



# FROM FOOTBALL CLUB TO MEDIA HOUSE

Jacob Lauesen

Director of Marketing & Development, F.C. Copenhagen

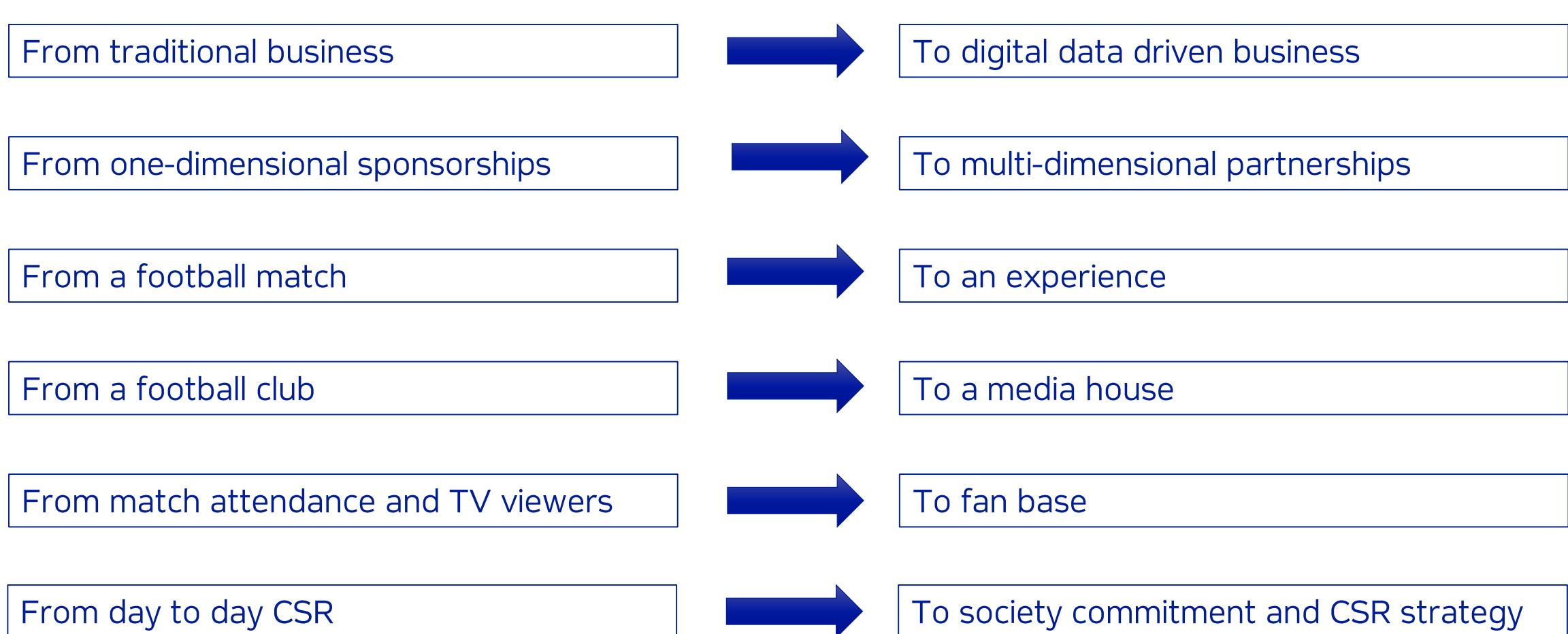
**THIS IS  
F.C. COPENHAGEN**

**JACOB LAUESEN**

F.C. COPENHAGEN SINCE 2018



# STRATEGIC COMMERCIAL INITIATIVES



# MEDIA DISRUPTION



MUTV

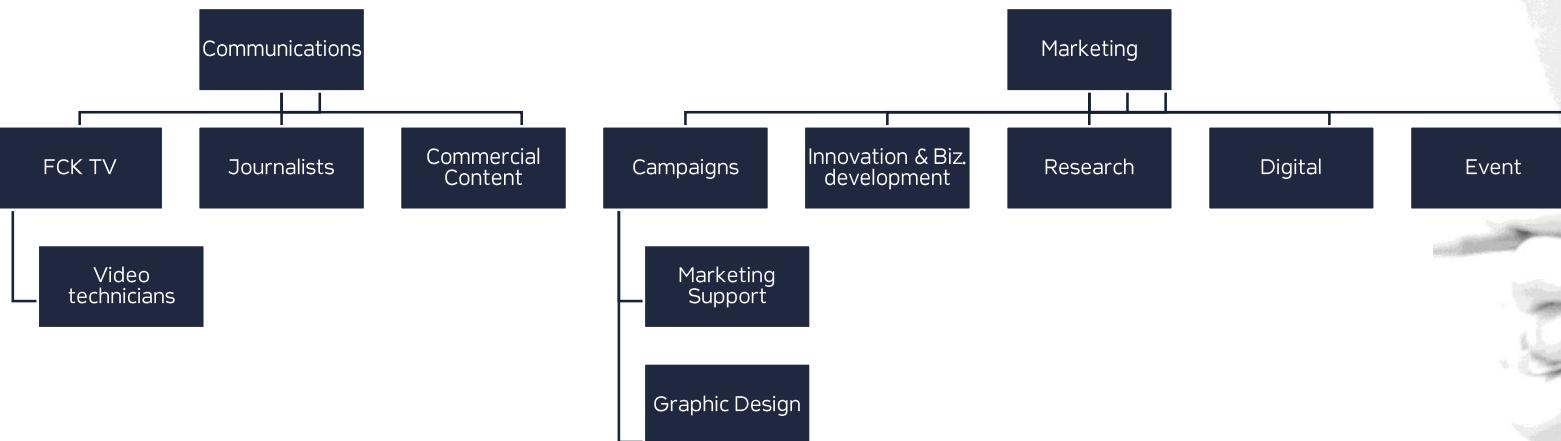
Red Bull MEDIA  
HOUSE



ZENITH  
SWISS WATCH MANUFACTURER SINCE 1865



# MARCOM ORGANISATION



# COMMERCIAL PLATFORM





FCK.DK

+525.000

visits every month on FCK.DK

+200.000 unique users/month  
+1.100.000 page views/month

The screenshot displays the official website of F.C. København. At the top left is the club's logo and navigation links: BILLET & KORT, HOLDET, KAMPE, SHOP, PARTNER, and MERE. The main banner features two young boys in blue jerseys giving thumbs up, with the text 'FODBOLD FRA MORGEN TIL AFTEN I SOMMERFERIEN'. Below this is a search bar and social media links. To the right is a promotional section for 'SÆSONKORT/ABONNEMENT 2019/2020', showing a card and the text 'FÅ PLADS TIL SUPERLIGA, POKALEN\* & EUROPÆISKE KAMPE'. A note says '\*Gælder ikke en evt. finale'. Further down are sections for 'SE DINE MULIGHEDER HER', a city skyline illustration, and a sidebar with news items. The bottom half of the page shows a collage of images related to football and the club, including a player, fans, and stadium scenes, along with text for 'GOAL SHOW', 'VIND EKSKLUSIV GULD SOUNDBOKS', and 'Ugens program: Lodtrækning og første træningsdag'. The footer includes logos for Carlsberg and adidas, and a 'Nyhedsbreve' (Newsletter) sign-up box.



[facebook.com/FCKobenhavn](https://facebook.com/FCKobenhavn)

**214.000**  
followers

93.755 reach per day\*

1.893 Interactions per day\*

20.356 Video views per day\*

\*season average 17/18



[Instagram.com/fc\\_kobenhavn](https://Instagram.com/fc_kobenhavn)

**+110.000**  
followers

1.8 mio. weekly exposures



[Twitter.com/FCKobenhavn](https://Twitter.com/FCKobenhavn)

**+68.000**  
followers

375.500 weekly reach



[YouTube.com/fckobenhavntv](https://YouTube.com/fckobenhavntv)

**+43.500**  
subscribers

11 mio. views last 12 months

# LARGEST FOOTBALL CLUB IN SCANDINAVIA



**ENGAGEMENTS**



## Nordic football

Posts	Leaderboard	Notifications	Manage			
All Posts ▾	Last 12 Months ▾	Any Page Size ▾	CLOUD			
Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Likes	Growth % and #
Average Total	231,130	0.400%	2	2.25M	95,069	+4.2%
1 F.C. København	913,383	0.25%	4.67	9.45M	219,919	+5.55% +11,571
2 Malmö FF	494,392	0.334%	2.18	2.81M	188,188	+3.02% +5,515
3 Rosenborg Ballklub	456,555	0.179%	3.07	10.98M	229,333	+1.74% +3,930
4 AIK	448,954	0.121%	4.46	6.03M	227,037	+0.30% +676
5 Brøndby IF	441,148	0.557%	1.41	2.50M	154,943	+2.08% +3,157
6 Hammarby Fotboll	427,438	0.244%	5.79	1.66M	83,967	+3.11% +2,531
7 Svensk fotboll	329,261	0.199%	1.72	2.82M	273,257	+8.76% +22,001
8 Djurgårdens IF	295,542	0.277%	2.32	3.11M	127,493	+2.50% +3,105
9 FC Midtjylland	285,242	0.39%	2.72	1.48M	74,763	+3.85% +2,771
10 Herrelandsholdet	276,486	0.368%	1.04	4.49M	209,993	+11.93% +22,388

# TOP 5 IN BUNDESLIGA



**ENGAGEMENTS**



## Global Football: Bundesliga (copy)

Posts	Leaderboard	Notifications	Manage					
		All Posts ▾	Last 12 Months ▾	Any Page Size ▾	C Cloud			
Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Likes	Growth % and #		
Average Total	2.18M	0.089%	3	15.16M	4.32M	+1.89%		
1  FC Bayern München	16.12M	0.025%	3.61	117.95M	50,016,766	+6.40% +3,008,962		
2  Borussia Dortmund	13.09M	0.055%	4.26	59.07M	15,155,158	-0.90% -137,412		
3  FC Schalke 04	3.38M	0.073%	4.42	32.06M	2,859,645	-0.80% -22,924		
4  1. FC Köln	1.53M	0.222%	2.5	17.05M	754,109	-0.24% -1,796		
5  F.C. København	913,383	0.25%	4.67	9.45M	219,919	+5.55% +11,571		
6  Hertha BSC	864,686	0.146%	4.48	6.15M	363,743	+1.74% +6,205		
7  RB Leipzig	657,594	0.131%	3.68	4.82M	380,099	+2.85% +10,526		
8  Bayer 04 Leverkusen	601,586	0.009%	6.6	10.92M	2,667,963	-0.36% -9,765		
9  Borussia Mönchengladbach	584,552	0.076%	2.12	8.16M	1,017,918	+3.73% +36,634		
10  SC Freiburg	456,973	0.191%	2.72	2.64M	242,743	+1.03% +2,472		
11  SV Werder Bremen	293,655	0.032%	2.5	668,340	1,007,910	+1.13% +11,281		

[All Posts ▾](#)
[Last 12 Months ▾](#)
[Any Page Size ▾](#)

# TOP 10 DANISH MEDIA



**ENGAGEMENTS**



	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Likes	Growth % and #
	Average Total	1.44M	0.195%	11.76	15.42M	150,611.81	+6.73%
1	TV 2 NYHEDERNE ✅	11.18M	0.164%	31.73	149.24M	606,147	+6.80% +38,595
2	Ekstra Bladet ✅	5.36M	0.122%	35.93	327,915	343,709	+5.11% +16,700
3	B.T. ✅	4.88M	0.123%	27.48	46.23M	405,868	+4.88% +18,881
4	DR Nyheder ✅	4.06M	0.162%	18.15	34.76M	385,116	+4.45% +16,420
5	Go' morgen Danmark og Go' efter LIVE ✅	1.85M	0.33%	9.05	64.77M	181,440	+15.40% +24,207
6	Politiken ✅	1.81M	0.096%	18.68	6.36M	277,564	+2.88% +7,762
7	Berlingske ✅	1.67M	0.071%	25.92	1.70M	271,472	+20.68% +46,511
8	Jyllands-Posten ✅	1.37M	0.09%	20.5	5.99M	203,763	+0.92% +1,850
9	F.C. København ✅	1.12M	0.282%	4.92	11.51M	225,147	+3.19% +6,964
0	bold.dk ✅	965,685	0.175%	23.05	142,009	66,944	+5.39% +3,424
1	24syv ✅	680,465	0.582%	2.58	52.33M	135,404	+20.30% +22,845
2	Dagens.dk ✅	630,654	0.179%	4.23	—	227,488	-0.84% -1,919
3	B.T. Sport ✅	543,537	0.161%	16.64	6.12M	56,703	+5.71% +3,062

# "TOP 25" EUROPEAN FOOTBALL CLUB IN YOUTUBE VIEWS



# FOCUS



# NEXT MATCH FOCUS

## Februar 2019

Søndag 03/02  
kl. 13:00

TRÆNINGSKAMP  
NEW YORK CITY FC  VS. F.C. KØBENHAVN 



Søndag 10/02  
kl. 18:00

SUPERLIGA  
F.C. KØBENHAVN  VS. OB  OB

KØB BILLET



Søndag 17/02  
kl. 16:00

SUPERLIGA  
RANDERS FC  VS. F.C. KØBENHAVN 



Mandag 25/02  
kl. 19:00

SUPERLIGA  
F.C. KØBENHAVN  VS. VENDSYSSEL FF 



## Marts 2019

Søndag 03/03  
kl. 16:00

SUPERLIGA  
F.C. KØBENHAVN  VS. VEJLE  VEJLE



Søndag 10/03  
kl. 16:00

SUPERLIGA  
FC NORDSJÆLLAND  VS. F.C. KØBENHAVN 



Søndag 17/03  
kl. 17:00

SUPERLIGA  
F.C. KØBENHAVN  VS. HOBRO IK  HOBRO IK



# MARCOM PRIORITIES

From next match to: A, B and C priorities



A: Subscriptions, season tickets, European ticket bundles, Brøndby, "gold match", jersey launches, Christmas campaign, main sponsors campaigns

B: Subscription (off peak), half-season passes, Superliga matches - depending on time of match and opponent, European matches

C: Anything else



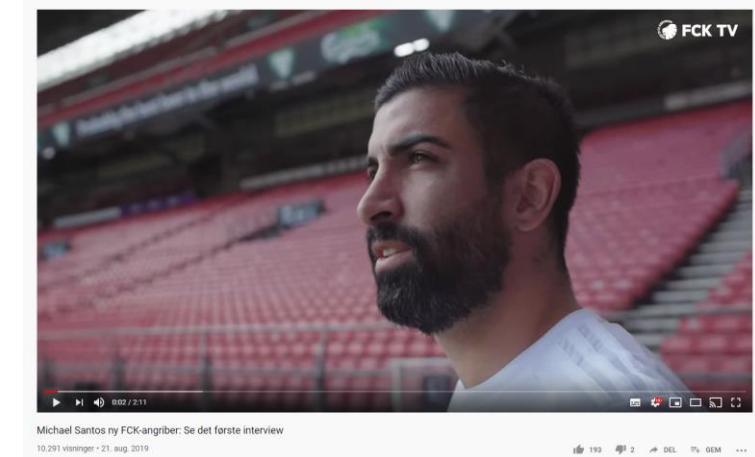
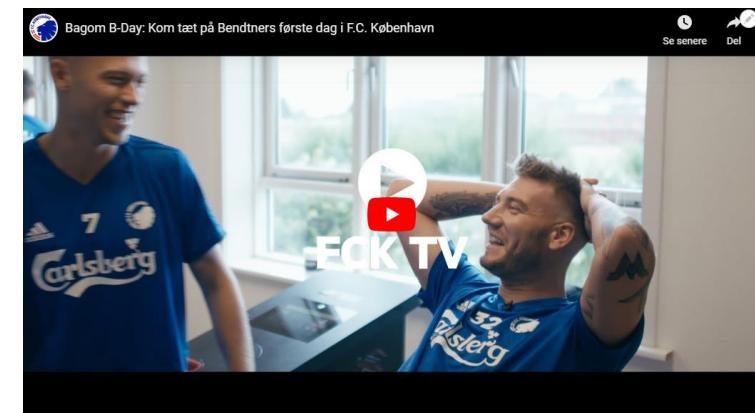
# EDITORIAL CONTENT

- Pre-, live and post-match coverage
- Interviews and “behind the scenes”
- Entertainment

Guld-Derby documentary

Behind B-day

Michael Santos – the first interview

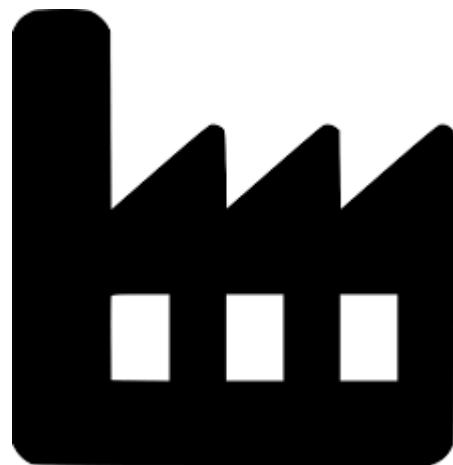


# THE FOOTBALL CLUB DILEMMA: CHRISTMAS CAMPAIGN VS. DECEMBER MATCH



# NO LIMIT ON SPEND AS LONG AS...

Input

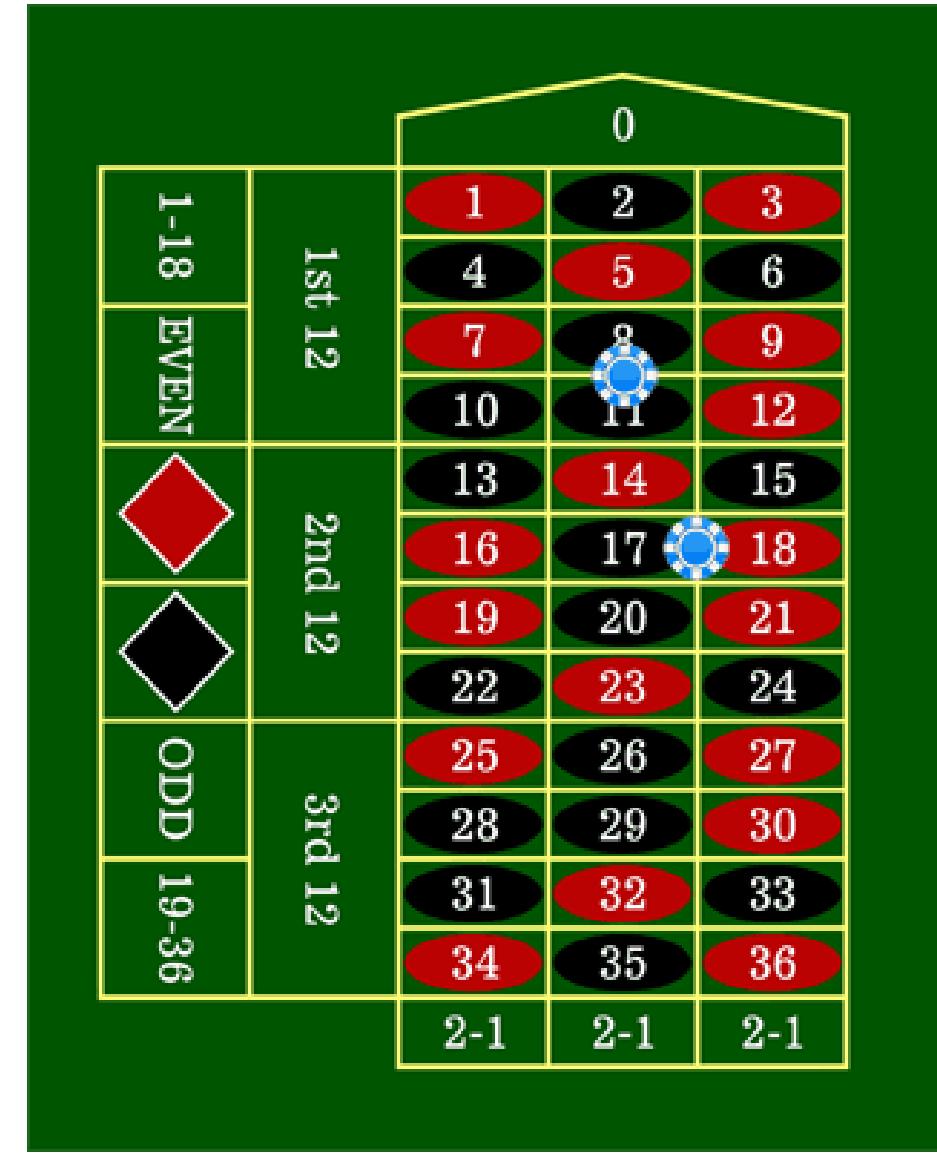


Output

\$ x ROAS =



# RETURN ON AD SPEND



SKÅL FOR DANMARKS BEDSTE 12. MA

# F.C COPENHAGEN LEAGUE ATTENDANCE AVERAGE 06-07 - 18-19



VELKOMMEN TIL DAGENS KAMP

Carlsberg

VELKOMMEN TIL DAGENS KAMP

Carlsberg

VELKOMMEN TIL

## Conclusion: Still testing

Compare with last championship season

Growth: 22% on season tickets

Growth: 64% on single match tickets

Growth: 46% on European tickets

Growth: 44% on merchandise webshop in  
November and December 2018





# DATA DRIVEN FOOTBALL CLUB

# DATA FOUNDATION



E-commerce:  
Tickets and  
merchandise



Finance



Mosaic



Access control



POS:  
Merchandise  
and F&B



Fan- and Sponsor  
CRM/marketing  
platform

SINGLE CUSTOMER VIEW

# THE BASIC IDEA

Create holistic data view on fans, equal to how we measure and benchmark player stats and performance



PLAYER STATS



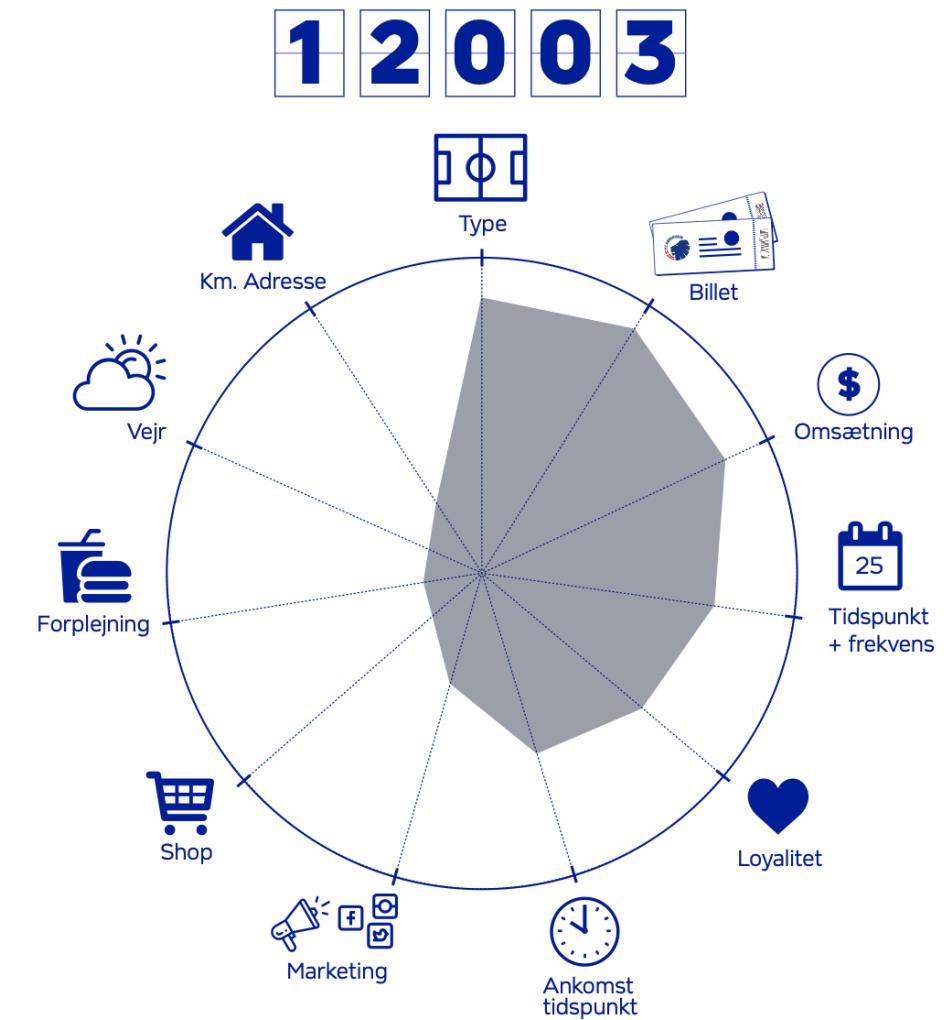
CUSTOMER STATS

# NEW SEGMENTS AND ACTIVITIES TO LEARN FROM

Building dataprofiles means we can search for segments with similar dataprofiles

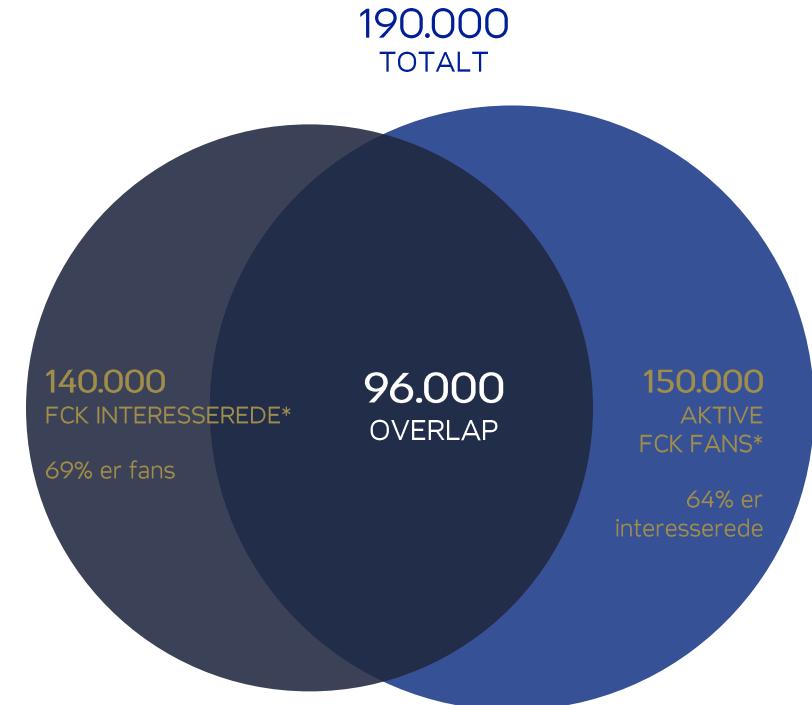
We measure behaviour and reactions to learn which efforts most effectively expand the segments we want

We can transform segments by looking into similar customer journeys from the twins



# BEHAVIORAL PERSONAS CLUSTERS ANALYSIS

- Motley utilizes Facebook data from users who have interacted with the F.C Copenhagen
- A cluster analysis identified four natural groups of people with behavioral similarities based on demographic and psychographic data from Facebook.
- Based on the interest clusters, five full persona profiles with actionable insights on persona interests were developed. The insights were used as the starting-point for generating suggestions for content themes and potential sponsorships.



ADRENALIN SØGEREN

M13-24

DEN TRAVLE OPLEVELSESSØGENDE  
F18-24

DEN URBANE FYR

M25-34



DEN KULTURELLE MOR

F25-54



DEN AKTIVE FAMILIEFAR

M35-54



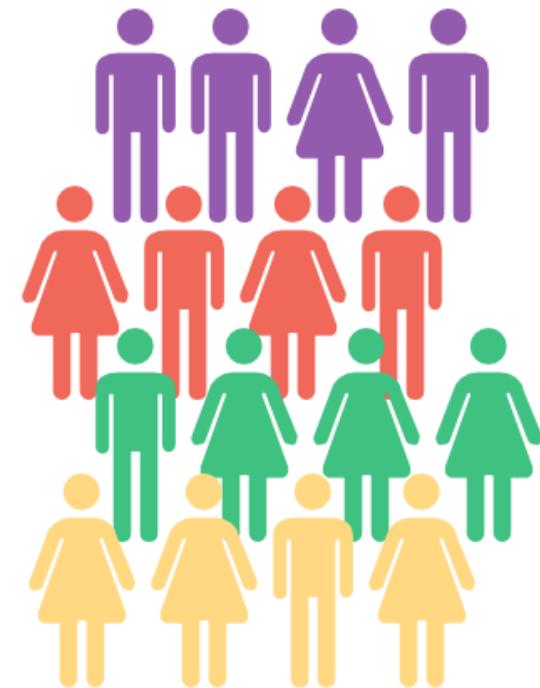
## Cluster personas



## Segmentation key

Demographic  
Geographic  
Behavioural  
Psychographic

## Datawarehouse



# PARTNERSHIP CAMPAIGNS



# PARTNERSHIP PARADIGM SHIFT

New era in partnerships

- Improver
- Access to target group
- Association with club and players
- Agency-like process
- Content production
- Distribution channels, if relevant



netcompany



It's a partnership – we both bring ideas to the table

# TELIA: DENMARKS FIRST ROBOT PLAYER ESCORT



## ET SAMARBEJDE MELLEM



Telia



No  
Isolation



Børnelungefonden



# TELIA AND ANTON: ROBOT MASCOT

## YouTube

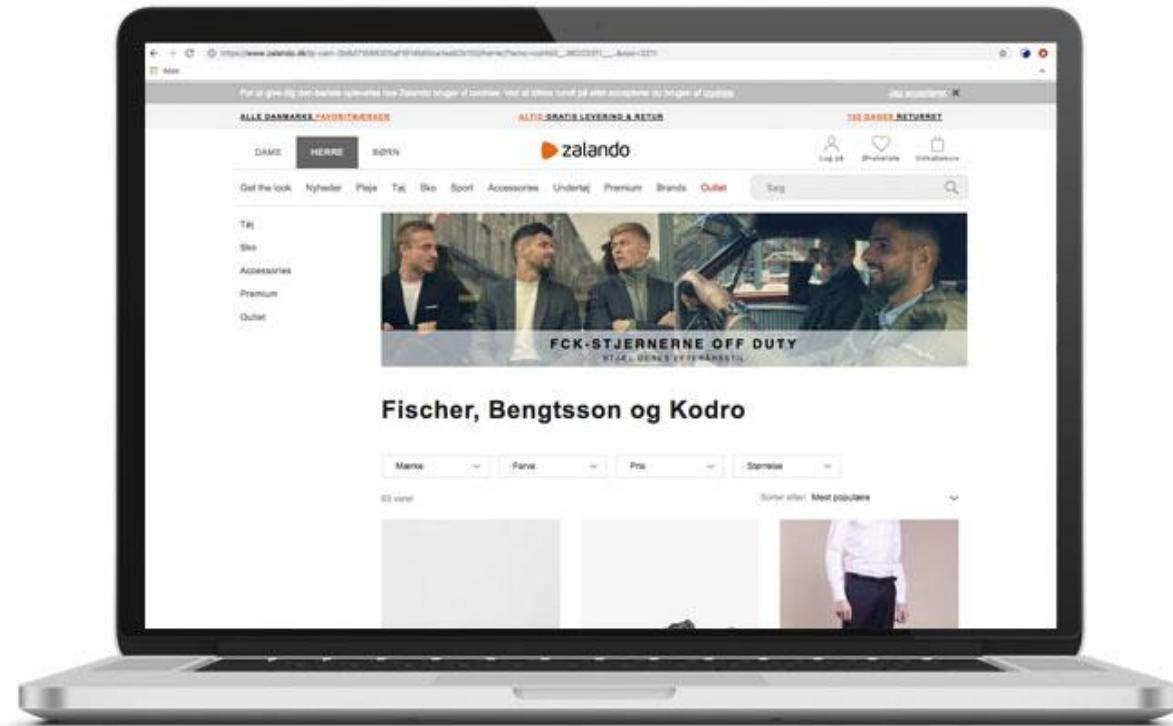
- 1.450.000 impressions
- 135.000 views
- 491.000 watched minutes

## Facebook & Instagram

- Reach: 140.000
- 30.000 10-second views



# ZALANDO: CROSS CHANNEL CONTENT



# ZALANDO CONTENT

## ZALANDO.DK LANDINGPAGE

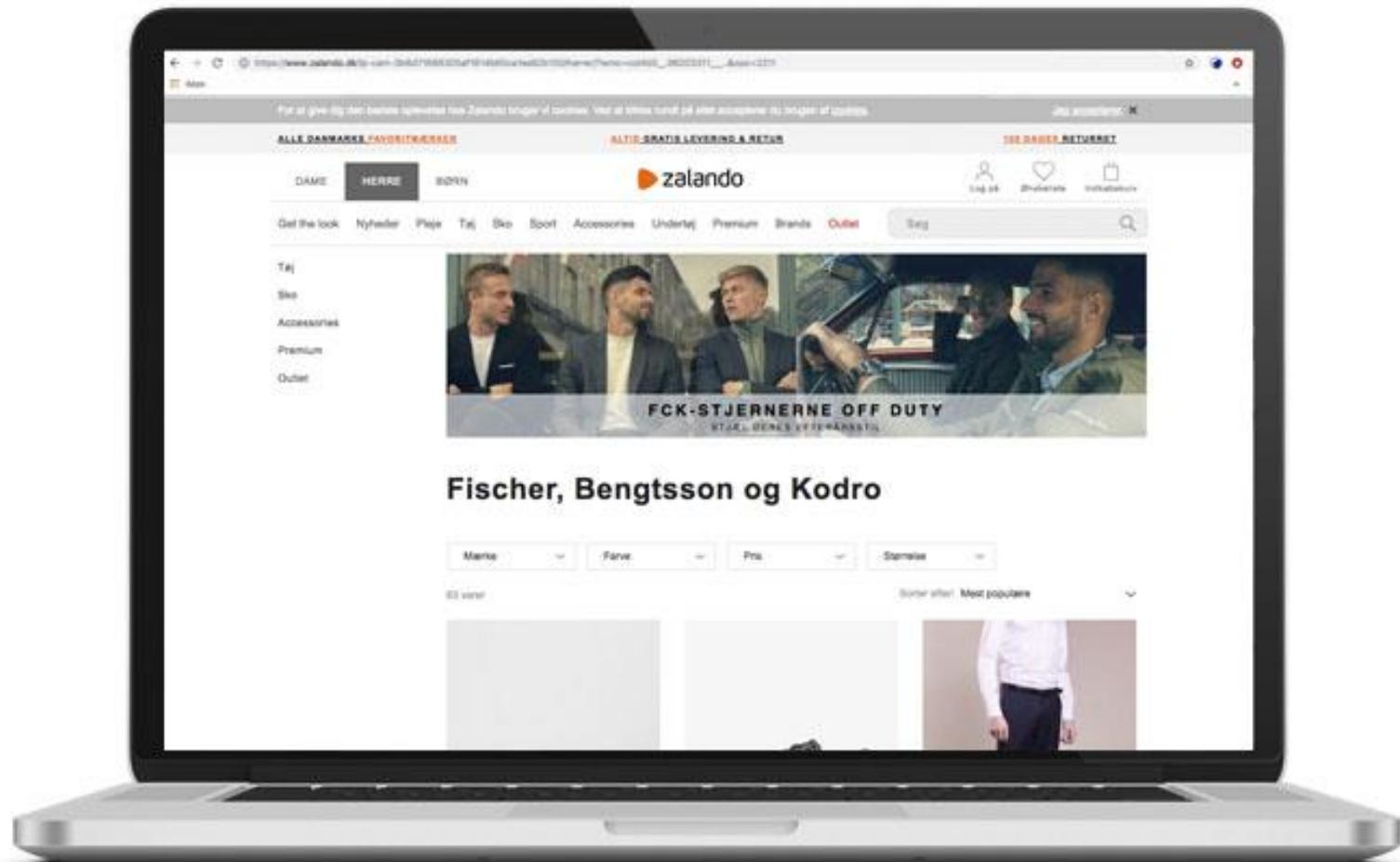
- Players' favorite products all in one Zalando landing page

## PHOTO CONTENT

- Material from photoshoot featuring players dressed by Zalando

## INTERVIEW

- Players interviewed about their own personal style and fashion



# RESULTS

**Targeted SoMe ads aimed at generating traffic to Zalando landingpage resulted in:**

**CPC: 0,60 KR.**

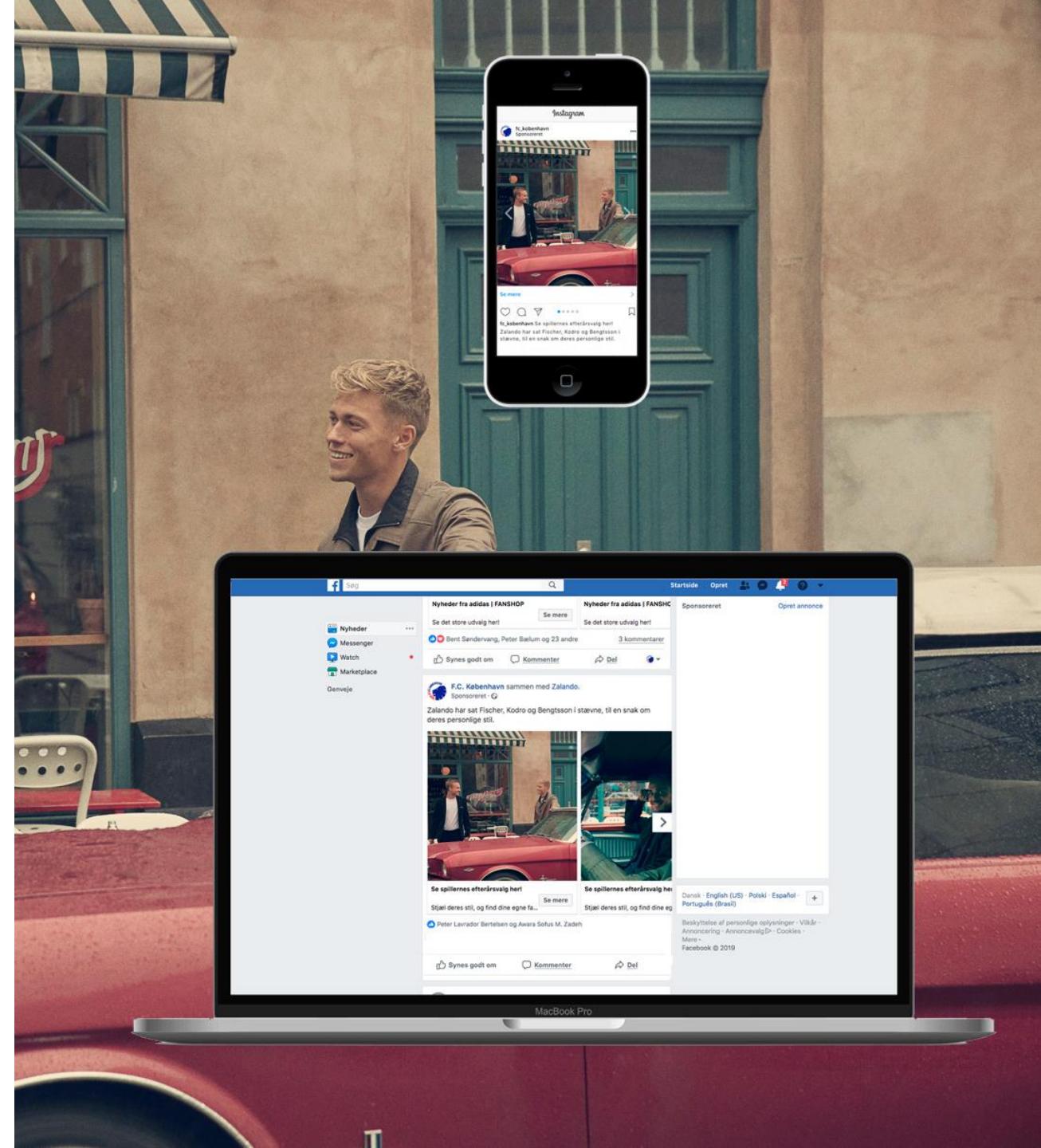
Average for apparel through Facebook ads: 2,98 kr.\*

**CTR: 3,94%**

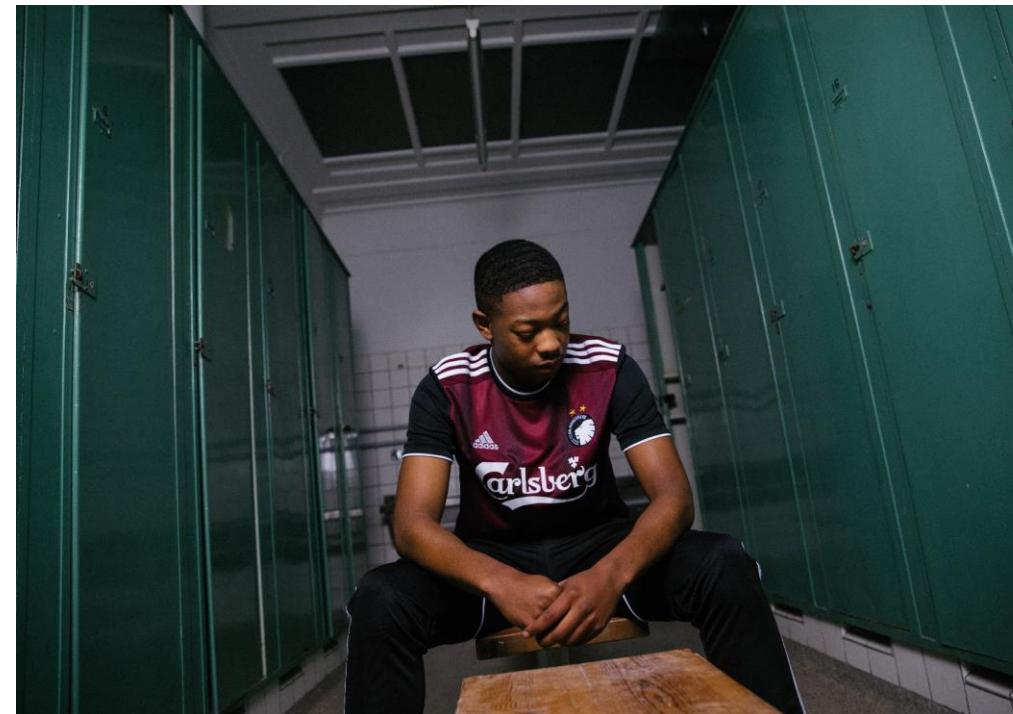
Average CTR for apparel through Facebook ads: 1,24%\*

## Conclusion

Through unique content distributed in targeted ads, F.C. Copenhagen generated traffic to Zalando.dk at a CPC 4,97 times lower than the industry standard and a CTR 3,18 times higher than the industry standard.



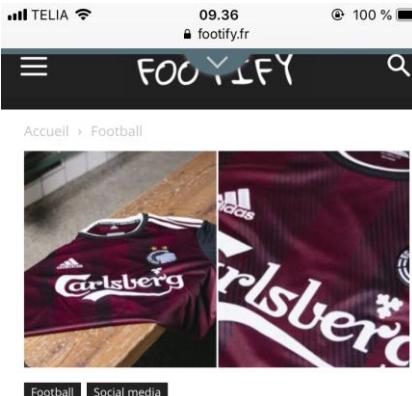
# ADIDAS / SONY MUSIC: THIRD JERSEY





# ADIDAS THIRD JERSEY

- F.C. København, Adidas and ICEKIID (Sony Music)
- "Bring Stadium To The Streets"
- Kong Midas: +1.000.000 streams on Spotify
- Shirt sales: +350% vs. LY
- International press coverage



Le troisième kit 2019 de Copenhague est une beauté

20 novembre 2018



**La terza maglia del Copenhagen è un piccolo gioiello**

NEWS novembre 20, 2018 Pagolo

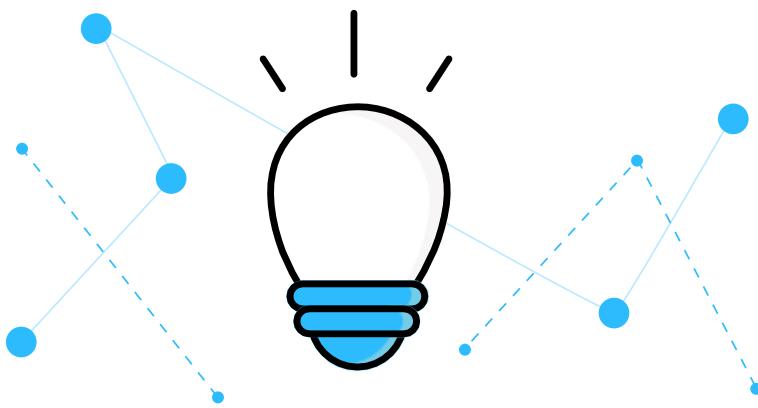
Tutti i campionati europei sono ormai già iniziati da parecchio tempo ma le società hanno sempre un occhio rivolto al futuro, soprattutto per quel che riguarda il merchandise.



SPORTBIBLE.COM  
Copenhagen's 2019 Third Kit Is A Thing Of Beauty  
The Danish side's kit for next year is a very early ent.

10 delinger

Nick Knygberg Borring  
Martin Nehr  
Skriv en kommentar ...



# WHY AGILLIC?

- Relevance - the right message, at the right time in the right channel
- Automated & omni-channel comm.
- Less administrative work, more campaigning
- Consolidated dataset opens opportunities



**THANK YOU.  
QUESTIONS?**



Carlsberg