



press ahead



Newcastle United Football Club (NUFC)

Newcastle United, also known as the Magpies, is one of English football's most successful club sides, having won four League Championships, six FA Cups and the Inter City Fairs Cup. NUFC has played at its current home of St James' Park since 1892 and it is now one of Europe's top arenas, famous for its proximity to the city centre. In recent years its turnover as a major multi-faceted leisure business has seen the club included in the top 20 of the Deloitte world football money league.

Objectives

Press Ahead was invited to work with the senior team at the club to put in place a comprehensive strategic marketing approach and plan covering all aspects of business to business and consumer marketing undertaken by NUFC from season 2009-10 onwards.

Approach

In the initial phase, the emphasis was firmly on communicating with and engaging the internal audience as well as agreeing the changes in approach that would be necessary to introduce the new ways of working. As the project developed, focus shifted towards understanding and communicating with the key target audience segments identified as part of the exercise including a comprehensive supporter's survey.

Results

The project was completed on schedule and a number of elements of the plan are now in place at the club. Key outputs included: establishment of a vision statement, brand ethos and values; creation of a strategic route map to move key areas of the business to where they should be; development of customer insight and segments through research and other techniques; the re-design of corporate brand guidelines and the production of functional and master marketing planning documents.

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