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## Case Study

# Personalised member recognition cards touch more than just the fans...



### Client:

The Port Adelaide Football Club is widely recognised as the most successful senior football club, not only in South Australia but Australia-wide.\*

### Challenge:

Round 23 of the 2015 AFL season was Member Recognition Round. How do the Port Adelaide Football Club thank their fans?

\* [www.portadelaidefc.com.au/club/history](http://www.portadelaidefc.com.au/club/history)

**“Port Adelaide is continually recognised as a leader when it comes to engaging with its fan base... and on a chilly Saturday afternoon in September they again rose to the top.”**



## Solution:

Port Adelaide Football Club decided to place personalised thank you cards on each member's seat at Adelaide Oval.

As each member arrived that day they were greeted with their personalised thank you card, nothing over the top, just their names and the simple words 'thank you'.

**“Finding a reliable partner with capabilities that suits our marketing objectives can be challenging. We chose the Bowden Print Group because we knew they could provide the solution, work with short lead times and deliver our required needs.”#**

## Outcome:

An emotional engagement with the member base.

Instant and direct positive feedback through their social media channels; the reach was more than ever anticipated.

# Port Adelaide Football Club Marketing Team



## Process:

Data driven digital print based solution.

To show their capability in printing variable data, the Bowden Print Group worked with the Port Adelaide Football Club to create a personalised thank you card. Not only was the Port Adelaide Football Club extremely happy, their members were beyond satisfied.

**‘Return on investment cannot always be measured in dollars’**



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## Case Study

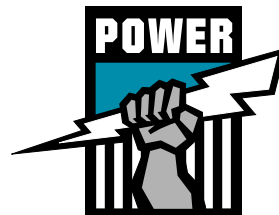
# Personalised member recognition cards touch more than just the fans...



**Client:** Port Adelaide Football Club  
Allan Scott Headquarters  
Brougham Place  
Alberton, South Australia

**Web:** [portadelaidefc.com.au](http://portadelaidefc.com.au)

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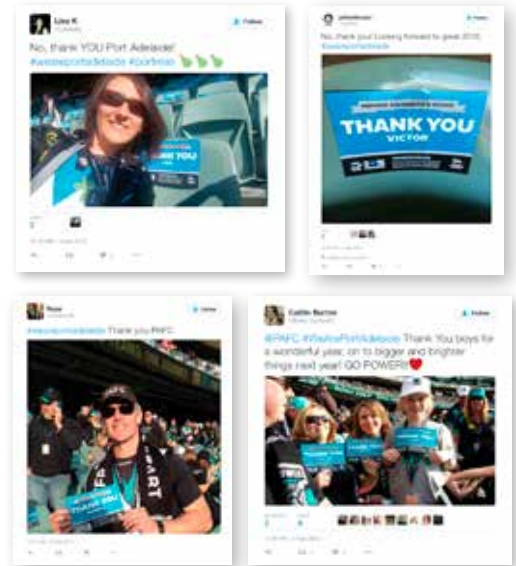


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