

Aalesunds Football Club

Vejen Idrætscenter, November 26th 2014



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Aalesunds Football Club



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From third level to Premier League in Norway 2001-2005

- We have been a case in Norwegian football for many years 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?**



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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



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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



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Volunteers

- **300 volunteers at a regular match day**
 - Security/cleaning
 - Hosts/Stewards
 - Parking/traffic
 - Media (LED-screens, web and LED perimeter boards)
 - All salespoints in an around the stadium
 - «Paid» through clothing, x-mas party and away game
 - We use them in our marketing campaigns



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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)



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Color Line Stadium, Aalesund

- Built in 2005
- Building cost 205 mill. NOK
- Capacity of 10.787
- Owned by a corporation - the city or municipality is not participating
- Aalesund city has a population of 47.000



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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 winter



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Our values

To be reflected in everything we do:

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

Our vision: AaFK - does something to you®



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Social Responsibility

- «Making Sunnmøre (our region) a better place to live»
 - 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



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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!



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Products for sponsors

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



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Foto: AaFK / Mikael Puud

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



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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



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Our VIP-product

- Our clients told us that networking was important, not a 3 course meal...
- 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 all guest from buffets



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CRM-system

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



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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.

Mot 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



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Boost Post



You'll see a preview of your ad here after you post.

- Audience**
- People who like your Page and their friends [?]
 - People you choose through targeting [?]

Location

Countries ▾

Norway ✕

Age

18 ▾ - -- ▾

Gender

All Men Women

Interests [?]

Add 4-10 interests...

Maximum Budget

kr 250.00 ▾

kr130	Est. Reach 820 - 2,200
✓ kr250	Est. Reach 2,100 - 5,700
kr380	Est. Reach 3,400 - 8,800
kr630	Est. Reach 5,800 - 15,000
kr940	Est. Reach 8,800 - 23,000
kr1,250	Est. Reach 11,000 - 29,000
kr2,510	Est. Reach 21,000 - 55,000
kr3,760	Est. Reach 29,000 - 76,000
kr6,270	Est. Reach 46,000 - 120,000
kr9,410	Est. Reach 66,000 - 170,000

Choose Your Own

⚙️ Terms & Conditions

ille facebookside

Promote





Megatrends

- Outdoors/hiking
- Jogging/bicycling
- Staying fit
 - *This is as far as possible from being a supporter.....*



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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



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And how did we do 2005-2014?

- Average attendance of 90% in total ('05-'09 - 97%)
- Average attendance of 89% in VIP department ('05-'09 - 93%)
- 50% of our spectators are women and children
- We have supporters, sponsors and volunteers from the whole region, not only our city
- We have the highest yield per customer in Norway from our f&b sales at the stadium
- 92% liking in national surveys



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Thank you for your time!

