



# **MOTHERWELL FOOTBALL CLUB**

## DIGITAL MEDIA PARTNERSHIP KIT



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## ABOUT MOTHERWELL FOOTBALL CLUB

Motherwell Football Club are one of Scotland's leading professional clubs, competing in the Ladbrokes Premiership, the top tier of the game in Scotland.

While the club doesn't have the stature of the likes of Celtic and Rangers in a traditional sense, the club's digital media offering puts it on a par - and sometimes above - the so-called bigger sides.

Motherwell FC offers your business the opportunity to partner with an innovative and influential football club which has a brand which appeals to all football fans, not limited to those who are supporters of the team.

We produce content that gets us noticed. Your brand can share the attention our work enjoys and be seen by a strong and engaged demographic, and also get you a closer, authentic relationship with fans that we already have.





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## WHAT MAKES US SO SUCCESSFUL?

### **An engaged playing squad full of personality**

Our players all have their own stories to tell, their own character traits and relatable qualities which resonate with supporters. And they like to have fun, which translates into great off-the-field content. On the pitch, they also give us lots to work with, having reached two cup finals in the 2017/18 season.

### **A passionate supporter base who provide endless colour**

You've heard of the thunder clap that supporters of the Iceland national team perform, but it actually originated in Motherwell. Our fans provide noise and colour which provides great imagery. And they are also massively engaged in what we do, helping to amplify our content. Also, our club is owned by its supporters, making them even more tuned in.

### **A strong creative team who are constantly innovating**

Our media department are always coming up with new ideas, monitoring trends and looking for ways to make Motherwell Football Club even more popular and present. Our content speaks for itself in what we've achieved in a short space of time, and there's more to come.

### **Showcasing the game in a way others don't**

We are passionate about making our club and Scottish football an exciting product. Through our players' personalities, great moments on the pitch and the expertise and technology to show it all in the best light, we celebrate and promote what makes the game great, and makes it so appealing to the audience watching.

# OUR NUMBERS



**800,000**

—• AVERAGE VIDEO VIEWS EVERY MONTH



**150,000**

—• AVERAGE ENGAGEMENTS EVERY MONTH



**6MILLION**

—• AVERAGE IMPRESSIONS EVERY MONTH

**80%**



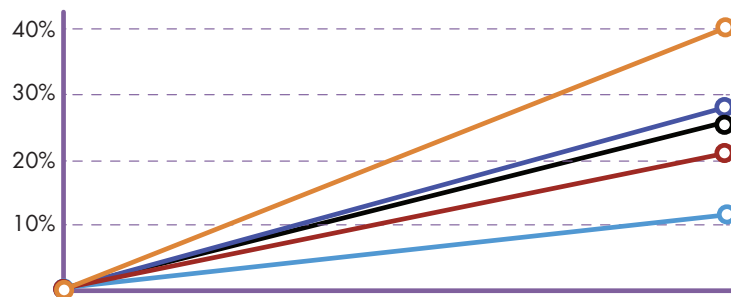
**20%**



**AGED 18-34**

**OUR FOLLOWER GROWTH IS THE BIGGEST OF ANY CLUB IN SCOTLAND IN 2018.**

GROWTH FROM 1 JANUARY TO 31 JULY.



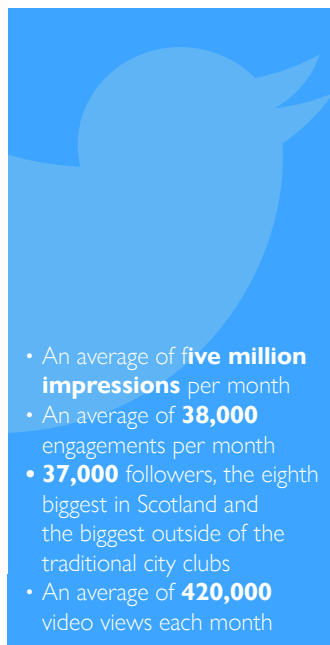
**11%** Twitter

**29%** Facebook

**21%** Youtube

**40%** Instagram

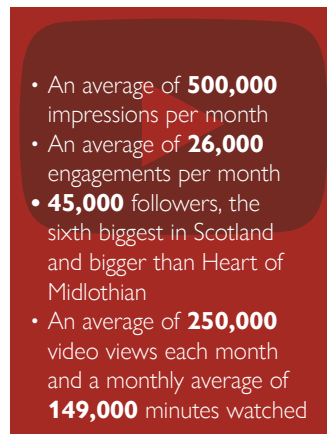
**27%** Total growth



 **TWITTER**



 **FACEBOOK**



 **YOUTUBE**



 **INSTAGRAM**

And that's not all the exposure you can enjoy from working with us. Our content is frequently "borrowed" by major platforms like **Sky, Sport Bible, Copa90, Soccer AM, Bleacher Report, Fox Sports** and more, opening up you up to even greater audiences into the millions.







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# WHAT YOU CAN EXPECT FROM PARTNERING WITH US

## **Sport is powerful**

Partnering with a sport brand, particularly a football club like ours, gives you access to a unique and powerful marketing platform. In a fragmented world, sport inspires and unites people in a way few other industries can, and the players themselves can also connect you with even more-engaged audiences with one-to-one, relatable and authentic communication.

## **Opportunities from deep audience insights**

We know our audience. From basic demographics to their interests and spends, we hold the data on who engages with us on social media, allowing you the opportunity to target your message or gain brand awareness with the audience set you desire.

## **Meaningful connections with audiences at scale**

Looking to increase brand awareness or sales but don't have existing, meaningful connections with the audience you're trying to target? Want to enhance your reputation by partnering with a recognised, trusted and well-liked brand? Whatever your challenges are, partnering with us can produce big results, whether you're established in the industry or not.

## **Real results from innovative content that you can track**

Our in-house analysis capabilities mean we can advise when best to promote your branded or sponsored content. Using the research we already have, we can forecast what value you're likely to get from being associated with specific types of content and we can track and feedback on how it has done. Plus, we are always innovating and we are always open to ideas. We don't stand still - we're always looking for new ways to showcase our club and, in turn, your brand.

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## AVAILABLE OPPORTUNITIES

### **Unique content in partnership with you**

We can develop bespoke and specific content for your brand to be associated with. Our media team can collaborate on your creative brief, or generate ideas alone, to best promote your business and pick up views and engagements.

### **Tap into our existing, high-performing content**

You can be associated with one of our existing, popular content strands, either on a recurring or one-off basis, prominently displaying your business throughout.

### **Football culture**

With the youngest playing squad in Scotland's top flight and players who are tuned into modern culture, there is scope for partnerships which uses our talent to resonate with young, engaged audiences.

### **Corporate Social Responsibility**

As a club, we do a lot of work in our local community. But there's always scope to do more to put back into a community which continues to experience hardship. We can develop programmes, and content around them, to promote your business doing something for social causes.





# MOTHERWELL

ORIGINAL MOMENTS. UNFORGETTABLE MEMORIES



Available to Play [williamhill.com](http://williamhill.com) BET BOOST mobile exclusive [williamhill.com](http://williamhill.com)

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# OUR SUCCESSES SO FAR

We've released a series of hugely popular and engaging videos based around the personality of the players so far in 2018.



## PETER HARTLEY SIGNING PARODY

A viral smash hit, we demonstrated our ability to produce high-quality, viral content with a parody of Manchester United's Alexis Sanchez signing video with our own January signing, Peter Hartley. Our video took off around the world, enjoying coverage online, on TV, in print and on radio.

 **2,500,000** views / **785,000** engagements

 **485,000** views

 **55,000** views


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## SCOTTISH TWEETS

Making use of access to the club's players and the relaxed atmosphere of a trip to Dublin in pre-season, foreign players took part in a game of trying to read out tweets in the Scottish dialect.

 **110,000** views / **37,000** engagements

 **7,500** views / **2,000** engagements

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## PLAYERS V COACHES

A five-part series of amusing challenges between the playing and coaching departments.

Games involved Name That Tune, Pieface, Speak Out, a penalty shootout with Steelman and the manager and his son taking on players at FIFA 18.

 **80,000** views / **20,000** engagements

 **30,000** views / **4,000** engagements

 **25,000** views



## TIME FOR NEW HEROES

Our two inspirational videos ahead of the 2017 Betfred Cup final and 2018 Scottish Cup final encapsulated the emotion of being from the town and supporting the local team through thick and thin.

 **236,000** views / **54,000** engagements

 **200,000** views / **25,000** engagements




## SUICIDE PREVENTION VIDEO

A strong example of sponsorship activation, the club used its position of influence to put out a strong and hard-hitting message for our charity partner, Suicide Prevention Lanarkshire.

 **400,000** views / **80,000** engagements

 **170,000** views / **15,000** engagements

 **3,000** views / **1,100** engagements




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# WE'RE ALSO DOING THIS.....



## STORY OF THE MATCH

We want to make Scottish football as appealing a product as possible. This feature tells us a story of every game using high-quality video of the match, the fans and behind the scenes.

 **16,000** views / **3,700** engagements  
 **6,000** views / **500** average engagements  
 **7,000** views / **700** average engagements

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## ALTERNATIVE ANGLE FOOTAGE

Using our in-house camera equipment, we can capture angles and moments in high quality HD that often aren't picked up by the television cameras.

 **20,000** views / **12,000** engagements  
 **5,000** views / **1,000** engagements  
 **3,000** views / **700** engagements

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## BEHIND THE SCENES ACCESS

Whether it's at training, in the dressing room before a game or hanging out with the players in their down time, we have exclusive access that fans crave.

 **10,000** views / **2,000** engagements  
 **4,000** views / **600** engagements  
 **2,000** views / **600** engagements

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## IN PLAY VIDEOS

We post animated videos every time we score or make a sub, and at half time and full time.

 **2,500** views / **500** engagements



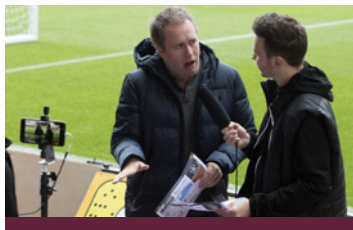
## PRE-MATCH POSTERS

Our in-house design create spectacular pre-match artwork that gets noticed by a wide audience.

 **40,000** views / **7,000** average engagements

 **5,000** views / **400** average engagements

 **8,000** views / **600** average engagements



## MATCHDAY LIVE

The build up to the match is a big part of the experience. Our live show before the game, available on social media, takes fans behind the scenes and starts the hype.

 **1,500** views / **200** average engagements

 **3,000** views / **200** average engagements

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# DON'T JUST TAKE OUR WORD FOR IT.

 @dougie\_wright

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Cannot think of a single club in world football who have had a more impressive social media campaign this season. This is brilliant.

 @thomfaulk

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Outstanding! A media team that takes fans over the edge time and time again. Love it and love MFC.

 @J\_Coates78


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This is world-class social broadcasting.

 @sportsmarketsco

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Think the biggest compliment is that it's really difficult not to highlight and praise everything coming out of the club right now!

 @p\_mcpartlin

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The lads at @MotherwellFC are knocking it out the park consistently with their social content

 @aahh\_no

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For me (& probably many others), @MotherwellFC's social media presence & community engagement is one of the best in the country. Setting a great example & a ridiculously high bar for the other teams in the league to follow.







[WWW.MOTHERWELLFC.CO.UK](http://WWW.MOTHERWELLFC.CO.UK)