

**STADE
DE
SUISSE**
HAUPTPARTNER BKW

Stade de Suisse
&
BSC Young Boys





1. Introduction
2. History
3. Facts & Figures
4. Integration- and Reputation-Guided Management
5. SWOT-Analysis
6. Findings
7. Discussion

Agenda



Introduction



History



Facts &
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Model



SWOT



Findings



Discussion



- www.bscopyb.ch
- www.stadedesuisse.ch
- www.gelbschwarzsüchtig.ch
- Roman Grünig, Marketing Stade de Suisse
- Marco Casanova, Corporate Brand Management
- www.bernerzeitung.ch
- www.ebund.ch

Agenda



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Motivation

Why Stade de Suisse and BSC Young Boys?



- Actuality, euphoria
- Booming (attendance)
- Personnel involvement
- Emotional relationship (love/hate)
- Special case sports team

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Why Stade de Suisse and BSC Young Boys?



1.	BSC Young Boys	32	23	2	7	73:39	71
2.	FC Basel	32	21	5	6	78:46	68
3.	Grasshopper Club	32	19	2	11	57:40	59
4.	FC Luzern	32	14	6	12	56:54	48
5.	FC Sion	32	12	9	11	56:50	45
6.	FC St.Gallen	32	12	7	13	48:46	43
7.	FC Zürich	32	11	8	13	50:49	41
8.	Neuchâtel Xamax	32	10	7	15	47:48	37
9.	AC Bellinzona	32	6	3	23	39:85	21
10.	FC Aarau	32	5	5	22	29:76	20

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Goals of the presentation



- Specialties for the Brand Management of sports organizations
- Handling of the Integrated Brand and Reputation-guided management for a professional sports club

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Findings



- 1925 Wankdorf Stadium (22'000 spectators)
- 1954 second Wankdorf Stadium (64'000 spectators)
- 1954 World Cup → Wonder of Berne (Mythos)
- 1961 Champions League Final
- Demolition of the old Wankdorf Bern

- 1898 foundation of FC Young Boys
- 1903 first Championship
- 1925 BSC Young Boys
- 11 Championships
- 6 Cups
- 1999 BSC Young Boys Betriebs AG

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- 2005 opening of the new home stadium of BSC Young Boys Stade de Suisse (32'000 spectators)
- 2006 Champions League FC Thun at Stade de Suisse
- 2006 and 2009 cup finals BSC Young Boys – FC Sion at Stade de Suisse
- UEFA EURO 2008
- 2010 next Championship

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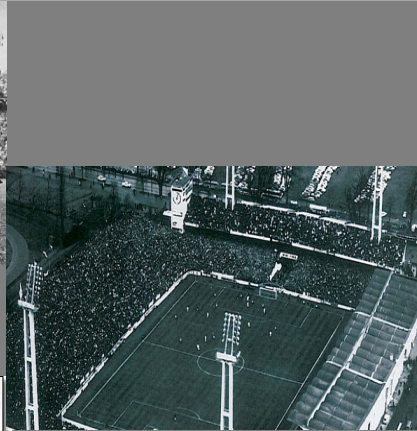


History



**STADE
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- 35-40 million turnover per year
- Ø 22`318 spectators
- Over 14'000 members
- Services area: shops and restaurants under the ground (stadium)
- Biggest competitor: SCB (Ice Hockey)

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Level	Contents	Tasks
Corporate Mission	<ul style="list-style-type: none"> • Who are we? • What is our aspiration and purpose? • What is our business, now & in the future? • What do we offer? 	<ul style="list-style-type: none"> • Identity • Vision & Mission statement • Business strategy • Customer needs orientation
Brand Mission	<ul style="list-style-type: none"> • How are we perceived? • How do we want to be perceived? • How is our behaviour perceived at the various touchpoints? 	<ul style="list-style-type: none"> • Reputation measurement & analysis • Brand Personality; the Brand essence • Gap analysis (stakeholder specific)
Impression Management	<ul style="list-style-type: none"> • How do we reach the perception we envisage to achieve? 	<ul style="list-style-type: none"> • Brand architecture (scenarios) • Evolvement of the brand personality (attributes & core values) • Emerging into a brand & reputation guided company
Corporate Identity	<ul style="list-style-type: none"> • Corporate design • Corporate communication • Corporate behaviour 	<ul style="list-style-type: none"> • Creating a fitting visual style (look & feel) • Defining stakeholder specific messages • Developing consistent guidelines
Integrated Communication	<ul style="list-style-type: none"> • Communication concept • Question of coherence: "Who communicates with whom and how, here, about what and why?" 	<ul style="list-style-type: none"> • Segmenting target groups • Centralisation vs. decentralisation • Communication & marketing • Using of tools

From the strategy

to the realisation



- Operator of the stadium
- Professional football club
- Entertainment provider
- Representative of the City of Berne

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Corporate Mission

What is the aspiration and purpose?



- Establish the brand Stade de Suisse
- Be attractive for events, concerts and congresses
- Communicate the brand actively

- Be number 1 or 2 in Swiss football
- Establish the club BSC Young Boys in Europe
- Communicate the brand actively

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Corporate Mission

What do they offer?



- Arena for good feelings and emotions, entertainment
- Multifunctionality
- High quality
- Advertising space
- Sports on a high level
- Customer orientation

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Brand Mission

How are they perceived?



- Successful, professional
- Trendy, high-quality
- Dynamic, emotional

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Brand Mission

How do they want to be perceived?



- High quality (experience, food)
- Successful
- Reliable
- Target-oriented
- All-in-one-service
- Fast adaptations

- Friendly
- Successful
- Reasonable (salary cap)
- Fair

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Brand Mission

How do they achieve the desired position?



- Responsive to problems (e.g. Lounge adaption)
- Right and skilled personnel
- New brand architecture → same level
- Integration of Young Boys women
“A women football division always engages sympathy.” CEO, Stefan Niedermeier
- Internal and external communication

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- Football team of BSC Young Boys
- Stefan Niedermeier
- Multifunctionality
- High quality
- Environmental awareness
- Success
- Professionalism & athleticism
- Emotions, memorable experience, euphoria
- Unique ambiance

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Corporate Identity

Corporate Design



- Yellow-black (right order → Dortmund: black-yellow)
- Logo



- Co-branding BKW

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- New brand communication since March 2010



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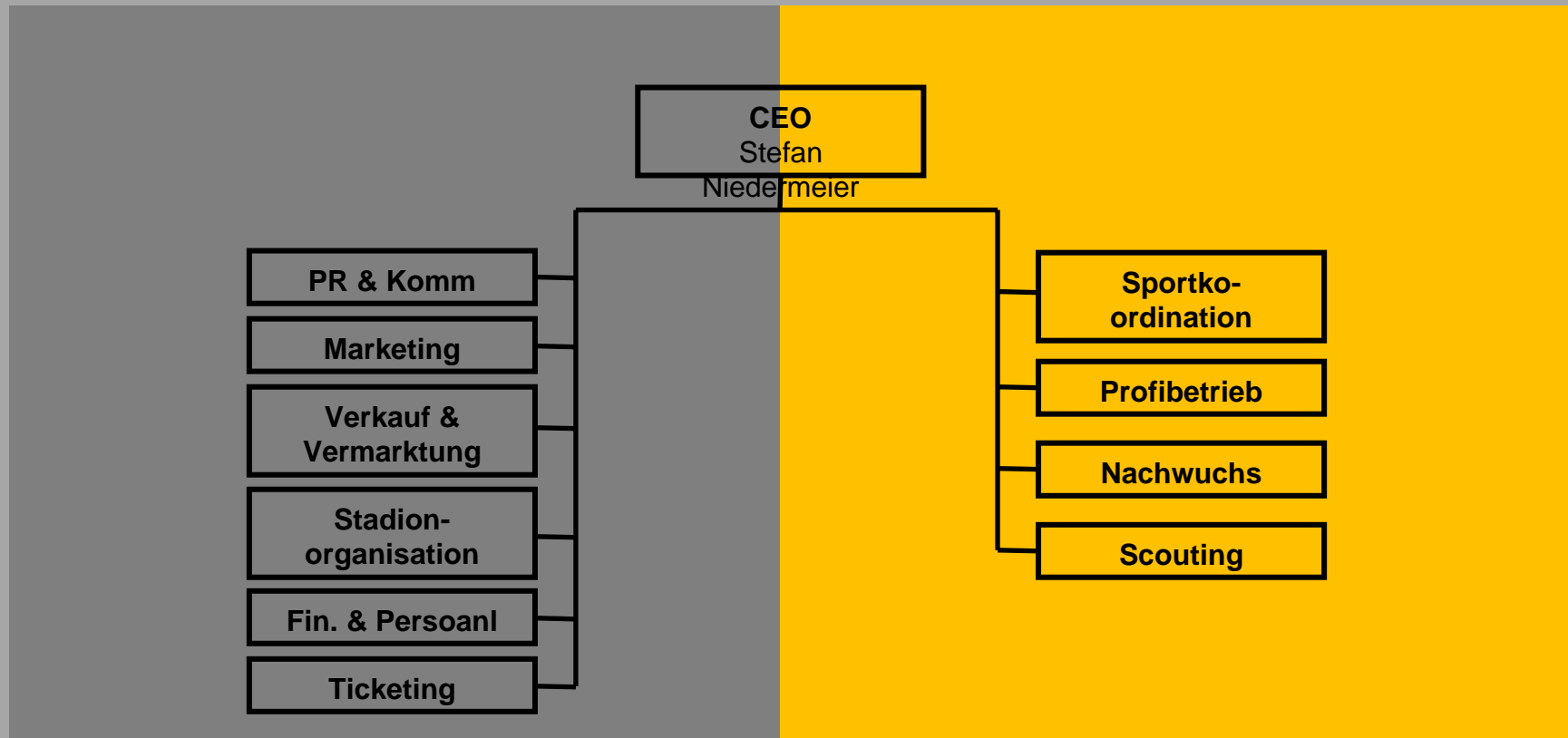


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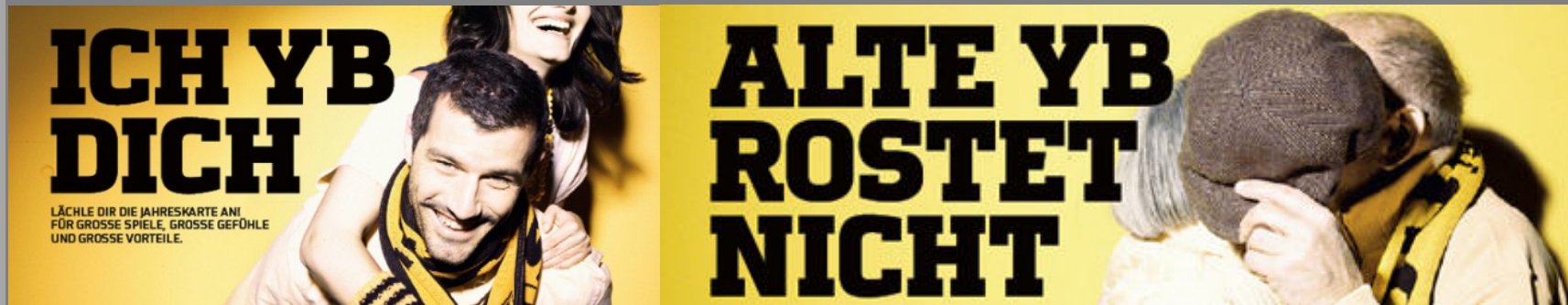


Findings





- Communication towards fans → successful love campaign
- Current slogan: “Alte YB rostet nicht”, “YB geht durch den Magen” (goods aligned to this)



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Findings





- Communication towards investors & sponsors
 - Professional environment
 - Attractive advertisement location
 - Positive image transfer
- Communication towards employees
 - Pride
 - Best team

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Corporate Identity

Corporate Behavior



- Modestly, respectfully and passionate
- Successfully and masterly
- Innovative and target-oriented solutions
- Fighting and winning
- Reliably

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- Private customers: advertising campaigns, emotional orientated
- Business customers: Portrait, business orientated
- Broad mass → fans
- Business people → investors and sponsors
- Employees

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- TV, Radio
- Print ads
- Internet appearance
- Placards
- Sponsorships



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- Stefan Niedermeier (CEO)
- Albi Staudemann as representative (responsible person for media)

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Strengths:

- national known

Weaknesses:

- no connection to the Wankdorf (1954)
- internationally unknown

Strengths:

- strong emotional connection towards the club
- grounded in region
- Fan community
- no local competition

Weaknesses:

- strong correlation to the sporty success
- the market is geographically limited

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SWOT (2)



Opportunities:

- different business sectors

Threats:

- relationship to BSC YB (sporty success?)
- new stadiums in Thun and Biel

Opportunities:

- with sporty success the brand becomes admits without big effort

Threats:

- there are many ambassadors of the brand → control?

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Findings





- Dependence of team performance and success
- Very volatile, not predictable
- Possibility to be creative
- Short decision paths
- Model is applicable

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Thank you

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Goals



Findings

