



FC NORDSJÆLLAND YOUTH CAMPAIGN SOCIAL MEDIA PLAYBOOK



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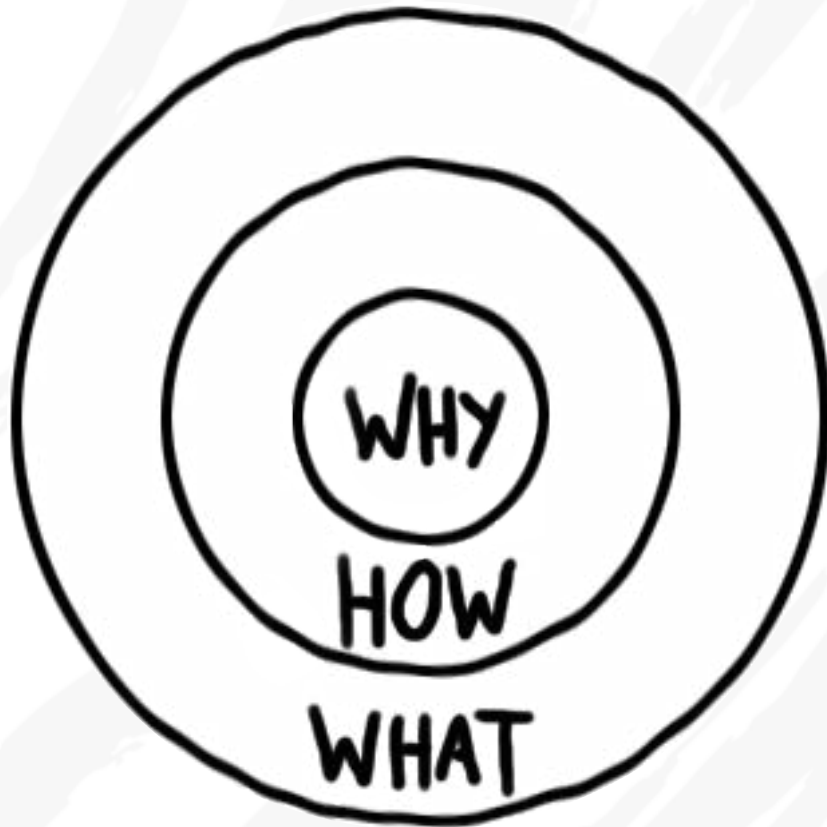


THE STORY

"Klubben der opfylder drømme"

For this campaign, the goal is to express the FCN philosophy in a language that brings value and makes sense to the young guy from Nordsjælland. Where the two overlap is in the desire to fulfill dreams and be part of a community. Dreaming can be scary and intimidating and is often associated with fear of failing and comparison. But when FCN was bought by Right To Dream, they also committed to daring to dream and to redefine excellence. And thus, the goal of this campaign is to attract young ambitious men to the existing FCN community and to bring awareness to the soccer club that is so much more than a soccer club.





GOLDEN CIRCLE & GOALS

What

FCN is a huge eco-system of executing matches, developing and selling players, putting resources into our academy and talent-development and refining the idea of what success means and how one can overcome fear related to it.

How

Everywhere in the organisation our “why” is visible. From the diversity in our players to the mentality and approach that the coaches embody.

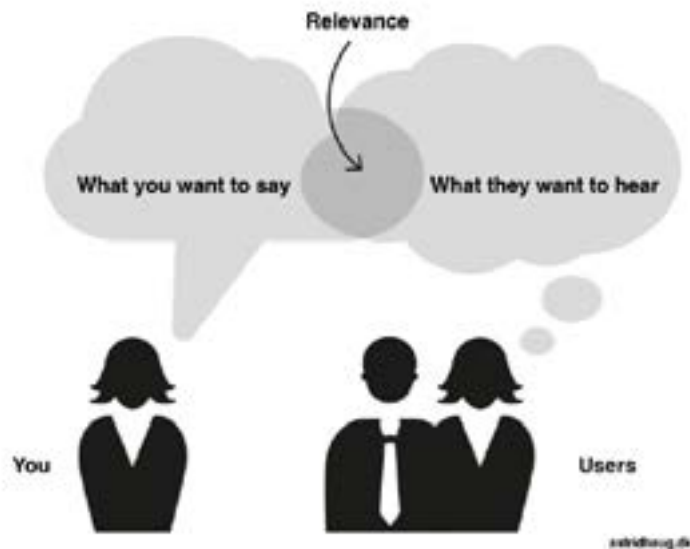
Why

Everyone has the right to dream. Giving opportunities to the youth and sharing stories of remarkable people fulfilling their potential and giving back to their community.



TARGET AUDIENCE

The target audience contain males from the Northern Zealand area, ranging from 14 to 24 in age. They are either studying or doing unskilled work and thus their income consists of SU and/or income from a low wage job. As an age group, they are amongst the least wealthy people in Denmark. They value friends, social engagement, music, film and alcohol. They have a lot of ambitions and dreams for their future, but tend to be confused in all the change that is happening in their lives.



Demographic:

- Male
- Between 14 and 24
- Lives in Nordsjælland, in areas such as Farum, Ølstykke and Helsingør
- Is probably studying in high school/higher education
- Has limited funds, either consisting of SU or low wages from an unskilled worker
- Uses Instagram, Snapchat, TikTok, Youtube and Facebook

Psychographic:

- Values friends and social engagement/community
- May be interested in soccer already
- Has dreams and hopes for their future lives
- Finds importance in being accepted by their peers
- Puts pride in their home region, Nordsjælland Likes to drink alcohol and hang out with friends and to have fun in general
- Likes music, sport and movies
- Dreams about creating a family, earning money and enjoying life with great experiences
- Confusion and change are a huge part of their life stage



PERSONA

Victor is 18 years old. He's from Hillerød and he goes to Birkerød Gymnasium, where he is currently in grade 2.G. At school, he worries a lot about his social position, but he is part of a guy clique, with whom he goes to the clubs with during the weekends. He dreams about going to CBS to study HA almen, when he's done with school, because he dreams of a life with sufficient money, so he can provide for his future wife and kids. He likes cars and sport, having fun and enjoying his youth with his friends. He has a crush on a girl called Simone from the class above him, but she does not know who he is.

During EM last summer, Victor went to the most crowded places because it made him feel alive and because he likes to drink beer and have fun with his friends. He spends three hours on instagram every day and this summer he's visiting Costa Del Sol with his mom, dad and brother, as well as to Roskilde Festival where he's part of a camp called "Camp Hillerrøds elite".



KEYWORDS

Considering our own goals, as well as those of our chosen target audience, described above, the following words are keywords to remember when communicating and creating content for this campaign:

COMMUNITY

DREAMS

NORDSJÆLLAND

YOUTH



LANGUAGE & PERSONALITY

BRAND PERSONALITY

The Creator – This brand personality is a huge part of FCN as well. We believe that if it can be dreamed, it can be done and this is the very core of the brand. However, the goal is to do it in a very transparent way that rethinks excellence, to something that has more to do with effort than results.

The Everyman – An important aspect in FCN's communication must be to show its human sides. Being vulnerable and talking about failure and the fear of failure is what will help these people and is an important difference from the conventional sports mentality. Authenticity is a trait that is valued, by the generation that the target audience belongs to.

CHARACTER TRAITS

Ambitious

Because of the brand personality, The Creator, and because of the target audiences optimistic mind, the communication should be ambitious and excited both visually and linguistically.

Honest

Due to the second brand personality, The Everyman, we should always try to be as honest in our communication as possible. We have the courage to talk about the difficult things and emotions that we experience on the journeys we're on.

Likeable

The target audience is all about their relations to their peers, the other sex and culture in general. Fitting in has never been and never will be more crucial than it is to this age group. Therefore, incorporating as many trends/tendencies and popculture as possible is advantageous, as well as keeping in mind an objective to come off as likable.



LANGUAGE & PERSONALITY

TOV - DO'S AND DON'TS

Characteristics	Do's	Don'ts	Trait area
Ambitious	Be ambitious and optimistic in the tone of voice used. The reader feels motivated and lifted after reading the content.	Do not become too focused on the goal to the point where	Optimistic, creative, excited, focused, dreamy, motivated
Honest	Be honest in the communication, so that the audience does not feel like there are certain aspects they can't share.	Do not become too sensitive. They are men after all.	Real, wholesome, sympathetic, transparent, gentler
Likeable	Be likeable. Be open and confident in the communication.	Do not compromise the club's values in order to fit it. Also don't try too hard to be cool. Never works!	Cool, updated, charming, chatty, open, eccentric, party starter, confident

Languages: May can use a few phrases in english if they are conducted in a simple language or even known phrases, such as "it's coming home". Other than that, use Danish to communicate a feeling of locality.

Engagement: Use you/your/yours repeatedly. Ask questions and invite the user to engage with the content.

Emojis: Use emojis abundantly to make content interesting. Especially these:



Hashtags: Use campaign hashtags #klub-benderopfylderdrømme, #everyonehas-therighttodream

Farum/Nordsjælland: Write "Nordsjælland" instead of "Farum" in order not to exclude and limit the audience.



VISUAL IDENTITY

The following are guidelines for the visual identity for FCN's youth campaign.

Style tile

I'M A HEADLINE

Arborea, black

I'M A SUBHEADLINE

Arborea, medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis accumsan ligula quis auctor. Mauris at egestas orci. Sed eget mollis tellus. Cras vulputate elit vel arcu vehicula, et vehicula diam semper. Donec fringilla sollicitudin libero, vel condimentum nibh rutrum ut.

Arborea, book

Micro

Arborea, medium

Colours



Logos



Buttons

Button 1

Textures and images



SOCIAL MEDIA GUIDELINES

PLATFORMS

This campaign is current on the following platforms:

Instagram
Facebook
TikTok

FREQUENCY

See content plan.

EXAMPLES



CHARACTERS

The following are examples of characters to use when idea-generating content in the future. The stories we tell are what speaks to our audience and the highlights below could inspire stories to tell. Let us utilize the amazing people we have within!

MICHEAL ESSIEN,

PART OF THE FCN MEN'S 1ST TEAM COACHING STAFF



- Used to play for Real Madrid and Chelsea FC, etc
- Played on his country's National Team

KASPER HJULMAND, FORMER HEAD COACH FOR FCN 1ST TEAM



- Used to be Head Coach for FCN men's 1st team
- Currently Head Coach for the men's National Team
- Has won several prizes for his work with the National Team, including "Årets Verdensdansker" and "Årets Leder"



CHARACTERS

FLEMMING PEDERSEN,
HEAD COACH FOR FCN MEN 1ST TEAM



- Has the highest coach education possible in Denmark
- Been developing the strategy since 2006
- Kindest and calmest person ever

ADAMO NAGALO,
DEFENDER (CB)



- Grew up in Ivory Coast
- Scouted and moved to Ghana at age 12
- Would be an accountant if not a soccer player
- Just won talent of the year

