



BRAND PROPOSAL + INITIAL SITE BUILD

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B154 SPRING 2021

LINK TO BLOG:

[Football Manager Hero](#)

PROJECT DESCRIPTION

The project is a blog (FM Hero) addressing a niche of [Football Manager](#) (FM), a game which simulates the experience of a football manager: the successes (e.g. winning competitions), the failures (e.g. relegation), etc. FM Hero is intended to be a condensed and comprehensive guide for thriving as a manager of smaller teams, which are more difficult to manage given a lack of resources and talent.

TARGET AUDIENCE¹

FM users can be categorized into Big Time Charlies and Veterans (see figure below). FM Hero is targeted at people looking to transition from Charlie to Veteran, herein called ‘Challenge Seekers.’

¹**#audience:** I accurately identified a niche target audience of the Football Manager userbase, pointing out their motivations, interests, personality traits, goals and background knowledge relevant to FM. These details were considered in the tailoring of the brand identity and the developed blog post.



Challenge Seekers are mostly men between the ages of 18 and 30. They cut across various nationalities, given the diverse user base of over 1.8 million users in over 190 countries. Seekers make time for FM whether they're employed or students.

They have experience with FM's basics, having played for at least three months, but are inexperienced with the complex tasks e.g. scouting, attracting talent). They are now interested in more challenging and rewarding gameplay to become lower-league managers and lead small teams to success.

Challenge Seekers like to win, are self-confident, courageous, and adventurous some even have a hero complex! As customers, they appreciate expertise, genuineness, and heroism.

Competitors

There are a number of blogs that tackle aspects of the game such as FM scout, Guide to FM, etc. However, these blogs go very narrow and in-depth into topics, some of which are embedded in the complexity of managing small teams. My blog's value proposition is a more condensed version of these topics, spanning each relevant component in as much detail and evidence needed to give players an idea on what to do. Put simply, my differentiators are ease, simplicity, and brevity, and these are appealing to *Challenge Seekers* as they want to attain success quickly.

Brand Image²

Given the characteristics of my target audience and the current branding of my competitors, my intended brand image is one of expertise, simplicity, and genuineness/authenticity.

Expertise reassures the audience that they can trust what they read and can be sure they are not wasting their time. Expertise will shine through every interaction (e.g. content) and keep readers

² **#gapanalysis:** I identified a gap in the offerings of competitors: a distilled and general guide for small team managers after consideration of my target audience and their needs and pain points. I then developed a brand identity and blog to fill that gap and generate consumer interest.

coming back. Simplicity ties in with expertise as the idea is that the brand is knowledgeable and can easily teach the essential aspects of the game to readers. This intended simplicity is precisely what positions FM Hero differently from competitors. Lastly, genuineness is needed to further build trust. Readers want to know that the outcomes the brand obtained are not through hacks or cheating but as a result of true knowledge acquired over time. Genuineness is also essential to sustain readers and communicate the reality that success at a small club takes time³.

As a starting point in building a genuine and expert brand, I released a Medium article with the aim of building anticipation for the series I will be writing. Firstly, I ensured that the language was relatable and appealed/identified with Challenge Seekers' frustrations from being Charlies, their desire challenges and the obvious difficulty of climbing up the ranks with a low-tier team. To connect with their appreciation for expertise as well as my intended brand image, I included images showing my successful managerial campaigns at Stevenage FC. This improves my credibility as someone who has experience making smaller teams thrive. I also discussed my campaigns on older versions of the game, to suggest that my knowledge and experience was acquired and groomed overtime. Additionally, the images give readers something to look forward to (similar success) were they to read the posts and implement my suggestions. To further come across as an expert blog, I created logos and banners to reinforce a consistent brand








³ **#brandConnection:** I highlighted specific aspects of the consumer segment I am targeting and identified how the brand image connects and interacts with these characteristics to ensure readers identify with the brand. I also considered competitors and how I could differentiate my brand from theirs in the mind of the consumers.

image. The name FM Hero, was also intentionally chosen to implicitly appeal to the heroic side of Challenge Seekers as well as portray the brand as a hero coming to solve their lower-tier management problems. Lastly, the post was kept concise and simple in line with the brand's identity of simplicity and ease of use⁴.

Objectives & Key Results









Given my current intention is to have all my growth hacks point back to my blog, my OKRs relate to increased viewership and engagement with the content I put out:

Objective: Increase Brand Recognition and Awareness

 Key Results	 Current Value	 Progress	 Timeline	 Status
 Get 30 reads across all Medium posts	0	0%	Apr 20, 2021	Not started
 Get 50 views across all Medium posts	0	0%	Apr 20, 2021	Not started
+ New				
AVERAGE 0%				

+ Add OKR

Objective: Increase User Engagement + Add a view Search

 Key Result	 Current Value	 Progress	 Timeline	 Status
 Get at least 10 claps on one Medium article	0	0%	Apr 20, 2021	Not started
 Get at least 10 comments across Medium articles	0	0%	Apr 20, 2021	Not started
 Get at least 5 shares on one article	0	0%	Apr 20, 2021	Not started

⁴ **#content:** I created a blog post with consideration of the peculiarities and personality of members of my target audience as well as the brand image I was intending to portray. The links between the brand, content and the readers were then discussed and analyzed explicitly.

Exhibit 1⁵

⁵ **#designthinking:** An iterative design approach was adopted in the development of my logos and banners. This involved outlining the image to be communicated by the logo: simplicity and easy identifiability (thus ruling out the first example). I also leveraged feedback from different friends leading to the change in the colour of stars in the last logo to more closely match the fiery ball in the second to the last.









