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Website & Catalogue Management

football



football

Football: not just a game, but also an expression of culture, heritage, tradition, politics, faith and belonging. Events on the pitch can often be the culmination of off the pitch activity in communities the world over. Old firm derbies regularly boil over due to the underlying element of political and religious divides between fans, Celtic siding with Catholic republicans and Rangers usually staunch Protestants. Similarly

in Spain, where feelings run high during 'El Clasico' - Real Madrid represent the true Spanish capital and Barcelona cast as the Catalan rebels, come to spoil the party. These are examples of the passion which is expelled through arguably the most popular sport in the world. Fans can be sweet, loyal, and harmless, they can also be volatile, demanding and fickle. But when a club is the embodiment of their identity in so many ways, they surely deserve a large amount of

feedback from the business and commercial side of their institution. Football grounds and stadiums are theatres where the drama is played out, a stage for emotion and sometimes reckless, adrenalin fuelled antics, and where fans are the ringleaders, brooding over decades of loyalty and history. It is vital for any club which wants to build its fan base and maintain the support of current fans to communicate with them in an engaging and friendly way.

Welcome to the theatre of dreams

Fans love nothing more than nostalgia. Older supporters never miss the opportunity to reminisce about players from bygone decades, and younger fans love hearing about it. Retro kits and merchandise sell immensely well, so continually churning out memories through regular magazines and newsletters fuels the misty eyed moments and reminds fans why they're there after all. Wooing fans into making romantic purchases of 'limited edition retro merchandise' works time and time again with the right back up.

Getting up close and personal – giving loyal fans the inside scoop

Supporters carry a deep rooted faith and almost romantic view of their clubs, They know football is a business but they don't want to believe their club is only interested in their pockets, so feedback in media, productions, publications, social media and fanzines is vitally important. Fans can also be incredibly vicious, so clubs staying in control of the majority of what is written can only be a good thing and stops the club suffering any bad press as a result. Taking on the rivalry aspect and being involved, creating a voice for the fans and letting them know they are heard makes them happy. They need attention, a reward for the times

spent cold and wet, travelling up and down the country and planning their life around the season. Programmes are a good way for clubs to reach their supporters, but they can't expect the average fan will fork out £2.00 or more each game for the same dry articles every week. Exeter City FC and Port Vale FC came first and second respectively in the competition for 'best league two programme' due to their 'innovative features' and great balance between news and other amusing content.

Music to fans' ears - Football and popular culture

It's also evident how football and culture interlink. The NME carried an article in a recent issue about Kasabian launching the new England kit. Football goes beyond the stadium. Tottenham Hotspur's old fan magazine 'Hotspur' featured celebrity guest editors and Manchester City's magazine regularly seeks out fans in the public eye to interview, such as musicians, comedians and actors. Football clubs are essentially brands and varying the content of fans literature allows more scope for the

endorsement of the club as a brand. Fans want to know everything about their idols, to be able to relate to them and see that they have as much love for the club as they do, they want to believe that their favourite musician sits in the South Stand and gets a pie at half time the same as they do, even if it's not true.

Fan culture is more than just endorsement deals. It is about how a fan identifies with the badge that the players wear, and if they feel a sense of comradery with their fellow celebrity supporters, they feel proud to renew their season ticket.

Setting the dreams in stone – Giving the fans something to keep and remember

Publications like FourFourTwo grasp the fascination with routine in football, their blog is brimming with articles about 'top ten superstitions' and other events fans remember

such as famous achievements. Football fans are also very much like elephants: they never forget. Whether it's celebrations, tackles, goals and wins. They also have immense power if a large enough faction becomes disgruntled by the clubs action or

failure to take action. Which is another good reason for clubs to keep their fans in the loop. Fans collect merchandise with relentless fervour. Magazines are a key example, documenting all the best bits of the club's history.

Pride, passion... profit

Engaging fans and speaking on their level creates a great opportunity for clubs to earn. They have a following which fashion brands could only dream of, which if enhanced in the right way through magazines and press can be a powerful force. Being in tune with terrace culture and feeding back to fans can sell everything from tickets to t-shirts and even salt and pepper pots. Supporters' devotion is unbelievably strong and they can be left heart broken by a bad experience or lack of attention from their club.

All this and more... The Club Magazine

PSP Rare excels in unified messaging, creating bespoke and engaging content, formatting it and presenting it for many purposes and platforms. From magazines to websites, from books to newsletters, PSP Rare creates content which is not only entertaining and valuable for the reader, but which conveys important brand messaging for the business. Football clubs like Tottenham Hotspur have used PSP Rare to produce regular fan magazines, match programmes and club annuals – containing rich photography, original articles, colourful interviews and exciting links between the fans and the club. All this and detailed match summaries, statistics, player profiles – everything a fan wants to read about.

To find out more about what PSP Rare can do for your brand, contact us:

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