



# ABERDEEN FC COMMUNITY TRUST

# PRESENTATION

ADAM LAING, CAMERON FOSTER, DUNCAN HARDISTY, ISAAC TOMBA, PIOTR  
BIELA, SARAH SCHIFFER, SESIL KAZAKOVA



ABERDEEN FC  
COMMUNITY  
TRUST

# ABOUT AFCCT

AFCCT WAS FOUNDED IN  
2014

01

RECOGNISED AT THE  
HIGHEST LEVELS

02

FOOTBALL, HEALTH AND  
WELLBEING

03

INSPIRE AND EMPOWER  
THE NEXT GENERATION  
OF YOUNG PEOPLE

04

(AFCCT )

# SOSTAC

SITUATIONAL ANALYSIS-OBJECTIVES-STRATEGY-TACTICS-ACTIONS-CONTROL

(LEONARD ET AL. 2022)



ABERDEEN FC  
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TRUST

(PHADERMROD, CROWDER AND WILLS  
2019)



# OBJECTIVES

**Raise £1 Million for the trust**

**Highlight the work of the trust**

**Promote different ways of giving**

**Emphasise that the trust is “More than the Ball”**

# STRATEGY

HOW DO WE ACHIEVE OUR OBJECTIVES?



**SOCIAL MEDIA MARKETING**

**CONTENT PLANNER**

**EMAIL MARKETING**

**OUT-OF-HOME ADVERTISING**



# SEGMENTATION, TARGETING AND POSITIONING



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# SEGMENTATION & TARGETING:

MILLENIAL AND GEN X

ABERDEENSHIRE

DISPOSABLE INCOME

INTEREST IN SPORTS, EDUCATION PROGRAMS, COMMUNITY EVENTS

# POSITIONING:

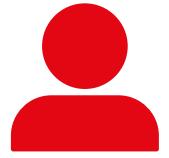
“MORE THAN THE BALL”



# BUYER PERSONAS



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## PERSONA A

**NAME: ROSS REID**

**AGE: 31**

**GENDER: MALE**

**OCCUPATION: MECHANICAL ENGINEER**

**LOCATION: ABERDEEN**



## PERSONA B

**NAME: REBECCA SMITH**

**AGE: 47**

**GENDER: FEMALE**

**OCCUPATION: TEACHER**

**LOCATION: ABERDEEN**



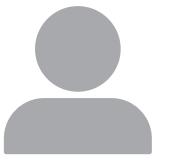
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PERSONA A

**ROSS HAS RECENTLY MOVED TO ABERDEEN FOR A NEW JOB OPPORTUNITY. HE IS SINGLE, AN EXTROVERT AND HAS A PET DOG. ROSS ALSO FOLLOWS AND PLAYS FOOTBALL FOR PLEASURE. HIS IDEAL WEEKEND IS IN A STADIUM AMONGST OTHER ABERDEEN FANS.**

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PERSONA B

**REBECCA GREW UP IN ABERDEEN. SHE IS MARRIED, HAS TWO KIDS AND RECENTLY BOUGHT A HOUSE. SHE SPENDS HER FREE TIME READING AND HIKING. REBECCA IS LOOKING FOR WAYS TO GIVE BACK TO HER COMMUNITY AND SUPPORT ONES IN NEED.**

# TACTICS

&

# ACTION

WHAT TOOLS SHOULD YOU USE TO MEET YOUR OBJECTIVES



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# PERSONA A

POSTER

EMAIL MARKETING

# PERSONA B

INSTAGRAM

BILLBOARD



CHANNEL	TARGET AUDIENCE	SEPCIAL REQUIREMENTS	TIME CONSTRAINTS	TRACKING	FORMAT
EMAIL	PERSONA A	CTA  USE PLAYERS AS IDOLS	EVENTS	CTR	600PX X 300PX
POSTER	PERSONA A	BIG HL & QR CODES  USE PLAYERS AS IDOLS	EVENTS	CTR	9:16
BILLBOARD	PERSONA B	QR CODES  BIG HL & STRONG CONTRASTS	LONG TERM	CTR	16:9
INSTAGRAM	PERSONA B	USE TRUST IMAGES  FAVOR ALGORITHM	DAILY BUSINESS	ENGAGEMENT RATE  FOLLOWER COUNT  STORY VIEWS	1080PX X 1350PX  1080PX X 1920PX



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# HOW TO: INSTAGRAM

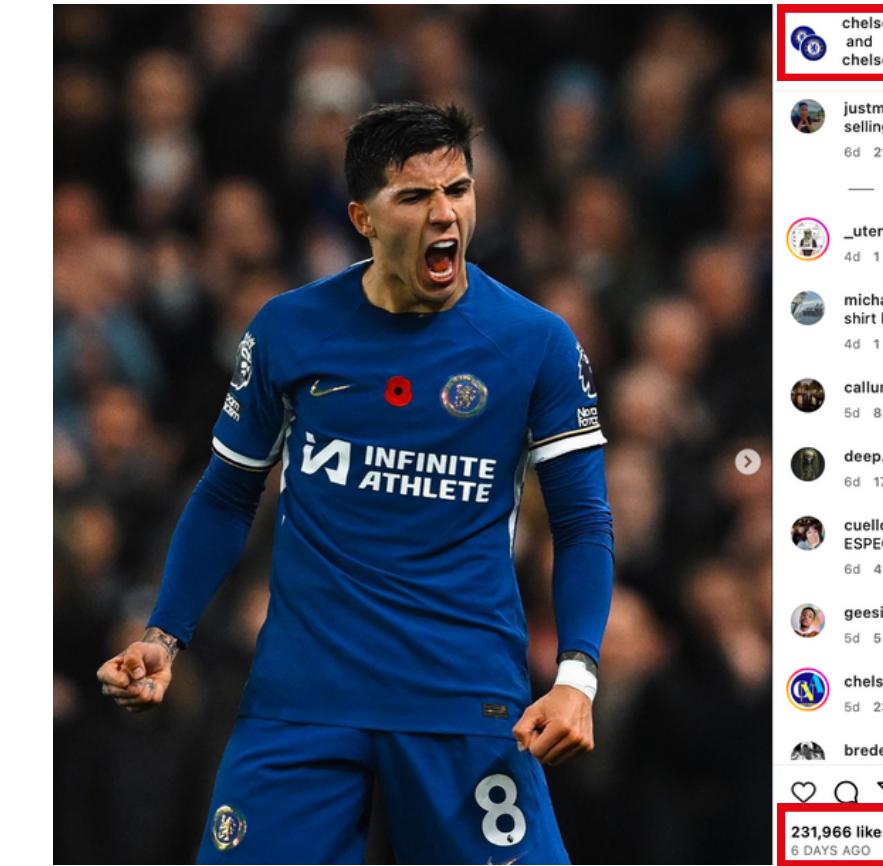
FACILITATE REACH

COLLABORATION POSTS WITH AFC  
OR LOCAL BUSINESSES

UNDERSTAND THE ALGORITHM

MOVING > STILL CONTENT  
USE IN APP-TOOLS  
SHOW FACES

! ALWAYS CHANGING SO NEEDS TO BE REVIEWED REGULARLY !



<p>foodstoryscotland</p> <p>1,014 posts 25.5K followers</p> <p>FOOD STORY</p> <p>Community Cafes   Events Space: Aberdeen: Mon-Sun: 8-5 (8pm Tues-Thurs) Edinburgh: Mon-Sun: 7.30-3 (9-5 Sat + Sun) Beach: Everyday: 10-4 Uni: M-F: 8.30-4 <a href="http://www.foodstorycafe.co.uk">www.foodstorycafe.co.uk</a> + 2</p>	<p>Following Message +9 ...</p>	<p>rootscatering_uk</p> <p>612 posts 8,825 followers</p> <p>Roots Catering</p> <p>Plant based junk food madness 🔥 🤘 ROOTS @The Beach Thursday - Saturday 11am to 6pm Sunday - 11am to 4pm <a href="http://www.rootscatering.uk">www.rootscatering.uk</a></p>
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# INDUSTRY EXAMPLES

## CHELSEA FOUNDATION

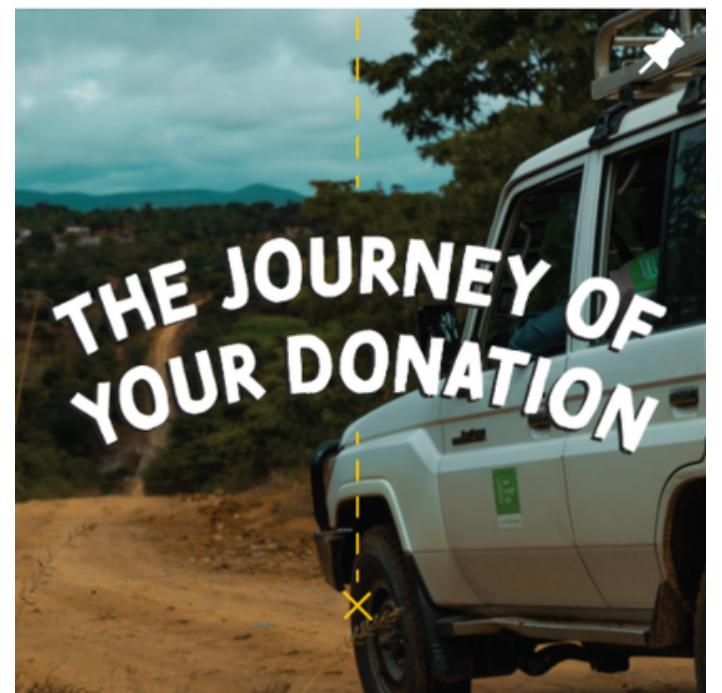
START AN AUCTION WITH  
@MATCHWORNSHIRT

SNAP PHOTOS DURING EVENTS

## CHARITY WATER

VISUALISE THE DONATION JOURNEY

[HTTPS://WWW.INSTAGRAM.COM/P/CLRLTA4J4UQ/](https://www.instagram.com/p/CLRLTA4J4UQ/)



matchwornshirt.official

Follow

Message

+9

...

1,612 posts

73.7K followers

2,338 following

MatchWornShirt

The fabric of the game

[i.matchwornshirt.com/1Bqa2U + 4](https://i.matchwornshirt.com/1Bqa2U + 4)

Followed by scotland\_uncovered



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# EMAIL MARKETING

## USING THE AFC'S NL

- + USING AN ESTABLISHED NETWORK
- + LOW COST & EFFORT
- + HIGHLY SUITABLE FOR FOOTBALL-
- RELATED CONTENT
- MORE LIMITED TO PERSONA A
- LIMITED TO AFC'S MARKETING ACTIVITIES

## USING YOUR OWN NL

- MORE INITIAL EFFORT TO CREATE A NEW EMAIL LIST
- INCREASED MAINTENANCE
- + TARGETING PERSONA A & B
- + AFCTT TAILORED CAMPAIGNS
- + BETTER TRACKING & TARGETING POSSIBLE (DIFFERENT TARGET GROUPS/ AB TESTING)



# NL - COPYWRITING IDEAS

D Sarah

⌚ 30m ⓘ ...

Dear [Recipient],  
We hope this message finds you well! We're thrilled to invite you to our upcoming event, "Boogie in the Bar," an afternoon disco designed with our community's well-being in mind.

#### Event Details:

📍 Event: Boogie in the Bar

📅 Date: [Insert Date]

🕒 Time: [Insert Time]

📍 Location: The Foundry Bar, Aberdeen

#### What to Expect:

- A lively and dementia-friendly afternoon disco experience.
- Specially curated music for a relaxed atmosphere.
- Connecting with like-minded individuals in a quiet and enjoyable setting.

#### Why Attend?

"Boogie in the Bar" is more than just a disco; it's an opportunity to come together, enjoy good music, and create lasting memories. We're dedicated to providing a space where our community members, especially those over 50, can unwind, dance, and socialize in a welcoming environment.

#### RSVP Now:

Join us for an afternoon of joy, laughter, and connection. Please RSVP using the link below to secure your spot:

[Include RSVP Link]

**Note:** The Foundry Bar is committed to providing a dementia-friendly space, ensuring everyone feels comfortable and at ease.

We look forward to sharing the dance floor with you at "Boogie in the Bar"!

Best regards,

[Your Name]

AFC Community Trust

D Sarah

⌚ 2h ⓘ ...

Dear [Recipient],

We hope this message finds you well! We're excited to invite you to participate in the AFC Community Trust Keep-Up Challenge, a fun and interactive way to show off your football skills while making a positive impact on our community.

#### How to Participate:

1. Grab a football and record a video of yourself doing as many keep-ups as you can.
2. Post your video on Instagram, challenging your friends to do the same!
3. Tag 3 friends in your post, encouraging them to take on the Keep-Up Challenge.
4. Use the hashtag #AFCTrustChallenge to join the community of participants.

#### Why Participate?

- Showcase your football skills and have fun!
- Spread awareness about the AFC Community Trust and its impactful work.
- Challenge your friends to join the cause.

#### Don't Forget to Donate:

As part of this challenge, we encourage you to support our £1 million fundraising campaign by making a donation to the AFC Community Trust. Every contribution, big or small, makes a difference in empowering and inspiring our community.

🔗 [Insert Donation Link Here]

Let's come together, have fun, and make a lasting impact on the lives of those in our community. Your support means the world to us!

Best regards,

[Your Name]

AFC Community Trust

P.S. Get ready to keep up the good work – both on the field and in our community!

D Sarah

⌚ 2h ⓘ ...

Dear [Recipient],

Get ready to lace up your walking shoes because we're launching the AFC Community Trust Health Walk Challenge, and we want YOU to be a part of it!

#### Event Details:

Join us for a dementia-friendly Health Walk through the heart of Aberdeen. It's not just a walk; it's a step towards positive change in our community.

📅 Date: [Insert Date]

🕒 Time: [Insert Time]

📍 Meeting Point: [Insert Meeting Point]

#### Why Walk with Us?

- Raise awareness for dementia in a supportive and inclusive environment.
- Promote physical and mental well-being through a leisurely walk.
- Connect with like-minded individuals who care about making a difference.

#### End the Walk with a Purpose:

Our health walk will conclude at Foodstory, a local cafe that shares our commitment to community well-being. Join us for a cup of warmth and good company as we continue to support the cause.

#### Launch of the 10,000 Steps Challenge:

This Health Walk marks the beginning of our "Step Up for Change" campaign. We challenge you to walk 10,000 steps a day for the AFC Community Trust. It's a simple yet impactful way to contribute to our £1 million fundraising goal.

👉 Take the Challenge! Use #StepUpForChange

Campaign Slogan: "Step Up, Step Together, Step for Change!"

#### Ready to Join?

RSVP now and be part of a movement that fosters community, health, and positive change.

[Include RSVP Link]

Let's walk towards a brighter future, one step at a time!

Best regards,

[Your Name]

AFC Community Trust



# CONTENT PLANNER - MONDAY.COM

COLLABORATIVE CONTENT MANAGEMENT TOOL

OFFERS SCHEDULING FEATURES

EASY ACCESS FOR ALL STAKEHOLDERS

CONTENT CAN BE CATEGORIZED INTO CAMPAIGNS

EASY OVERVIEW OF APPROVAL STAGES AND TIMELINES



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COMMUNITY  
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Main Ta... | Calend... | Em... | +

Integrate

Automate

2

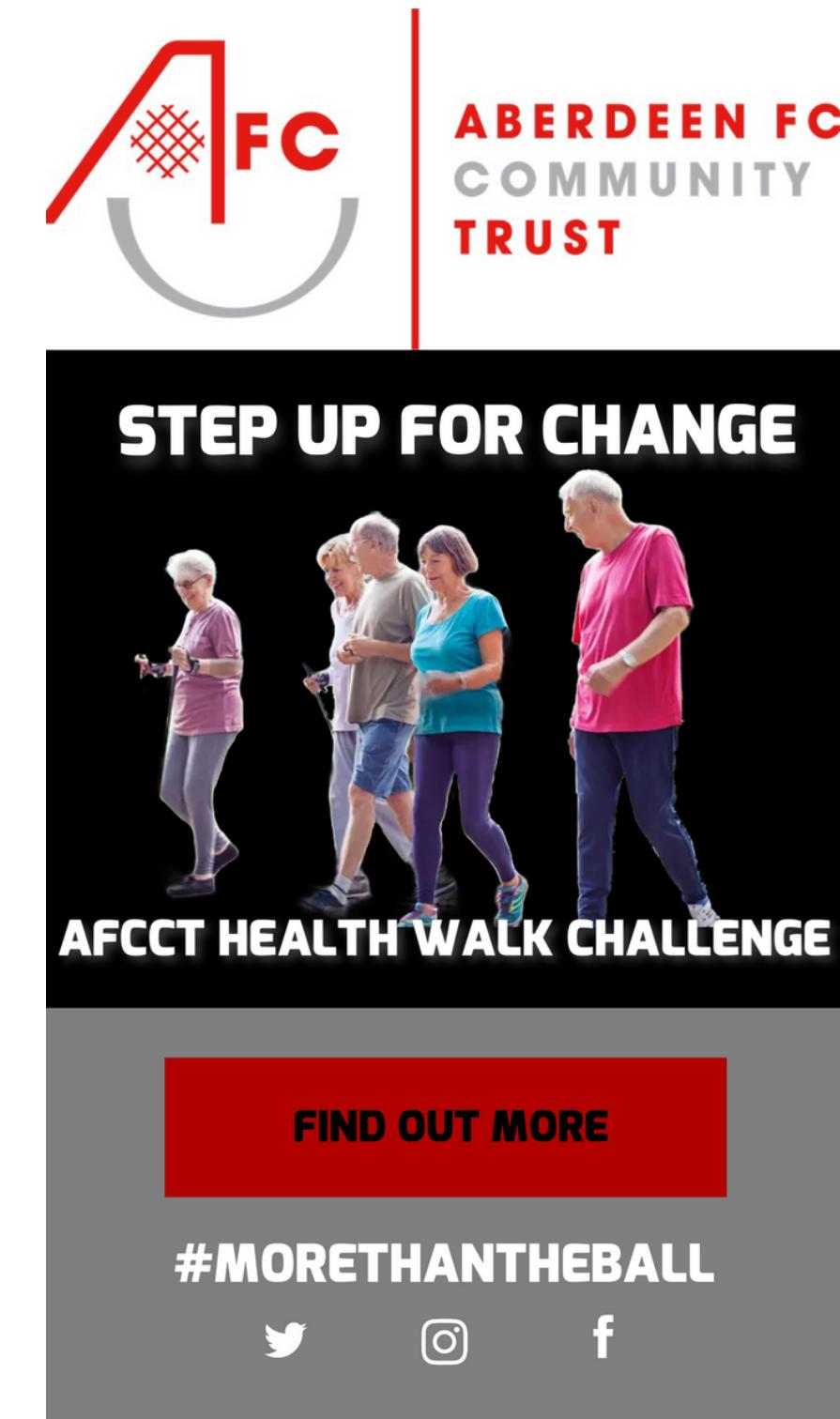
New Campaign ▾ Q Search Person Filter ▾ Sort Hide

## ▼ Weekly Activations

## ▼ 10 - Keep Ups Campaign

#### ✓ 10k - Health Walks

# CONTENT



# CONTENT

AFC  
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DANCE THE NIGHT AWAY!

JOIN US FOR BOOGIE IN THE BAR - A DEMENTIA-FRIENDLY AFTERNOON DISCO!

Get Involved

Join Us for Boogie in the Bar  
- A Dementia-Friendly  
Afternoon Disco!

boogie for a cause, create lasting memories, and dance our way to a more inclusive community. We look forward to seeing you on the dance floor!

Donate today

Questions?  
Check out our [about us](#) or get in contact

[Twitter](#) [Facebook](#) [LinkedIn](#)

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# CONTENT



The landing page for the AFC Community Trust Keep-Up Challenge. It features the Aberdeen FC Community Trust logo at the top. Below it is a large graphic of two stylized human figures. The text "Get Involved" is above the challenge title. The main title is "Keepy up for a cause!". Below the title, there is a paragraph about the challenge, followed by hashtags "#AFCTrustChallenge" and "#KeepUpForChange". A red button labeled "Donate today" is present. At the bottom, there is a section for questions with icons for Twitter, Facebook, and LinkedIn.

# CONTENT

**AFC** | ABERDEEN FC COMMUNITY TRUST

## 2024 AFCCT GOLF DAY

FEELING CONFIDENT?  
TEST YOUR SKILLS AND DONATE £1 PER SHOT OVER PAR!  
(CONTACTLESS PAYMENT AT HOLE 10)

**AFC** | ABERDEEN FC COMMUNITY TRUST

Get Involved  
**Swap the goals for the green!**

Come along to AFCCTs 10 year anniversary Golf Day! Join your favourite Aberdeen FC players and complete a hole per year of Aberdeen football community trust! make sure you are on top form as on the 10th hole you will have to donate £1 per shot over par!

[Donate today](#)

Questions?  
Check out our [about us](#) or get in [contact](#)

[Twitter](#) [Facebook](#) [LinkedIn](#)

Aberdeen FC Community Trust Limited, Pittodrie Stadium, Pittodrie Street, Aberdeen, AB24 5QH

# CONTENT



# CONTENT



# CONTENT



**AFCCT GOLF DAY 2024**  
**PAY £1 FOR EACH SHOT OVER PAR**  
**SCAN THE QR CODE FOR MORE INFORMATION**

**AFCCT** ABERDEEN FC COMMUNITY TRUST

A QR code is located in the bottom left corner.



**AFCCT** ABERDEEN FC COMMUNITY TRUST

Please come along to our Technogym session this week  
We have great equipment which is designed for our ageing participants to keep fit and healthy

See more information on our website

# CONTENT

## AFCCT FUNDRAISING LUNCH



PLEASE COME ALONG!



ABERDEEN FC  
COMMUNITY  
TRUST

CLICK HERE TO  
FIND OUT MORE



ABERDEEN FC  
COMMUNITY  
TRUST



Please attend our  
Fundraising Gala Dinner

More information can be found below

# CONTENT

AFCCT

ABERDEEN FC  
COMMUNITY  
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JOIN US  
FOR TRUST  
DAY!

A CELEBRATION  
OF COMMUNITY  
IMPACT

Come along to the AFCCT  
Trust Day matchday takeover  
at Pittodrie Stadium!

FIND OUT MORE

[Twitter icon](#) [Instagram icon](#) [Facebook icon](#)

AFC

ABERDEEN FC  
COMMUNITY  
TRUST

SAVE THE DATE: COMMUNITY DAY  
AT PITTOODRIE

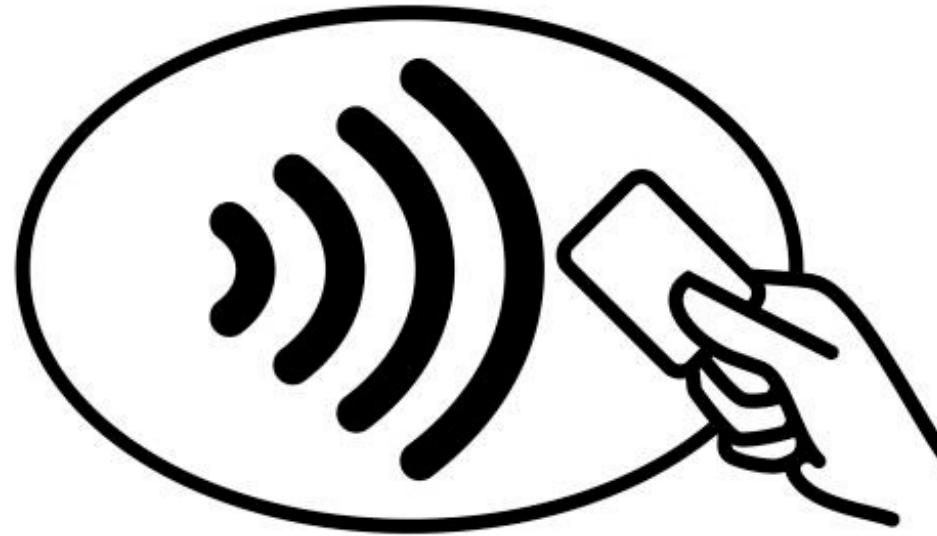
A CELEBRATION OF UNITY  
MAY 2024





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# NFC PAYMENT



## BENEFITS:

INCREASED TRANSACTION SPEED

INTEGRATION WITH MOBILE WALLETS

REDUCED DEPENDENCY ON CASH

USER FRIENDLY

## PRICING

HARDWARE- £462. MONTHLY

SUBSCRIPTION-£15 CARD

PROCESSING FEE-1.69%



# CONTROL



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# KPI'S

## SOCIAL MEDIA

INSTAGRAM LIKES, COMMENTS, SHARES

DONATION TRACKING

CROSS-CHANNEL CAMPAIGN EFFECTIVENESS

AD CLICK-THROUGH RATE



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# KPIS

## SEO

ORGANIC WEBSITE TRAFFIC  
EMAIL CLICK-THROUGH RATE (CTR)  
LANDING PAGE CONVERSION RATE  
SOCIAL MEDIA CONVERSION RATE  
EVENT CONVERSION RATE

# FUTURE RECOMMENDATIONS

MONITOR ATTENDANCE AT EVENTS THROUGH SOCIAL MEDIA INFORMATION

USE RELEVANT HASHTAGS AND COLLABORATE WITH INFLUENCERS OR OTHER RELEVANT ACCOUNTS TO EXPAND YOUR REACH.

USE A VARIETY OF CONTENT TYPES

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**THANK YOU.**