

give yourself the advantage

Case Study

Celebrating the 'members'... the heart and soul of any football club

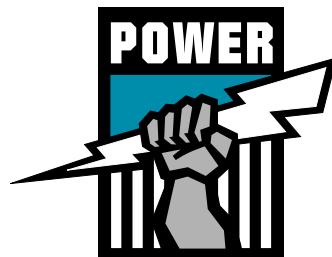


YOUR 2017 MEMORIES

Achievements can often happen both on and off the field... while Port Adelaide were hunting down Collingwood in August 2018 on their way to a 27-point celebration... the members who packed Adelaide Oval were also celebrating for another reason... recognition.

Client: Port Adelaide Football Club

We, the Players and Management of the Port Adelaide Football Club, accept the heritage which players and administrators have passed down to us; in so doing we do not intend to rest in idleness but shall strive with all our power to further this Club's unexcelled achievements. *





Challenge:

Round 21 of the 2017 AFL season was Member Recognition Round. How could The Port Adelaide Football Club say thanks to their fans?

Solution:

The Port Adelaide Football Club saw an opportunity to place a personalised thank you card on each member's seat at the Adelaide Oval. Building on the success of the 2015 Member Recognition Round, this thank you card also included vouchers to receive discounts off PAFC merchandise and an opportunity to win EFTPOS cash cards.

Process:

Data driven digital print based solution.

With the recent expansion of their available digital technology solutions, the Bowden Print Group utilised their 'matt based toner' digital printer to create variable data pieces that had the quality, look and feel of offset printing... and all in a 24-hour turnaround... keeping both the club and its members satisfied.

Outcome:

Engagement between the club and members that is remembered long after the game has finished. Social media channels provided positive feedback as the 'thanks' went far and wide.

Thanks for
your support!

[Handwritten signature]

Thank you for your
ongoing support!

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* Opening Paragraph Port Adelaide Football Club Creed: <http://www.portadelaidefc.com.au/club/history/the-creed>



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