



Grassroots Football Marketing – Segment Development

UEFA KISS Community Workshop,

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- 2. Targetgroups and segments**
- 3. Case study 35/45+ Football**

1. Introduction KNVB

UEFA KISS Community Workshop



KNVB mission:

**“To let everybody, according age, ambition and talent,
play football or be involved in football in a socially
accepted manner”.**

Marketingplan Grassroots Football

● Vision

- Become the centre of all football activities in The Netherlands.
- Develop football in all its appearances (beach, street, futsal, etc.)
- Make use of an 'outside-in' approach instead of traditional 'inside-out' approach.

● Objectives

- Introduce new football concepts based on the customer needs of target groups.
- Increase KNVB membership from 1,1 to 1,4 million members in 2014.
- Connect 'marketing of sport' and 'marketing through sport' objectives by involving commercial partners in segment development.
- Develop sustainable partnerships with local and national government agencies.

2. Targetgroups and segments

Family life-cycle segmentation



Grassroots segmentation

	Youngest youth 5 - 12	Youth 12 - 18	Young Adults 18 - 25	Young working 25 - 35	Older working 33 - 45	Masters 45 - 65	Seniors 65+
(Re-) Attract							
Maintain							

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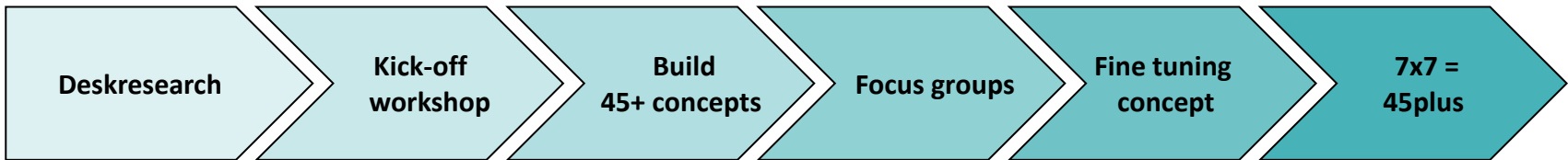
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3. Case study 35/45+ football

Aging of Dutch Society offers a great challenge



Concept development



- Started with 45+ football in 2009
- Extended segment with 35+ football in 2011
- Starting point are the customer needs
- Focus groups with target group customers



3. Case study 35/45+ football

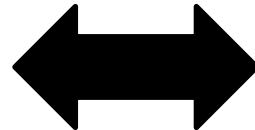
Understanding customer needs is crucial for developing new concepts



Customer needs 35/45+ football

Drivers:

- Fun of the game
- Friendships, social aspect, 3rd half
- Football passion active & passive
- Wellness (mind & body)



Thresholds:

- Physical condition (stamina)
- (Risk of) injuries
- Obligations of the traditional weekly game of football (time and commitment)

Differences:

45+ = Nostalgia, football memories health

35+ = "In life's rush hour", family, kids, career, busy

3. Case study 35/45+ football

Introduction of 7-á-side football



New proposition 35/45+ football

7x7 Cup

- End of season promotional tournaments
- Annually > 300 teams, 3.500 participants
- No membership required

7x7 Competitions

- Consecutive tournaments on Friday evenings
- 8 times per season (sept/nov + march/may)
- 4 to 8 teams per location.
- Membership of KNVB is required.



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3. Case study 35/45+ voetbal

Partnership with Continental



Continental partnership (4 years)

Supplier KNVB

- KNVB cars on Continental tires
- Use of KNVB logo
- Ticketing & hospitality National Team(s) and KNVB cup
- Database rights and banners on KNVB websites



Segment partner 35/45+ football

- Minimum annual segment activation budget
- Usage of Tripple Double Sportmarketing
- Usage of Continental distribution channels

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Partnership with Continental



KNVB sponsoring structure

SPONSORS EN MEDIAPARTNERS



SUPPLIERS



3. Case study 35/45+ voetbal

Partnership with Continental



Activation: Exposure and brand awareness in TV-show.

Voetbal International

- Weekly TV program
- 600.000 – 800.000 viewers
- Branded Continental item
- Former top-players / teams in studio
- Supported by content in VI magazine and banners on VI website



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3. Case study 35/45+ voetbal

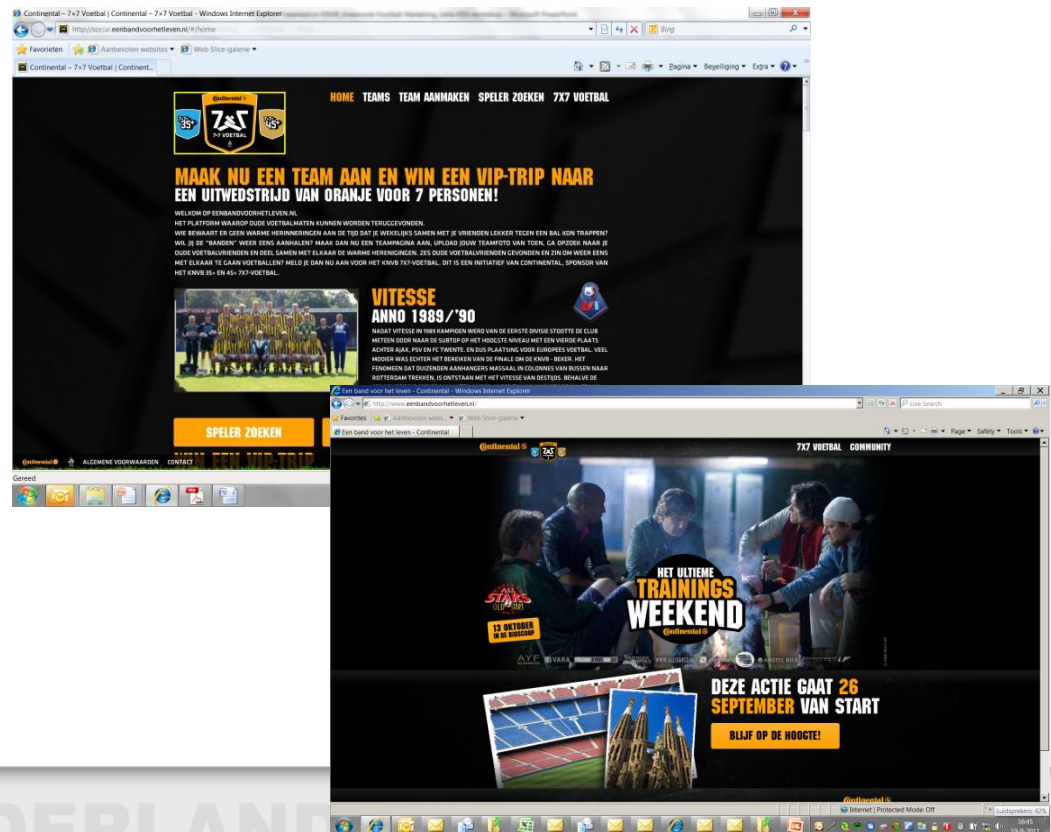
Partnership with Continental



Activation: Get back in touch with old teammates.

www.eenbandvoorhetleven.nl (“a connection for life”)

- Create teams
- Find players on social media
- Information on 7-a-side football
- Sign up for tournaments and competitions
- Win prizes



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3. Case study 35/45+ voetbal

Partnership with Continental



Activation: Starter kits for amateur clubs.

Content developed by KNVB:

- Organisation within club
- Communication with target groups
- Training schedules
- Fitness check

Continental branding:

- Jackets, drink bottles, communication materials



3. Case study 35/45+ voetbal

Partnership with Continental



Goals Continental (4 years)

1. Increase spontaneous brand awareness of Continental among
 - Male target group 20-50 years (18% → 25%)
 - 35+ football players (15% → 20%)
2. Increase football sponsoring awareness of Continental among
 - Male target group 20-50 years (10% → 20%)
 - 35+ football players (6% → 15%)
3. Increase number of clubs participating in 35/45+ football (140 → 280)

Year 1

25%

27%

15%

13%

300

Questions?

De Telegraaf



Unilever



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