



RESEARCH REPORT

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INTRODUCTION

To get to know PSV better, we researched the PSV brand and its fan base. We did this to get a better understanding of who our client is, and who the end users will be. With this information we can then get started to come up with a good and suitable concept. We have also conducted research into how other clubs and companies solve the problems that PSV faces as a football club. In this document you will find an overview of all the findings that emerged during the research phase.

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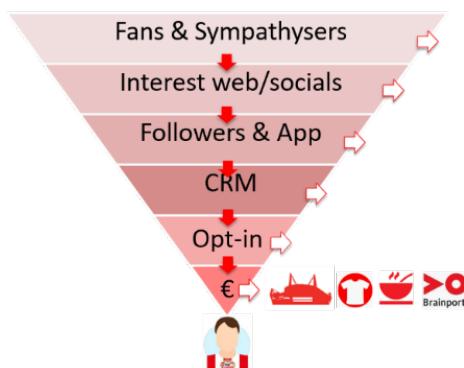
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PSV

Marketing strategy

Fan Engagement Funnel

To make customers out of fans, they use the Fan Engagement Funnel. They do this by getting people step-by-step more involved into the brand.



The first goal is to get general fans to take a look on their website or social media accounts. When this is done, PSV can easily target ads to the right audience to make them follow PSV on social media or to download the PSV app. This can be done by the cookies that were placed when the fan visited the website, or by targeting people who visited the Facebook-page of PSV.

Personalized messages via ads

If you set this to "On", you will receive personalized messages from advertisers such as Facebook, Google Ads and others.

On Off

When the fans are following the fans on social media and/or have the PSV app, the next goal is to get the fans into their CRM system (Content Relationship Management). This way they can build up a custom profile for each fan to get to know them better individually, and send them targeted ads he/she could actually be interested in. A way to get them into the CMR system is by getting them signed up for the newsletter.

As soon as the fan is signed up for the newsletter it's important to send him/her the right content. Because when you send content the fan isn't interested in and unsubscribes, you lose him for all marketing campaigns via email.

Fan engagement Projects

Call from Cocu

In 2013 all season- and club cardholders of PSV (approximately 60.000 people) received a video where you can see some players and their former trainer brainstorm about what they

should send their fans as a new year's greeting that year. A lot of idea's were mentioned in that video. Like a knitted sweater with 2014 on it, or a Christmas card with music when you open it. Eventually the trainer Philip Cocu decided to give every fan a call to thank them for their love and support that year. All fans interested in a call could sign up for it on a special website, where they could leave their phone number. This call was of course pre-recorded and was the same for everybody that received it.



Google Home & Assistant

To give people the experience of being at the PSV Stadium at home, Froteu (Conversational Service developer in Amstelveen) developed a Google Home application to give people the experience of attending a match during corona times without leaving your house.

By saying "OK Google, talk with PSV" to your Google Home device, you can hear stadium sounds with singing fans, do a PSV quiz, hear PSV related news or hear the PSV club song. This way you can easily create a PSV party with your family members in a safe environment.



Let fans decide

To give fans control over the season club card PSV made 3 designs fans could vote on. The design with the most votes became the design used for the upcoming football season. Fans could vote on via a special link that was spread by their social media channels.



Pick your favourite look for next years season card!

psv.nl/psv/seizoen-cl...



Interactive social media

PSV is currently active on a lot of social media channels (Facebook, Twitter, Instagram, YouTube, LinkedIn, Weibo, Snapchat). All content posted is meant to be as interactive as possible. So does PSV do a live Q&A with players or in this example their technical manager, but also Facebook and Instagram posts often asks about the followers opinion about a goal or match. In this way they really interact with their fanbase on social media.



42.410 weergaven

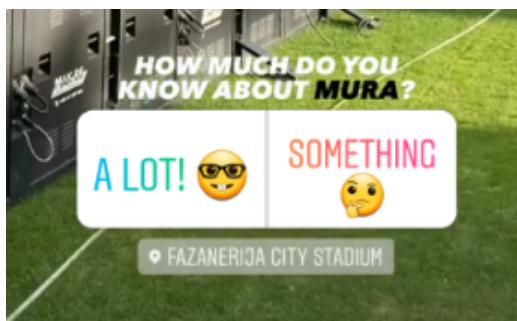
PSV was live.
2 september om 15:46 ·

Q&A: stel je vraag aan technisch manager John de Jong.



psv Max 🏠
Welk cijfer geven jullie @p.max31 voor zijn eerste thuiswedstrijd? 😊
#PSVEMM

[View all 162 comments](#)





AR football players

To give everybody the feeling of meeting a football player at home, PSV developed together with 4DR Studios an Augmented Reality experience, where you can meet players at home. You can use it by facing your phone's camera to an empty surface in your room. The app will then automatically place one of the players in the available space. Once it is placed you can walk around it or take pictures with it.

Filters

PSV developed filters to be used by fans on Instagram. With these filters you can add a PSV touch to your stories and holiday greetings. The filter contains a Christmas tree, some snow, the text "Merry Christmas" and of course the PSV logo. The filters aren't available in the app (yet), if these will come available any time soon is unknown



AR match

A concept PSV has created is an Augmented Reality match where you can view the match with additional AR statistics like the speed that players are running, or the players name above each player so you know who is who. This project hasn't been developed yet, but it is something that PSV has thought of a concept for the future.



Competition

To see what other football clubs are doing in order to personalise communication we've created a fake person with an email account (Tom Miller). Then we investigated over 60 football clubs in Europe to see if they have a newsletter available, and if they did, we've signed up for it with the email account of our fake person. We Checked the incoming mails if they were personalised with a custom greeting, and if they would send birthday wish on your birthday.

The results were pretty interesting:

- Out of all clubs we've investigated in Europe, 77.4% have a newsletter available.
- Only 1 Eredivisie club out of 18 does not have any kind of newsletter available (PEC Zwolle).
- 66.6% of the investigated football clubs in Spain do not have a newsletter available.
- Out of all clubs we actually signed up for, only 12.8% send us a message on a birthday.
- VVV-Venlo send a video message from a player on a birthday. This video is very general and isn't personalised in any way. You can even see in the YouTube video it has over 1.000 views.
 - o In the comment section you see people like the idea and people thank the player for their message, so people still add value to this message.



First meeting debrief

In the first meeting, we have gained some information about the company PSV. They have 4 marketing departments which are listed below.

- Content and media
- Brand and design
- Marketing and communication
- Marketing intelligence
- Esports
- Kids club

E-sports is growing quickly. In a short period of time they gained more than 40k followers and it is still growing. They are also searching for separate sponsors for only e-sports. There are a lot of new opportunities, but they yet do not know what to do with it.

The most important focus for us is personalized content. We must find a solution for the problem noted below.



Problem definition

PSV has problems maintaining an emotional connection with their fans during the times of Corona.

We must use personalized content to give the fan the feeling the message is really made by a football player or at least a PSV employee.

EXAMPLES OF PERSONALISED CONTENT

Examples

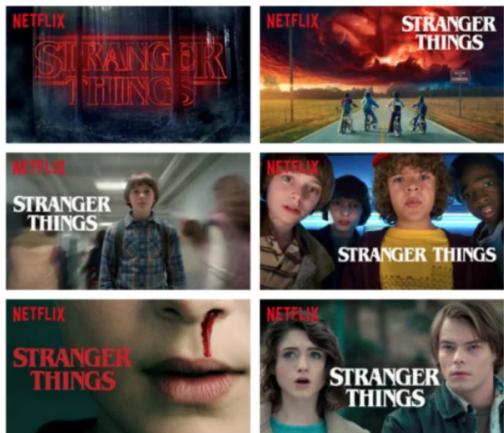
Coca Cola

In order to connect people with their brand, Coca Cola decided to personalise bottles of Cola by printing people's name on it. In a country with under 23 million people, they sold over 215 million personalised packs of Coca Cola. The ads used to promote this campaign were personalised as well, people who saw it, saw at the end a bottle of Coke with their name printed on it.



The overall sales of Coca Cola during this campaign increased by 3%, and the consumption of Coca Cola by teenagers increased by 7%. Between 2012 and 2018 more than 150 million personalised bottles have been sold. The Share A Coke campaign only already won 7 awards at the Cann Lions International Festival of Creativity.

Source: [Wrike.com](https://wrike.com)



Netflix

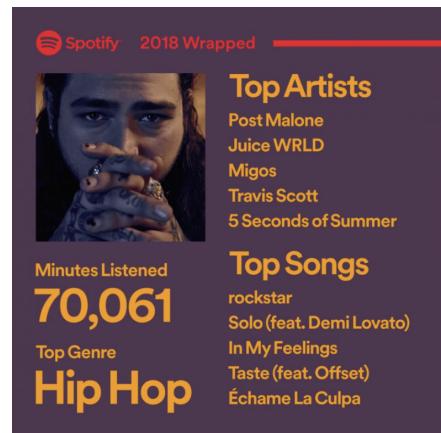
Because every person is different, and likes different things, Netflix personalised the way series are advertised. For example, if you like horror movies: Netflix would show you a horror-like thumbnail for the series. But if you are more into drama movies or series, it would show you a more dramatic thumbnail for the same series or movie.

This way each viewer sees a thumbnail that might trigger them to watch the series or movie. Besides the changing thumbnails, Netflix also uses an AI to give people good recommendations based on their viewing behaviour.

Source: netflixtechblog.com

Spotify

At the end of each year Spotify sends their users an overview of what music and what genre they listened mostly that year, together with some other interesting facts about their music listening behaviour. People are always looking forward to these lists, and are shared a lot on social media channels like Instagram and Facebook so people can show what they like, and compare it to their friends.

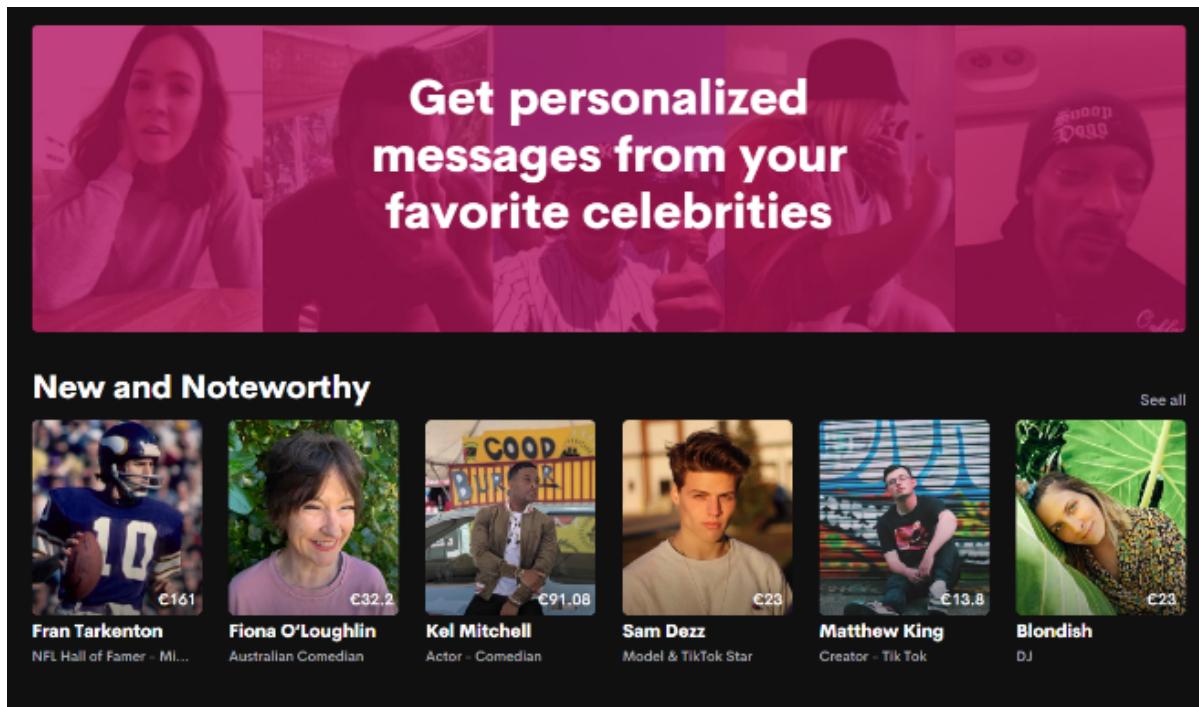


Facebook

On special occasions like end of summer, birthdays or at the end of the year, Facebook generates custom video's for their users with memories they shared overtime. People get an option to share these video's on their timeline and that's done a lot.

Cameo

On Cameo you can request a video message from your favourite TV-personalities, actors, musicians, youtubers, etc. Prices start at a few euro for less known artists and go up to more than €1.000 for more famous people. This proves people like to see their idols giving them a personal message and are even willing to pay great money for that.



The image shows a screenshot of the Cameo website. At the top, there is a banner with four celebrity portraits and the text "Get personalized messages from your favorite celebrities". Below the banner, there is a section titled "New and Noteworthy" featuring six celebrity profiles:

- Fran Tarkenton** (NFL Hall of Famer - MI...) - €161
- Fiona O'Loughlin** (Australian Comedian) - €32.2
- Kel Mitchell** (Actor - Comedian) - €91.08
- Sam Dezz** (Model & TikTok Star) - €23
- Matthew King** (Creator - Tik Tok) - €13.8
- Blondish** (DJ) - €23

There is also a "See all" link in the top right corner of the "New and Noteworthy" section.