

# SITUATION COMPLICATION

## CONTENTS

Global to company .....	2
Current situation .....	2
Trends .....	2
Current trends.....	2
Influencers.....	2
E-Sports .....	3
Streaming .....	3
Gambling (TOTO).....	3
Social media .....	4
Marketing.....	4
Merchandise .....	4
Coronavirus .....	5
Potential trends.....	5
VR/AR/XR .....	5
Home assistant.....	6
Dynamic audio.....	6
Led Wrist Bands .....	7
Projection mapping preshow .....	7
Complication when not following the trends.....	8
Current.....	8
Potential.....	8
Storyboard .....	9

## GLOBAL TO COMPANY

Global	Market	Industry	Company
Sustainability	AI	Tik Tok	Tik Tok entertainment
Privacy concerns	Augmented Reality	Smart Speakers	Dynamic audio
Robotics	IOT	VR Glasses	VR software
Corona Virus	Virtual Reality		
Social Media	GDPR		
People getting tired of Ads	Home assistant		
Tech			

## CURRENT SITUATION

The brand PSV is changing into something new. Social media is getting more and more important. Also, with all the tech improvements the market is changing. It is hard to keep people involved in the brand. There are a lot of football clubs with recourses just like PSV. What can PSV (so Greenhouse) do keep involving people as much as possible.

## TRENDS

### CURRENT TRENDS

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### INFLUENCERS



Brands often use influencers to use their products/ services. This makes the influencer's followers more likely to buy/use the product because somebody they feel like they know enjoys it as well. Influencers are also used to reach a bigger audience and to have familiar faces in their advertisements.

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## E-SPORTS



A lot of young people are using their leisure time to play video games. It is nice to offer them football games where they can play with their favourite players and/or favourite football clubs. In this way people spent more time being busy with the football club when there is no match going on, which results in a better connection with the brand.

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## STREAMING



Nowadays almost all professional football matches are being streamed on TV so people don't need to go to the actual stadium to see a match. Due to corona this is nice, so people can still see the match while maintaining social distancing.

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## GAMBLING (TOTO)



Betting on matches is a thing of past but in this digital world it has been made easy, and everyone with a smartphone has easy access to betting. In last few years it has become more popular, there are many apps that can be used for betting and also with a little money, you can choose your favourite players even from the rival team and bet on those and that makes it exciting. The influence of this is that people enjoy these things also team are spending a lot in partnership with these apps as it helps in marketing.

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#### SOCIAL MEDIA



PSV is already doing a lot of things to keep the fans engaged online with social media (Facebook, Instagram, LinkedIn).

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#### MARKETING

A football club is way more than just a bunch of people playing football. To get people become a fan of your club you'll need to have a story, and you need to interact with your fanbase to keep people involved.

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#### MERCHANDISE



Merchandise is a great way to give people the feeling that they are part of the community. People love to wear shirts of a specific club to show they are a supporter of it. It is also an easy way to get your name out on the streets to create more awareness of your football club.

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#### CORONAVIRUS



The coronavirus put a lot of restrictions on large scale events like football matches. Stadiums can't be filled on full capacity. This of course isn't good news, but it also creates a lot of new opportunities. And if you do this correct, you'll have a big lead of the competition.

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#### POTENTIAL TRENDS

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#### VR/AR/XR



Streaming matches, stadium tour

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#### HOME ASSISTANT



Be able to talk to your favourite football player using the home assistant. / or simply a good morning message in voice of your favourite player.

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#### DYNAMIC AUDIO

It already is clear that we are going to use Dynamic Audio. But why is it interesting?

There are a few ideas that we have. The first one would be a birthday congratulations by a voice message spoken by your favourite football player. Currently, if it's your birthday, you'll receive a personal email with a congratulations. But how cool would it be to receive an email with a spoken voice message from your idol.

Another idea would be to be able to have a conversation with your favourite football player from the PSV team.

Also, Greenhouse is creating Nova Green. She already has an appearance, but no voice yet. After we would've worked with dynamic audio, Greenhouse will have the opportunity to work with the knowledge we gathered.

So how are we going to get to work? First we need a good text to speech program. Some program which really sounds like a human. We stumbled upon TacoTron made by Google. Take a look at [this link](#). The top audio fragments are spoken by a real human, where the one's underneath are made by TacoTron.

### Why do we use dynamic audio, and what happens if we do not use it?

With dynamic audio we can easily send personalised and engaging messages to the PSV fanbase. This way people feel addressed personally, and give six times more sales return than regular non-personalised messages ([segmentify.com, 2020](#)).

If we do not use it, fans will feel less connected with the football team/club and will connect with another club they feel that connection with.

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#### LED WRIST BANDS



[demo](#)

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#### PROJECTION MAPPING PRESHOW



[demo](#)

## COMPLICATION WHEN NOT FOLLOWING THE TRENDS

### CURRENT

Trend	Complication	Opportunity
Influencers	Influencers affects a lot of people with their lifestyle, with things they use or promote, they are an important part of marketing campaigns as they help you reach more audiences and make an impact.	To hire influencers to do advertisement for your brand or to share your concepts on their timeline can be helpful in building up the market.
Social media	Nowadays if you don't have any social media or website it looks like you don't exist online, and people are less likely to feel connected with you.	Social media and a website are the ultimate tools to stay connected with your fanbase and keep them updated. Also, if you have new merchandise items you can promote them there.
Good merchandise	People want to be a part of the PSV community, but are struggling to find the people that have the same interests.	With merchandise you can make people really feel they are part of the community because they are literally wearing the brand. It's also a good way to get your name out on the streets and to promote yourself.
E-sport	Outside of the matches people aren't really busy with the PSV brand in their leisure time.	With E-Games people can play with their favourite football team in their leisure time, which creates a better connection between the fanbase and the brand itself.
COVID-19	Due to corona it's hard for fans to attend the match in the stadium due to the social distancing limit	Hardships always lead to new opportunities, same for COVID-19, it is a challenge to invent new things that can provide a better sport experience to people while staying at home.

### POTENTIAL

Trend	Complication	Opportunity
VR/AR/XR	In recent times things have changed, during Corona it is difficult to watch a live match in	This is one the best things that can be done in order to provide fans as real as

	<p>the stadium with a crowd of 30.000+ people, So VR/AR can help you provide close to similar experience.</p>	<p>possible experience during the COVID-19 times, providing virtual tours of the stadium or even supporting live matches with VR can help achieve great engagement.</p>
<b>Home Assistant</b>	<p>Smart speakers are used now a days whether it is to ask for the weather or to ask the score of an ongoing match, companies are focussing on developing more and more content for the smart speakers. It can be the next big thing in the industry. Missing this can be a problem.</p>	<p>Number of people using smart speakers is increasing rapidly, it can be an opportunity to develop something specifically related to PSV and players for the smart speakers which will result in engagement with Fans.</p>
<b>Dynamic Audio</b>	<p>It is hard to give fans the feeling they are important for the brand if they don't feel a human connection with it.</p>	<p>Provides an opportunity to connect with fans in an innovative and personal way, which gives them a feeling of engagement in the club.</p> <p>Open several opportunities which can be combined to improve the interaction such as 3D models of players interacting with fans.</p>
<b>LED Wristbands</b>	<p>Currently the crowd is only watching the match, but they aren't really involved into it.</p>	<p>To build a wrist band which emits light every time a player scores a goal, if everyone in the crowd has the band, it can take the crowd's enthusiasm to an upper level. It also adds up to the marketing campaigns.</p>
<b>Projection Mapping pre-show</b>	<p>Currently there is a lot done with lights by PHILIPS, whether it is in GLOW or even during the matches. Those resources can be used in a better way by doing different projection mapping before every match and that helps in providing a better match experience to Fans.</p>	<p>Considering glow, Philips already have an experience in the area of light show, it is an opportunity to combine light shows with matches to provide a lifetime experience to fans which they would never forget. Also, it can be changed to provide different experience every time.</p>

## STORYBOARD



## PROBLEM ANALYSIS

- Not connecting on an emotional level
- The approach now is not very personal
  - Why is this a problem > they can increase revenue by solving this
- Less email open rate > 57%
  - How can we make emails more fun, so people open them more often?
- People unsubscribing to PSV newsletter
  - How can we bring it to a lower rate?

## RESEARCH

Questions:

Subquestion:

1. What other teams do to increase fan engagement
2. What are some successful dynamic audio projects?
3. How does PSV data set look like?
4. What does PSV current technical system/software look like?
5. What are some ongoing dynamic audio trends?
6. What PSV does in personalized content/marketing?
7. How to do a brainstorm?

