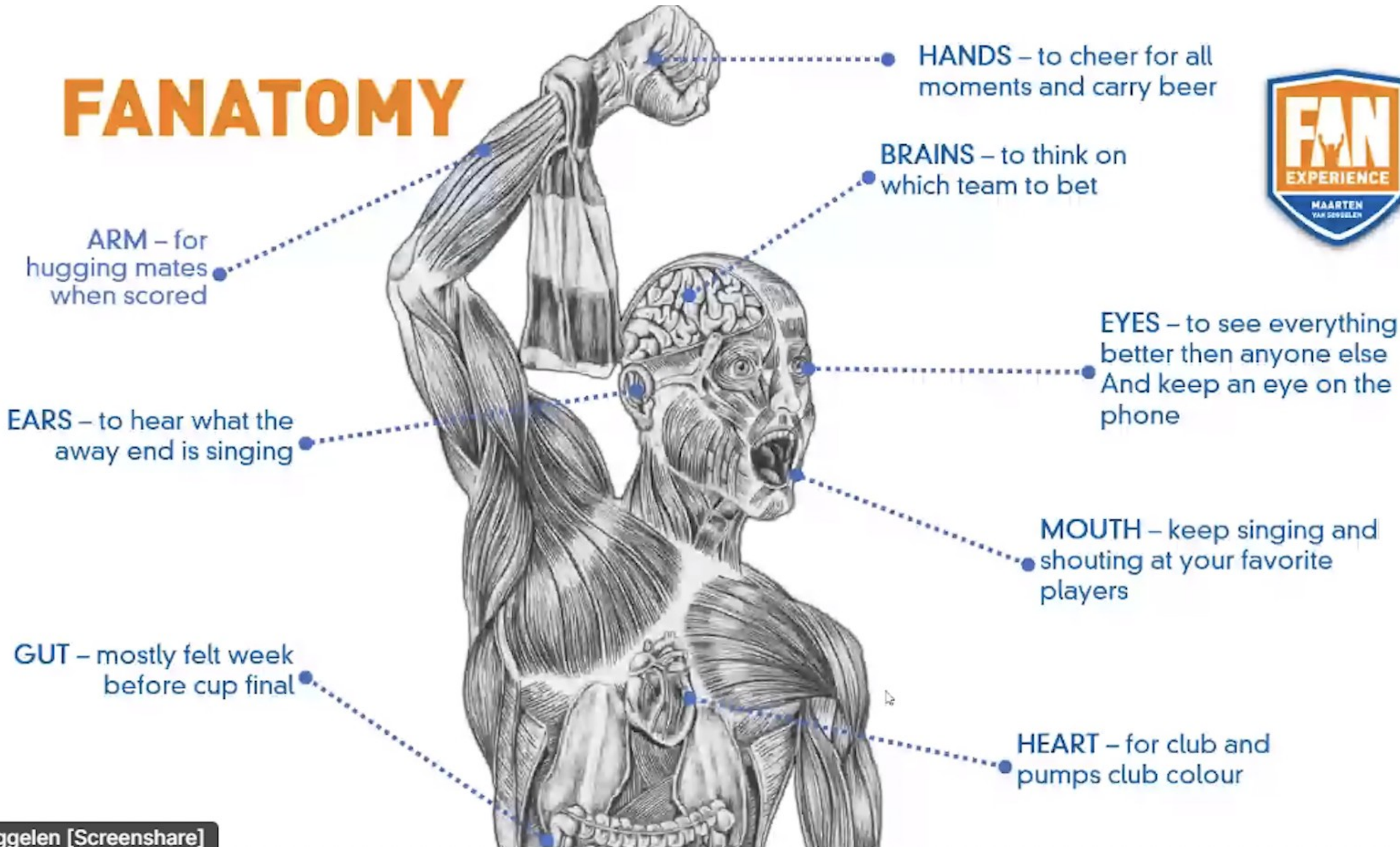
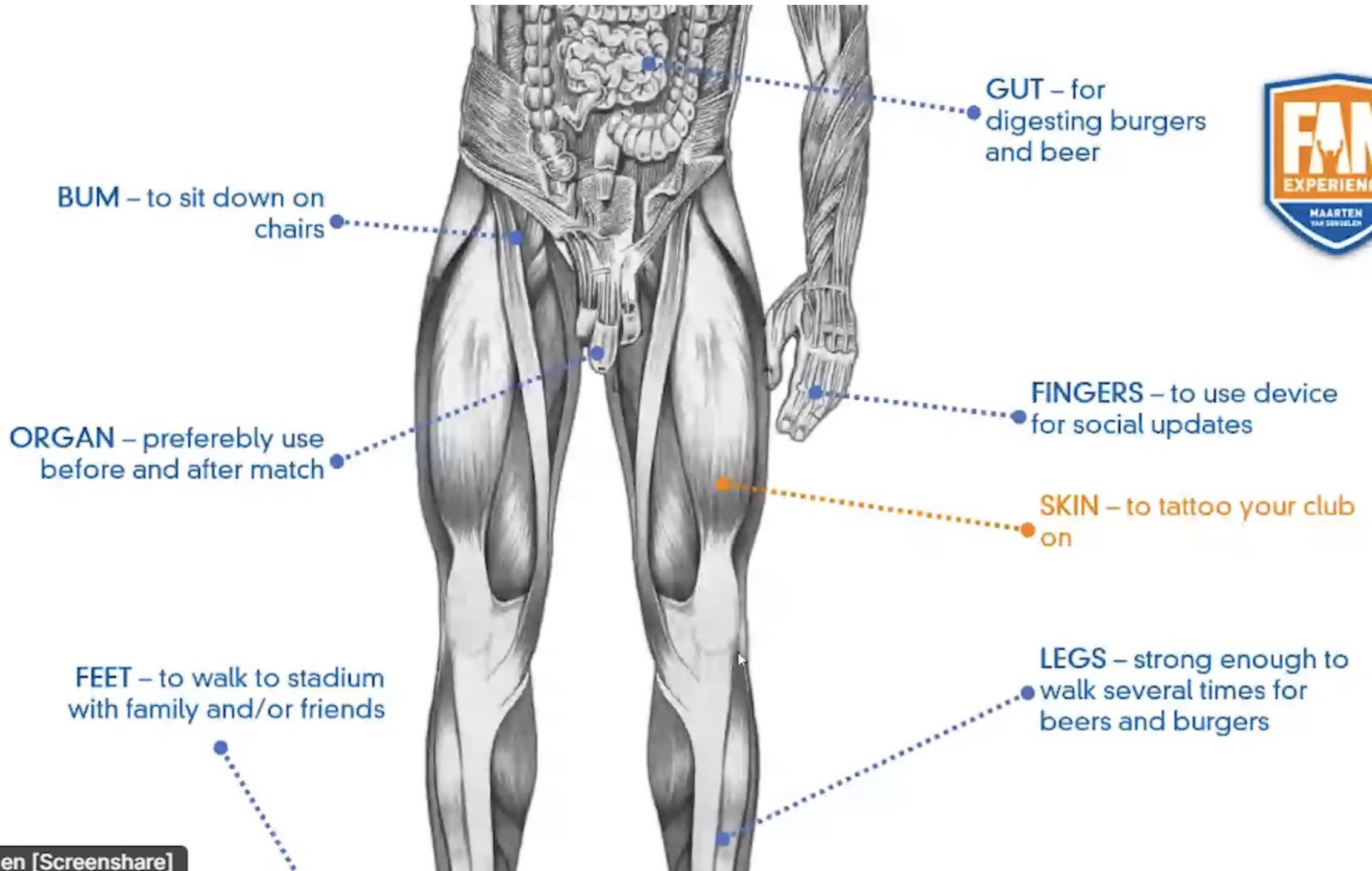




FanExperience

FANATOMY





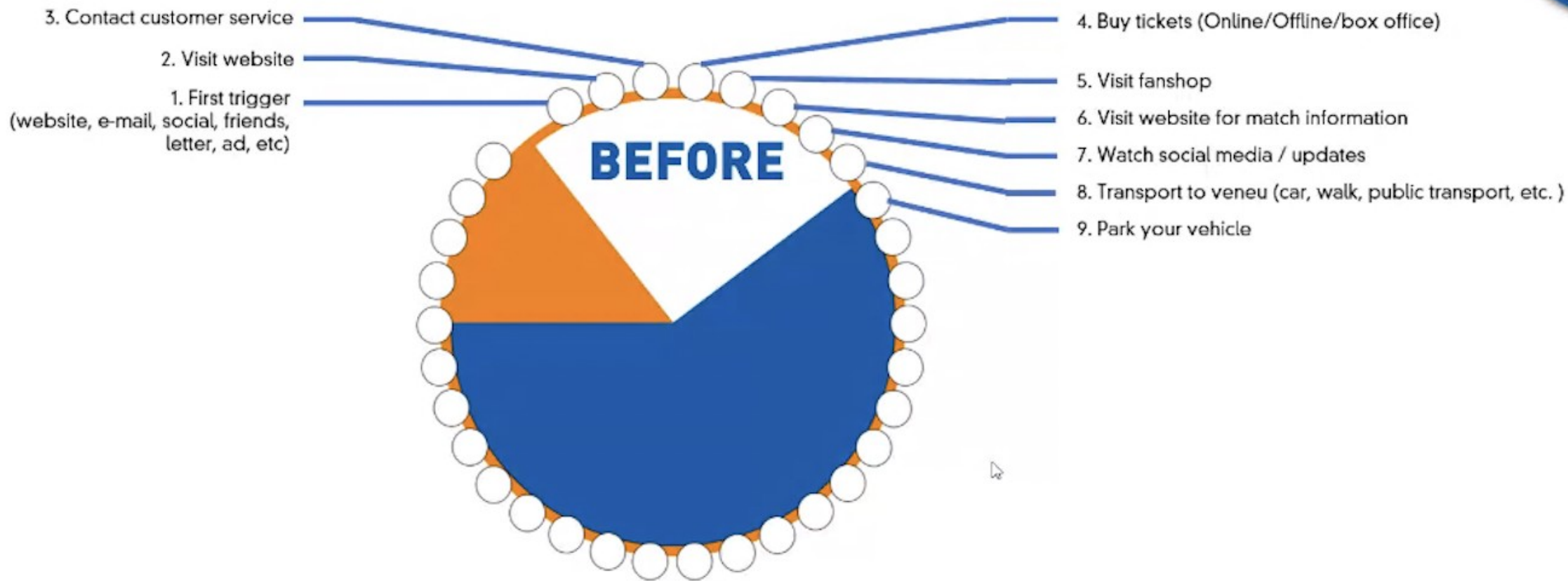
FANEXPERIENCE CALENDER



DEPARTMENT	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	
MATCHES			First match		Airborne game	Cup	Christmas
B2C			Amateur campaign		Father to son	Sinterklaas	
B2B	New kitsupplier						
CSR		tanday			Community		Foodbank
FOOTBALL	New shirt		Training camp				



FANWHEEL



Positive experience?

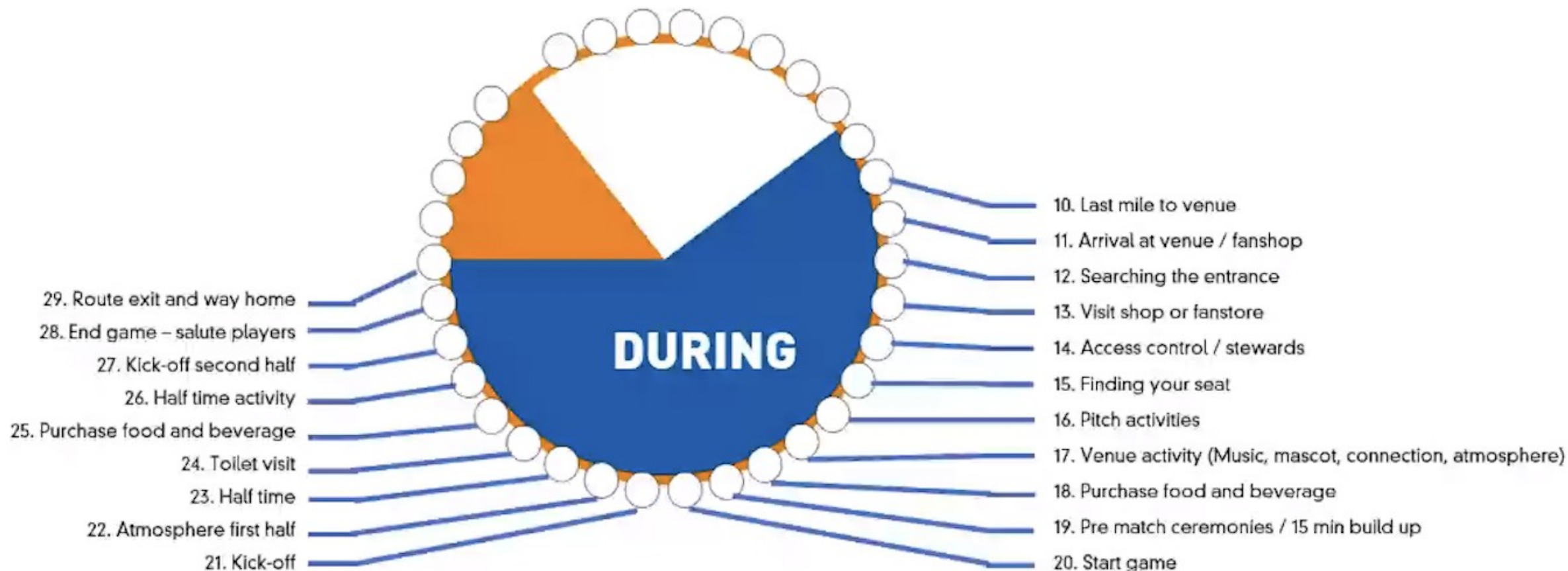


Data moment



Make/or break moment?

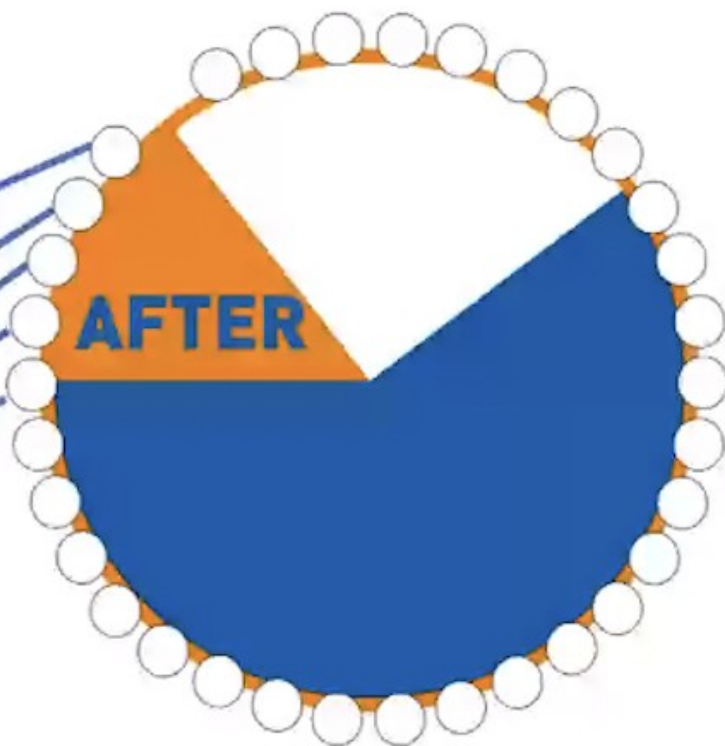
FANWHEEL



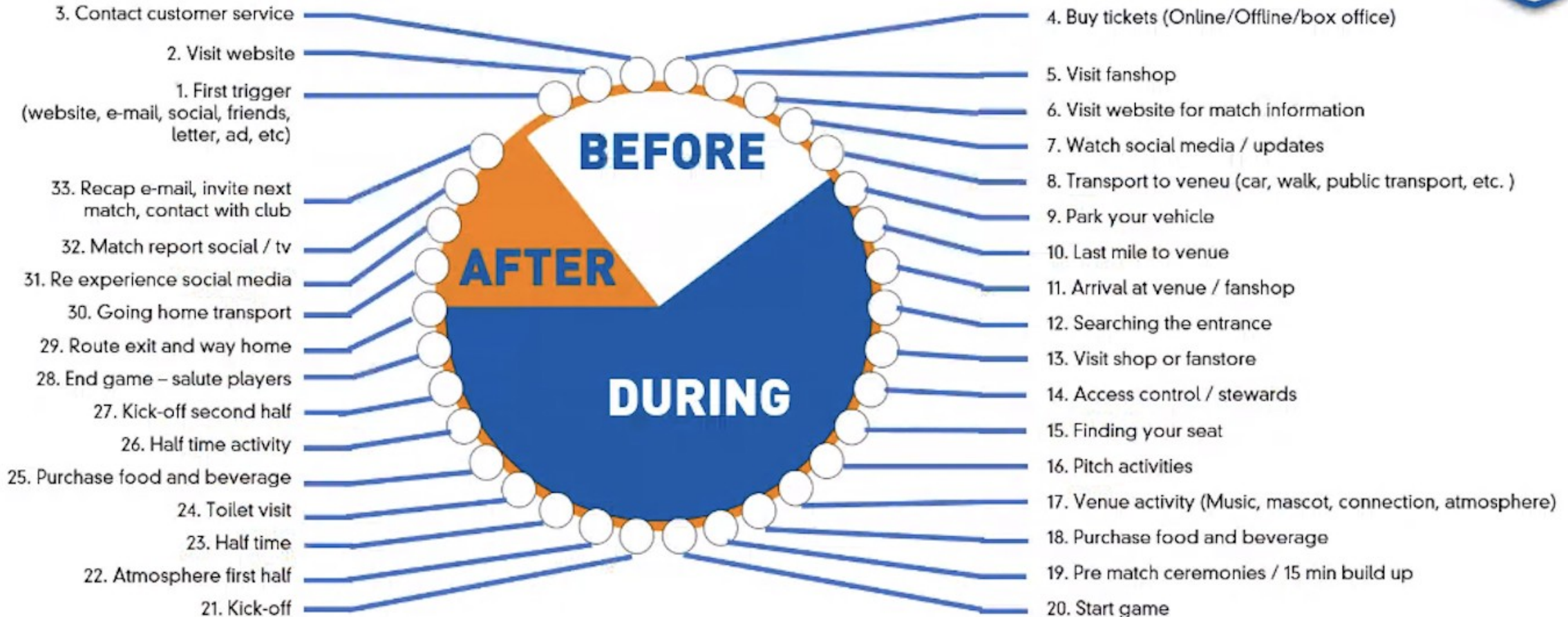
FANWHEEL



- 33. Recap e-mail, invite next match, contact with club
- 32. Match report social / tv
- 31. Re experience social media
- 30. Going home transport
- 29. Route exit and way home



FANWHEEL



Positive experience?



Data moment



Make/or break moment?

FORMULA FANEXPERIENCE



FAN



Know your fans better
than anyone else!



CLUB



Love and know your club
just as much as your fans



EXPERIENCE



Exceed every step of the
experience in all expectations

AUTHENTICITY

Being yourself is the most important thing
otherwise nobody believes or trusts you

EXPERIENCES



STADIUM

- Look-and-feel
- Atmosphere
- Fanshop
- Facilities

COMMUNICATION

- Website
- newsletters
- On- and offline
- Brand style

LOGISTICS

- Parking
- Last mile to stadium
- access control
- Signing

FANMARKETING

- Website
- Know-your-fan
- Touchpoints
- Retail collection
- Activities

FANEXPERIENCE

- Atmosphere
- Supporter culture
- Sound and screens
- Half time
- Stewards

CATERING

- Range
- Product range
- Pricing
- Payment
- Quality

