Fulham and occasional football fans so they

became regular, enthused supporters. Our response was to formulate a new brand proposition and a hard hitting campaign to shift perceptions of “boring old Fulham” into an authentic, entertaining and family friendly environment for football fans looking to watch premier league football in London.

Average crowd attendance increased by

30%





FFC – BRINGING NEW FANS IN

Background

Fulham Football Club moved back to Craven Cottage – their spiritual home – in July 2004. Match day attendance was lower than expected, they had a disparate and ageing core fan base and faced competition from much bigger, much richer and much more successful London based Clubs. The job facing Positive Thinking was to reach out to armchair fans and those disenfranchised fans of clubs from outside London to come along and get their fix of premier league football.

Strategy

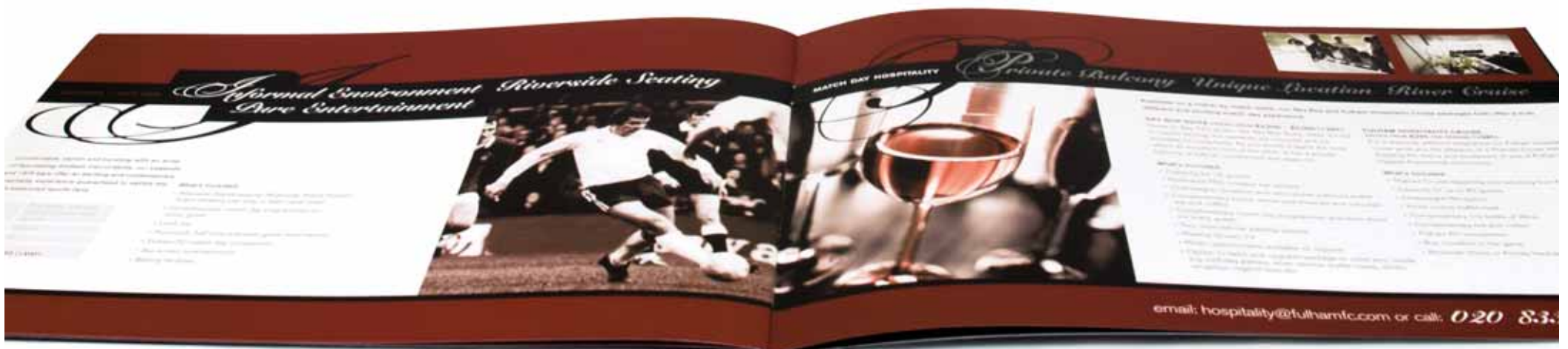
We further set up the membership scheme 'Friends of Fulham' in order to recruit, create and develop a database of people interested in Fulham football – members were sent updates and ticket offers on a regular basis timed around slow selling games or promotional opportunities such as Father's day, family day and ladies day. This allowed us to graduate members to regular match attendees, to match package ticket purchasers and eventually season ticket holders. Our cost effective media strategy maximised

budgets by utilising short-term (late deal) media buying opportunities, allowing us to create above market exposure for a significantly reduced cost within outdoor, ambient, online, SMS and press. This was also supported with experiential activity in bars, leisure centres, gyms and five a side venues.

Results

More than 10,000 Friends of Fulham Recruited.

10,000
new
leads



FFC – GENERATING NEW FOOTBALL REVENUES

Background

After moving back to Craven Cottage Fulham needed to build a positive commercial relationship with local corporates and wealthy fans from scratch. A series of sponsorship and match day hospitality opportunities existed but these hadn't been packaged and were sold disparately. At the start of the relationship less than half of Matchday sponsorship opportunities were being utilised.

Strategy

Positive Thinking looked to develop collateral that supported the sales and marketing teams to help sell Fulham Matchday Hospitality and the products it offers. This content covered Hospitality, Sponsorship, Match day and Event opportunities. Positive Thinking invested heavily in customer research to look at the best way of

leveraging a complex relationship to deliver a relationship package that worked for both Club and customer.

Results

85% of capacity filled.

More than
80%
of Matchday
opportunities filled

