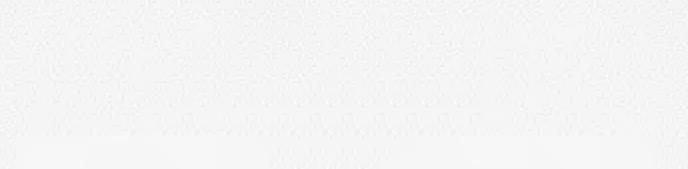
### Aalesunds Football Club Vejen Idrætscenter, November 26th 2014

Color Line



## Kjell Slinning Marketing Director Aalesunds Football Club





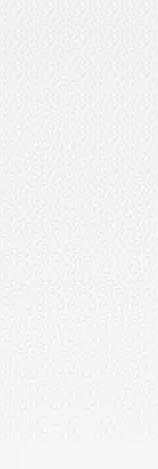
# From third level to Premier League in Norway 2001-2005

- due to the following facts:
- From 500 to 10.000 spectators in average
- From 4 to 85 mill in yearly revenue
- From 4 to 40 full time employees
- From 200 to 8000 season tickets
- How has this been possible?

• We have been a case in Norwegian football for many years









## In order to succeed

### We asked ourselves the following questions:

 How do we become an attractive venue? What kind of values do we reflect?

 What does local businessmen/women want? • What does our fans want?

• What about our volunteers?

And - what about marketing?





## Norwegian football 2003-2008

- Many new stadiums being built/refurbished
- TV-rights sold for the first time in 2006, worth over 1 bill. NOK.
- Our national team was performing decently
- We had teams in the European Leagues almost every year
- Aalesund had never played the Tippeliga (top level) before 2003
- This (all of the above) created an interest for football never seen before



## **Becoming an attractive venue**

### - Main target group - Women

- «If we get the mothers to attend our games the whole family will come» • We tripled the number of female restrooms from drawing to completion
- Safety was our main priority
- F&B, merchandise and family sections were other focus areas

### - Secondary target group - Volunteers

- Attract seniors with club spirit «We are the club!» Our very best ambassadors in every possible setting
- Vital for our economy
- Makes our guest feel welcome







### Volunteers

- 300 volunteers at a regular match day
- Security/cleaning
- Hosts/Stewards
- Parking/traffic
- All salespoints in an around the stadium
- We use them in our marketing campaigns

- Media (LED-screens, web and LED perimeter boards)

- «Paid» through clothing, x-mas party and away game





### Becoming an attractive venue

- Expanding our target area becoming THE club in the region
- Cooperation with all local clubs
- Coaches, board of directors, employees etc from the area
- Changed our communication to adress the region
- Charismatic leaders/coaches
- Two full time employees (coaches) work only outside the club

### - Every company in our region can «own» a part of our club

- No exclusive sponsorships
- (All 6 banks in the region are profiled at the stadium)



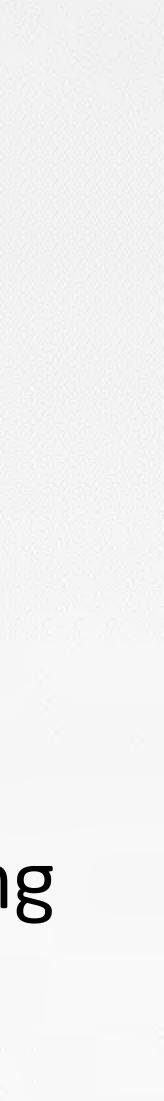


## **Color Line Stadium, Aalesund**

- Built in 2005
- Building cost 205 mill. NOK
- Capacity of 10.787
- Aalesund city has a population of 47.000

### Owned by a corporation - the city or municipality is not participating







## **Color Line Stadium, Aalesund**

- Synthetic turf = more than 12 hours of daily use
  - Our youth-department plays at this pitch
  - Tournaments are arranged here
  - Most players in our region has played a game here
  - Our players «home» is their wardrobe
  - Football schools and festivals are arranged here
  - Perfect conditions during wither





### Our values To be reflected in everything we do:

- Committed
- Playful
- Reliable
- Down-to-earth

### **Our vision:** AaFK - does something to you®

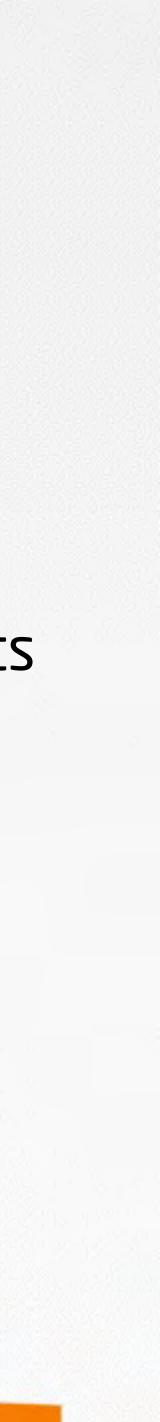


## Social Responsibility

- <u>«Making Sunnmøre (our region) a better place to live»</u>
  - Project «GOAL» digital behaviour
  - MOT (against) working with attitude and behavior amongst 13-18 yrs old students
  - Experience Card tickets for children in families with economic issues
  - Institutions that work with different addictions (drugs/alcohol)
  - Save the children, Salvation Army, Red Cross etc etc
- Players to participate in appx 180 assignments each year











## In the media 2013

- TV 78 mill. viewers (26 hours on TV)
- Newspapers 11.464 articles
- Social media
- 6100 followers on instagram
- 29.400 followers on Facebook
- 4100 followers on twitter
- 115% more media coverage of Aalesunds FK than Ålesund (our city).
- We matter!

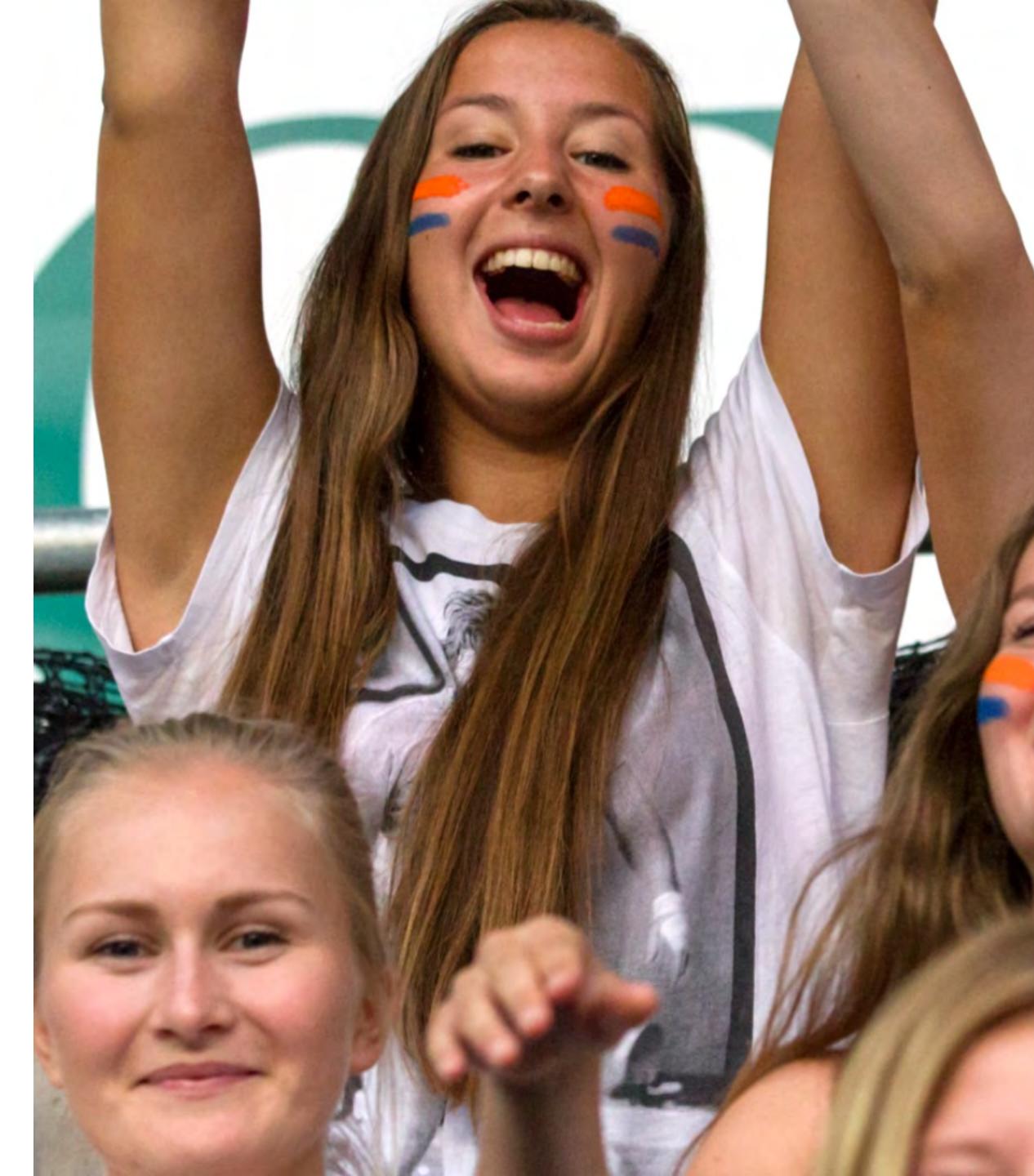


### Products for sponsors

- <u>Advertising boards</u>
  - 5 levels of boards with a total of 1,4 km boards....
- <u>2 Big (48m2) LED screens</u>
  - Video-advertising
  - Logo-advertising
  - TV-pictures from the game including replays
- <u>180 meters of LED perimeter boards</u>
  - 20 second spots
  - During + before and at half time







Eato AaEK/Mikaal Puu



## Ticketing - students

- A specific target group
  - Get their own part of the stadium
  - We want to entertain them and work with them to succeed
  - Low prices -NOK 70,- for a game



### Supporters

- Very important group at the stadium
  - Change their seating-section
  - Lower prices to NOK 870,- for a season ticket
  - Cooperate with them in every possible way







# Our VIP-product

- Therefore we kept as many seats as possible as restaurant seats
- This is now a trend in Europe where many clubs now tear down the walls in their VIP-box section to make larger areas for networking
- We also serve <u>all guest from buffets</u>

### • Our clients told us that networking was important, not a 3 course meal...



### **CRM-system**

- Combination of Lime Pro and Apsis
  - 24.000 unique e-mail adresses
  - Articles in newsletter linked to our website
  - Database for corporate and private clients
  - Possibility to do surveys





### FØR KAMPEN

aafk.no | tips en venn | avregistrere







### AaFK-Haugesund lørdag 18.00

Vi gjør klar for nok en spennende kamp.

Lørdagskamp kl. 18.00 mot Haugesund på Color Line Stadion.

Møt opp for å hjelpe laget til 3 viktige poeng.

### KJØP BILLETTER HER



### Fantastiske mål for AaFK2

Når A-laget sliter med å score viser unggutta på AaFK2 at de vet veien til nettmaskene.

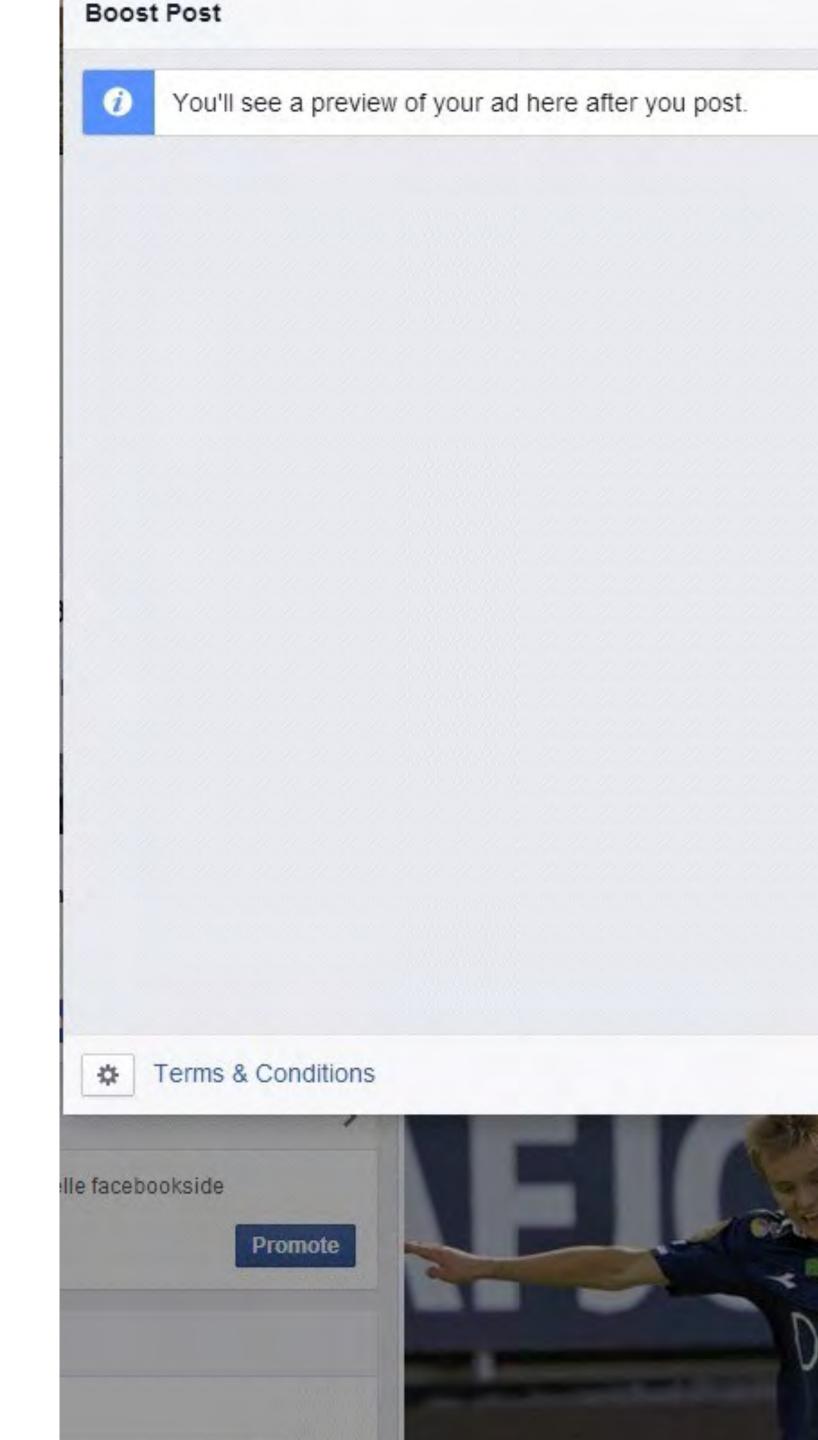
Se de fantastiske målene i 6-1 seieren over Stryn.

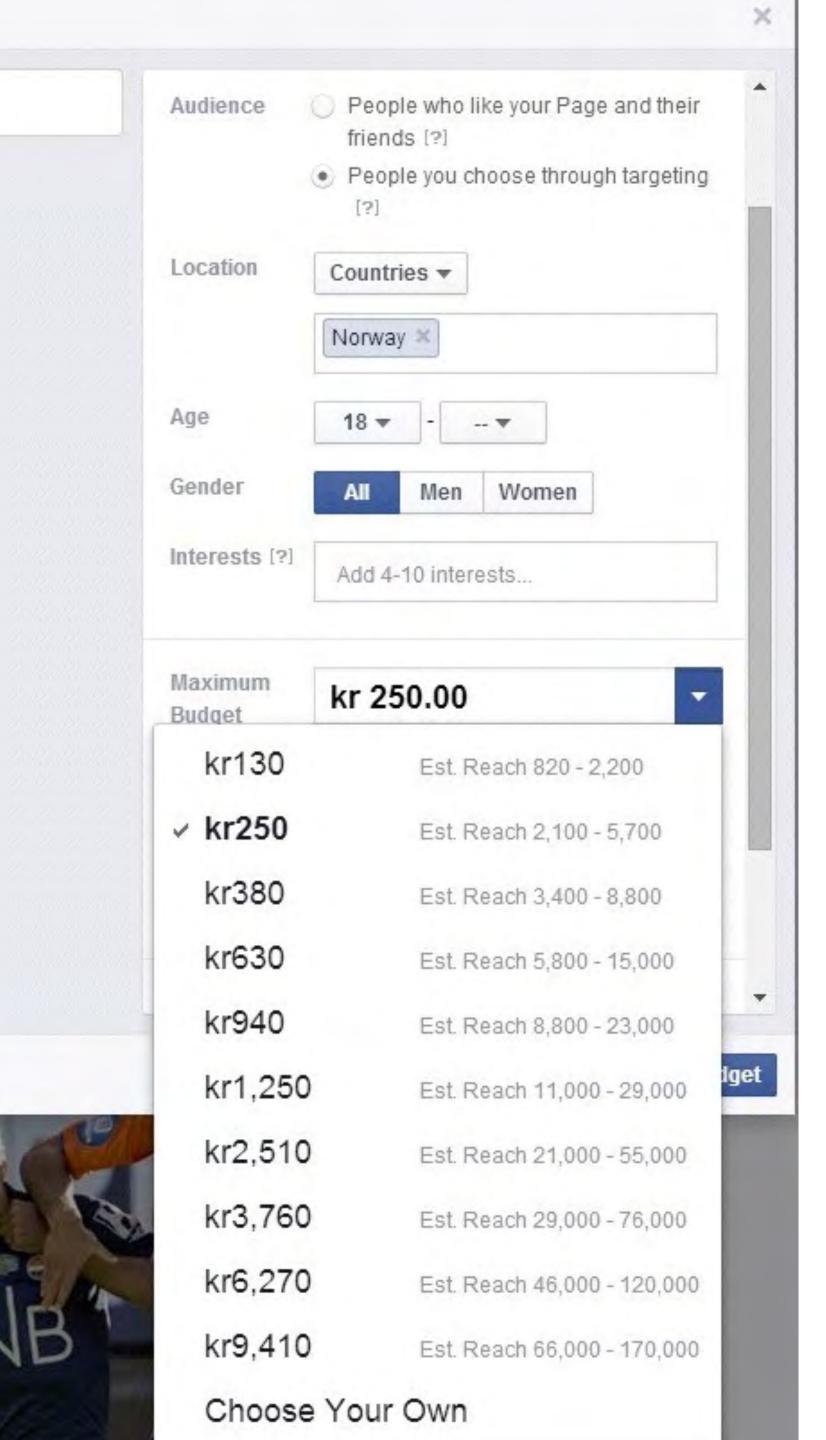
### SE VIDEO HER

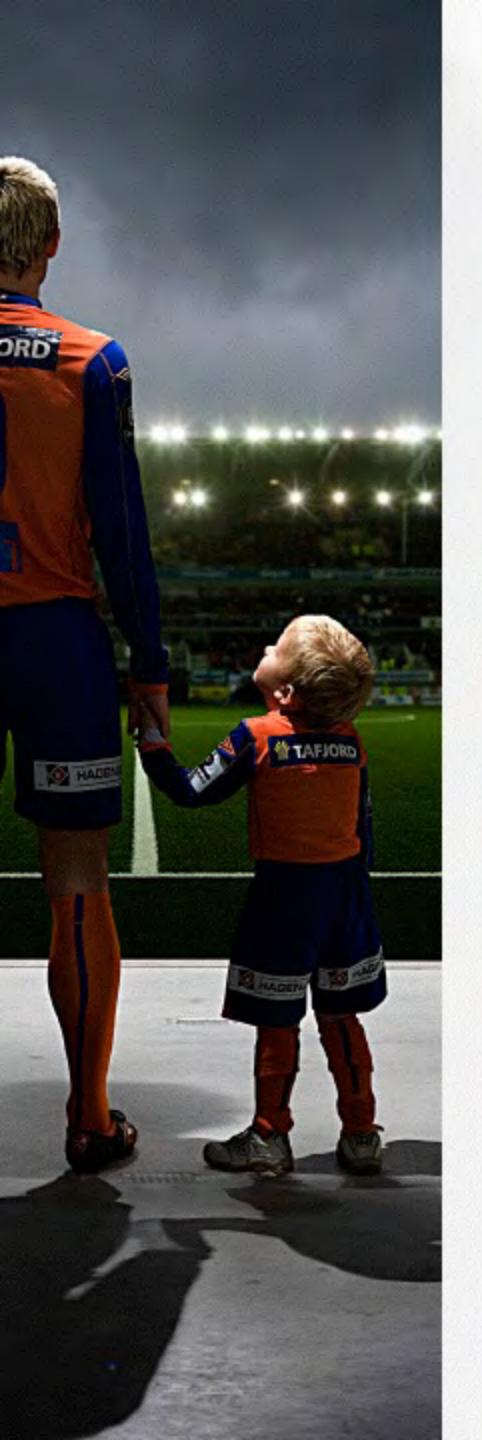
## Marketing

- Advertising in local newspaper and radio
  - Does it work in 2014?
- New media/ways to think?
- Intensive use of videos and pictures









# Megatrends

- Outdoors/hiking
- Jogging/bicycling
- Staying fit

### - This is as far as possible from being a supporter....



### The future is here...

- 15-25 years- important target group
- They have no patience and no loyalty
- More than 20% of Telenors traffic is Netflix
- National press in Norway lost 54% of advertising rev. in sept.
- Football and other sport-events important for TV-channels



# And how did we do 2005-2014?

- Average attendance of 90% in total ('05-'09 97%)
- 50% of our spectators are women and children
- We have supporters, sponsors and volunteers from the whole region, not only our city
- sales at the stadium
- 92% liking in national surveys

Average attendance of 89% in VIP department ('05-'09 - 93%)

• We have the highest yield per customer in Norway from our f&b



## Thank you for your time!

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