

UEFA Europa League

- Marketing & Promotion

Season 2014-15 Overview



Part 1. Review

Promotional Plan

Season 2013 / 2014

UEL 2013 – 14 Objectives

Challenge:

- Build engagement and love for the UEFA Europa League
- Work with key stakeholders to promote the competition

Target Audience



Activity Focus



UEL 2013 – 14 Promotional Campaign Highlights

Clubs

- 1:1 club visits and ECA workshop
- Press officer workshop
- Club Marketing & Comms newsletter
- Extended branding club toolkit
- Club promotional video for UEL
- Promoting club social media activity

Media

- Media partnerships with leading newspapers: UK, France, Germany, Italy for more content, branding and editorial
- Advertising to promote UEL games
- Ambassadors/ trophy at key games
- Key editors workshop at UEL final
- Extended brand toolkit

Broadcaster

- Trophy at key games in studio
- Broadcaster competition in Italy/ Germany to meet hero player at UEL final
- Series of short films for broadcasters highlighting the heroes of UEL
- Additional brand tool kit for key broadcasters







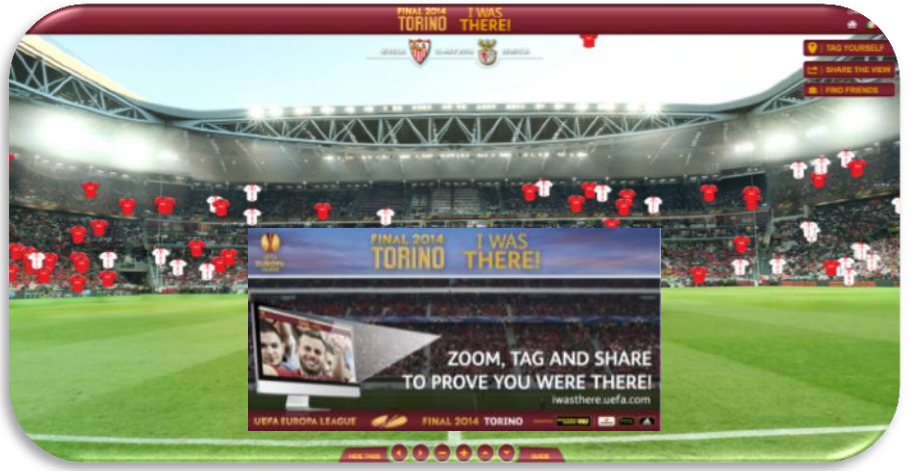
UEL 2013 – 14 Promotional Campaign Highlights

Fans

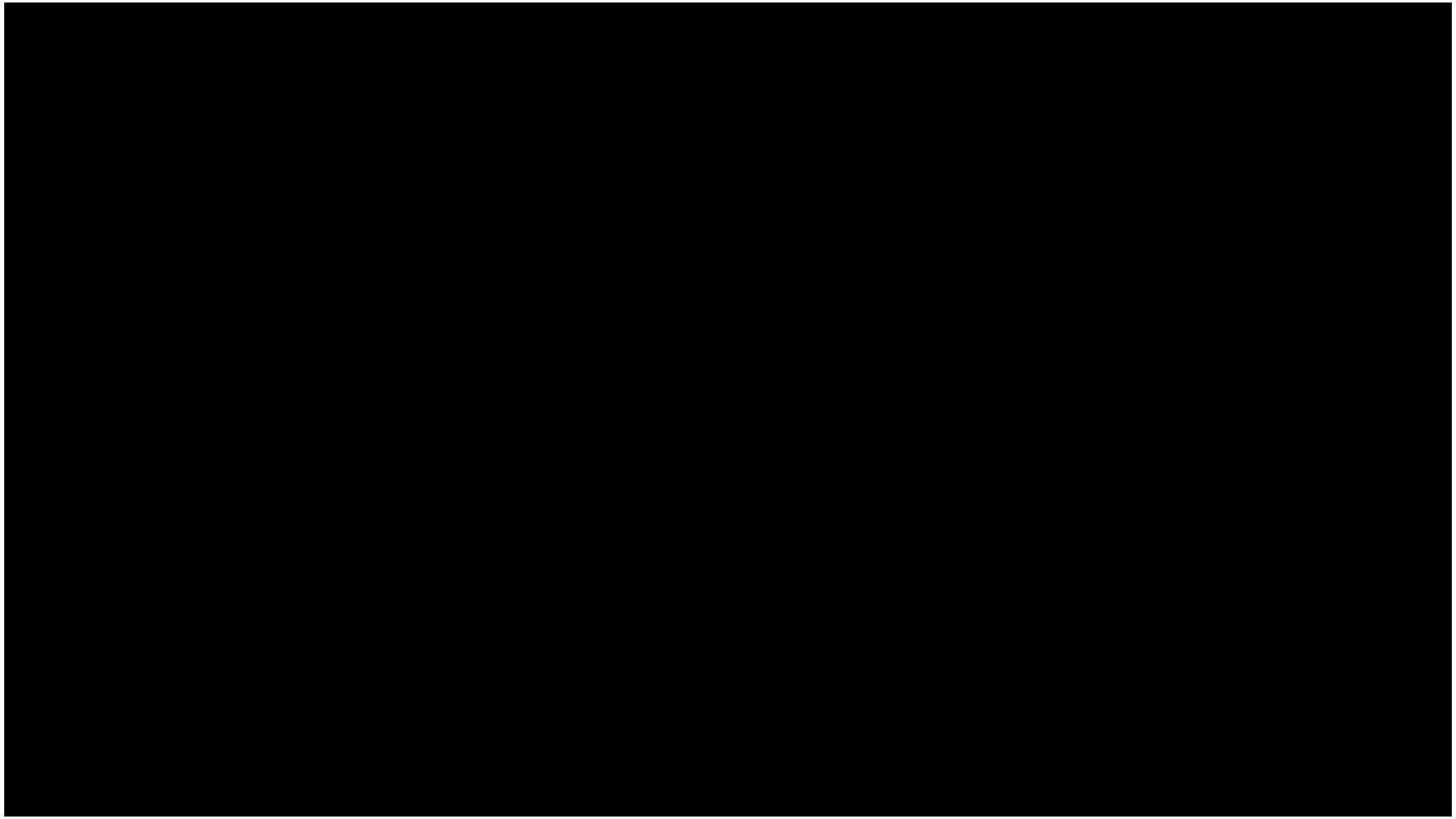
- Working with UEFA, clubs and media to share social media activity and promote UEL content
- Trophy PR stunts at key matches – using the trophy to surprise fans in key fans locations e.g. Sevilla supporters bar
- ‘Take your seat’ digital fan competition – win prizes by tagging yourself in an empty Juventus Stadium 360 photo. Launched after semi finals
- ‘I was there’ digital fan competition – win an official match ball from the final by tagging yourself in a 360 photo at the final. Launched after the final







UEL 2013 – 14 Season Review Video





Part 2. Preview

Promotional Plan
Season 2014 / 2015

UEL 2014 – 15 Promotional Campaign Strategy

Challenge:

- Build engagement and love for the UEFA Europa League
- Work with key stakeholders to promote the competition

Target Audience



Activity Focus

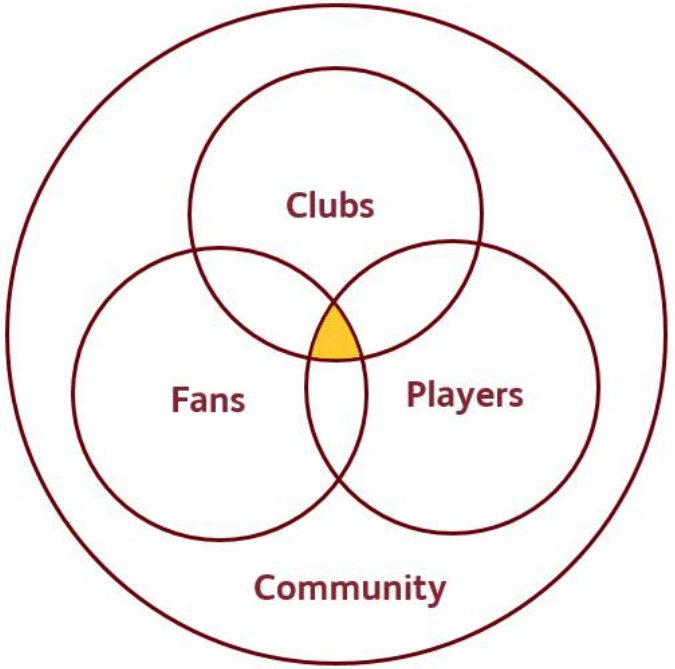


UEL 2014 – 15 Promotional Theme

- We have identified a positive feature of the UEL that is both realistic and aspirational
- A point of difference versus UCL

TOGETHER AS ONE

- We are more than a team - We are a community
- We are united - the UEFA Europa League is our chance to shine
- We are together in hope and despair - we win and lose as one
- As fans, coaches and players we share the same experience
- As a town / city / club, we rise and fall united













TOGETHER AS ONE

Celebrating in Unison

Lech Poznan supporters inspired the “Poznan Dance.” A dance were fans embrace each other in unison



In-touch with the Fans

UEL 2013 Final winner Juan Mata shares the moment with small Chelsea supporters after the match



Our Chance to Shine

Hapoel Tel Aviv fans travelled a total of 37,175 km during the 2009/10 Europa League season to support their club



Sharing the Moment

Atletico Madrid, winners of the first UEL Final in Hamburg parade the trophy in front of their adoring fans





United Fan Experience

Sevilla fans celebrate their run to the Final with a spontaneous community celebration in Plaza de Espana



All for one, one for all

A UEL record 12,000 Eintracht Frankfurt supporters travelled to Bordeaux to support their team



Community Spirit

Benfica fans showed their true colours as fans stormed the Lisbon Portela Airport to welcome their heroes home



Going the extra mile for your club

With the Minsk airport closed, Bate Borisov fans took a bus to Liverpool for their UEL match against Everton

UEL 2014 – 15 Promotional Campaign Summary

Focus:

- 3 Key influencers to build engagement through the ‘Together As One’ campaign

Media

- Broadcaster Trophy Tour
- Broadcaster Competition
- Media Partnership (UK)
- Digital Media Partnership (Europe)
- Broadcast Brand Toolkits / Statistics
- Media Meetings

Clubs

- Club Videos
- Club Brand Toolkits / Social Media / Match Dates
- Club Newsletters / Statistics / Opposition Guide
- Club Conference & Meetings

Fans



- Social Sticker App
- Social Media Fan Search
- Semi-Final & Final Fan Action Videos

TOGETHER AS ONE



MEDIA

1. BROADCASTER TROPHY VISIBILITY

Broadcaster Trophy Visibility

UEL Trophy Broadcaster Studio Visibility (Group Stages + KO)

Studio visits of 15 key broadcaster partner (Europe & Global)

Leveraging on screen time and association with studio panel (legends)

Each Match–Day: trophy taken:

- Pitch side broadcast interviews with legend
- Broadcast studio with panel



Trophy Amplification

Media Partnerships – Ambassadors

- Knockout stage ambassador interviews
- Broadcaster interviews and editorial in national print media
- Ambassadors chosen on relevance of knockout stage matches

Media Partnerships – Trophy PR Moments

- Knockout stage fan & club PR moments with the UEL trophy
- UEL trophy in key fan environments with media
- UEL trophy in club press conferences and pitch side with broadcasters



El encuentro será retransmitido para unos 30 países; más de 200 periodistas han sido acreditados para cubrir el duelo

Un partido de Europa para medio mundo

El «viaje» de la Copa de la Liga Europa



MEDIA

2. BROADCASTER COMPETITION

Fan Match - Competition

Fan Match - Competition:

UEL Final match tickets, travel and accommodation

+ opportunity to play in ‘Fans Match’ at the Warsaw Stadium the morning after the UEL Final

Prize
- UEL Final Tickets
- Place in team for game
- adidas boot and personalised kit
- Hotel & travel

Fan Match – Teams:

Managed by UEL Legends:

Teams made up of competition winners, including finalist clubs





MEDIA

3. PARTNERSHIPS

Media Partnerships

Print Media Partnerships (UK)

- Group stage ‘Kick-Off’ pull-out – Daily Telegraph
- Group stage activity – The Sun, Daily Mail online, Daily Express, Evening Standard
- Knockout stage ‘Kick-Off’ pull-out – Daily Telegraph

Digital Media Partnership (Europe)

- Partnership with Perform Group (worlds largest football website)
- Branded editorial UEL features on Goal.Com and other websites covering Europe





MEDIA

4. ADDITIONAL ACTIVITIES

Additional Activities – Media Promotional Support

Broadcast Brand Toolkit

Assets to brand broadcast studios – interactive tool for broadcasters to edit and produce bespoke materials

Media Statistics

Pitch View statistics package to media to incorporate into channels



Additional Activities – Media Relationship Building

Print Media Meetings

- 1:1 meetings with sports editors in key markets / key titles
- Agreement with key titles to get reporters to key matches
- UK workshop with sports editors about competition rules and ‘Together As One’ campaign to ensure clarity

Broadcaster Meetings

- 1:1 meetings with broadcasters in key markets
- Briefings and workshops with editorial team about ‘Together As One’ to ensure clarity





CLUBS

1. TICKET SALE DRIVER

Club Specific Promotional Advertising Videos

Club Videos – Group Stage (48)

- 48 Bespoke club videos produced (1 per UEL team)
- Video adverting for clubs TV and digital channels
- Promoting the clubs UEL participation to the fans and driving tickets sales. Sent to clubs pre MD1 via UEFA newsletter

Club Videos – Knockout Stage (32 – final)

- 32 Bespoke club videos produced (1 per UEL team)
- Promoting the clubs progression in the UEL (including UCL drop in clubs)
- Introduction of ‘Road to Final’ branding and imagery





CLUBS

2. ADDITIONAL ACTIVITIES

Additional Activities – Club Promotional Support

Club Brand Toolkit

Assets to brand clubs channels – interactive tool for clubs to edit and produce bespoke materials – www.UELbrandsupport.com

Club Social Media

Content sharing with clubs via #UELdraw, #UEL & #UELFinal

Behind the scenes reporters at 8 matches per round

Promote top content & star fans - engage in 2 way dialogue

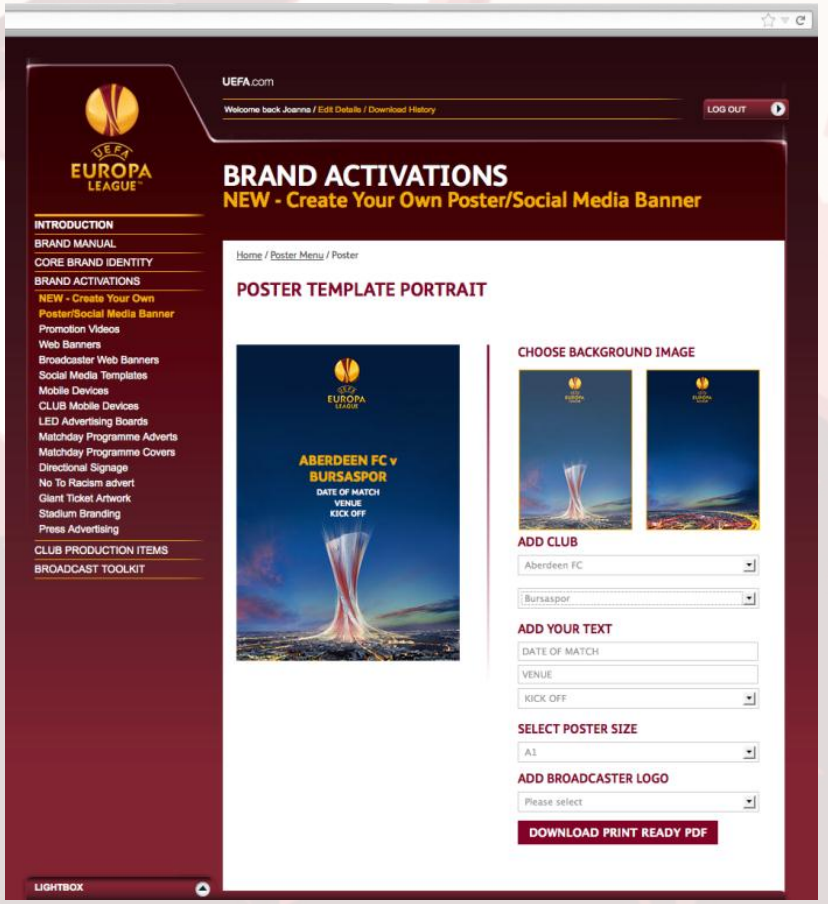
Match Promotion

Promote match dates, channels to follow the match and KO times:

Interactive tool / widget

On UEFA.com & In club brand toolkit

On social media (geo target facebook posts)



Additional Activities – Club Education

Club Newsletters

Distributed digitally to club marketing and comms staff

Containing promo support (e.g. rights free images, fan activities etc…)

(Distribution: MD1 - 5th Sep, MD3 - 3rd Oct, MD5 – 7th Nov, MD7 – 19 Dec)

Club Statistics

Pitch View statistics package to clubs to incorporate into club channels

Club Opposition Guide Features

Features to educate fans on opposition and club histories

e.g. 5 things you need to know about ‘Tromso’ and their fans



Additional Activities – Club Relationship Building

Club Conference

Season kick off for key country clubs to discuss promotional plans and tools – marketing & comms teams – Nov ‘14

Club Meetings

Monaco club rep meetings – Aug ‘14

London press officers workshop – Sep ‘14

ECA workshop – Sep ‘14

Discussion with UCL entry clubs – Feb ‘15





FANS

1. DIGITAL & SOCIAL ENGAGEMENT

Social Media Engagement App

Show Your Support – Social Sticker App

Show your support for your team and change your social media avatar in to a retro football sticker

Take a picture of your face and create a bespoke sticker

Sticker branded UEL

Include link to drive fans to UEFA.com or social media site

Personalisation:

- Background / Face / Shirt
- Name / Position / Team / National Flag



Social Media: Behind the Scenes Semi-Final & Final Action

Social Media Fan Search – Competition:

- Search for the best UEL fans from the semi-final teams
- #TogetherAsOne and tells us why you are a No 1 fan
- Receive tickets to the match and transport the UEL trophy

Semi-Final & Final Fan Action – Social Videos (5)

- Series of 5 films showcasing fan passion and behind the scenes action from the fans journey to the 4 semi-finals and final match
- Journey of the UEL trophy and fans from both teams arriving in the cities and making its way to the stadium escorted by a UEL ambassador
- Capturing the raw emotions of the fans, behind the scenes with the hero and match action, bring the spirit of the UEL to life



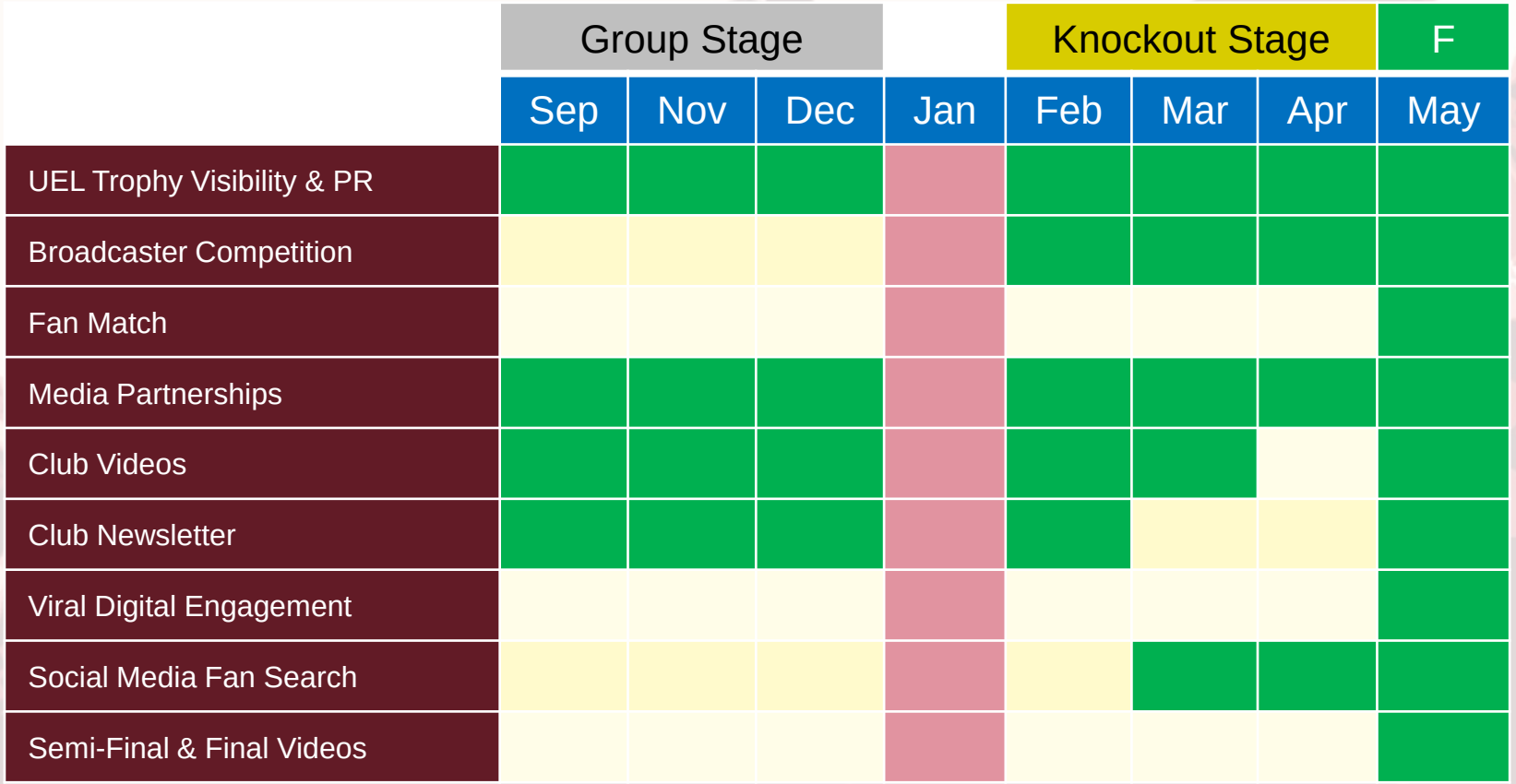
UEL Final 2015: Campaign Plan Summary



Fan:	Competition education and user generated content
Club:	Help sell tickets and provide promotional tools
Media:	Relationship building and competition messaging



UEL Final 2015: Campaign Timeline



UEL 2014-15: Targets





Build the Brand	Source	2013	2014	*2015*
Logo Association	GFR	13%	14%	*15%*
Trophy Association	GFR	8%	9%	*10%*
Endorsement of positioning – Viewers	GFR	62%	63%	*65%*

Social Media Engagement	Source	2013	2014	*2015*
Total UEFA.com visits (UEL)	UEFA	18M	14.1M	*14.1M*
Total Facebook Fans	UEFA	2.6M	6.6M	*8.5M*
Total Twitter Followers	UEFA	90K	1.1M	*2.5M*

Media & PR Coverage	Source	2013	2014	*2015*
Total Articles	Cision	N/A	2928	*3000*
Reach (EURO)	Cision	N/A	2.5M	*2.6M*
Positivity Index (/100)	Cision	N/A	51%	*55%*

GENERAL POPULATION MEASURES (FANS AND NON FANS)