

INTRODUCTION

Data from various internal and external sources has been collected starting in 2011. Since January 2013, EHF has put all this information into a structure and has analyzed it carefully. As a result, a bundle of strategic measures will be taken to strengthen and position handball and all its assets on the European market.

We call this bundle of strategic measures „EHF Brand Strategy“.

IMPORTANT NOTE:

The following pages will introduce you to the process. It is important to understand the following:

- it is not a project – it is a process and we are right in the middle of it
- brand values and one-word-asset are already fixed
- concrete measures and instruments to support your daily work are in progress
- first tools will be provided starting with the season 2013/14 – after that it will be an ongoing process
- we will involve all stakeholders of handball (clubs, leagues, federations, players, partners, etc) – we ask for your understanding that it will take time and needs good planning to involve everyone
- exchange of information is very welcome – please give us a call if you have any questions
- this process will only be successful and have an impact if all stakeholders work together

„ELECTRIFYING“

- Means, that we should produce content that is electrifying and also incorporate the brand values in our daily work. How does an electrifying work culture look like?
- please do not use this word as title or promotional claim – we will explain you in detail how to use it exactly within the next few months
- it is more important HOW we DO things – the product , content and the way we work should be electrifying
- **let's not talk about – let's do it!**



A photograph of a diverse group of young adults standing in a line outside a brick building at night. They are separated by a white rope barrier. The scene is dimly lit, with some light coming from the building's entrance. The people are dressed in casual evening wear. The text "Enabling brands to attract people." is overlaid on the left side of the image.

Enabling brands to attract people.

brand:
trust.

Brands generate five advantages:



Effective brand strategies enable sustainable double digit profit and growth.

1. Fans are willing to pay price premium.
2. Fans get loyal.
3. Cross selling is possible.
4. Fans recommend the brand.
5. Employees identify with the brand.

Strong brands have strong borderlines.
What Brand:Trust does not do:





Brand Excellence

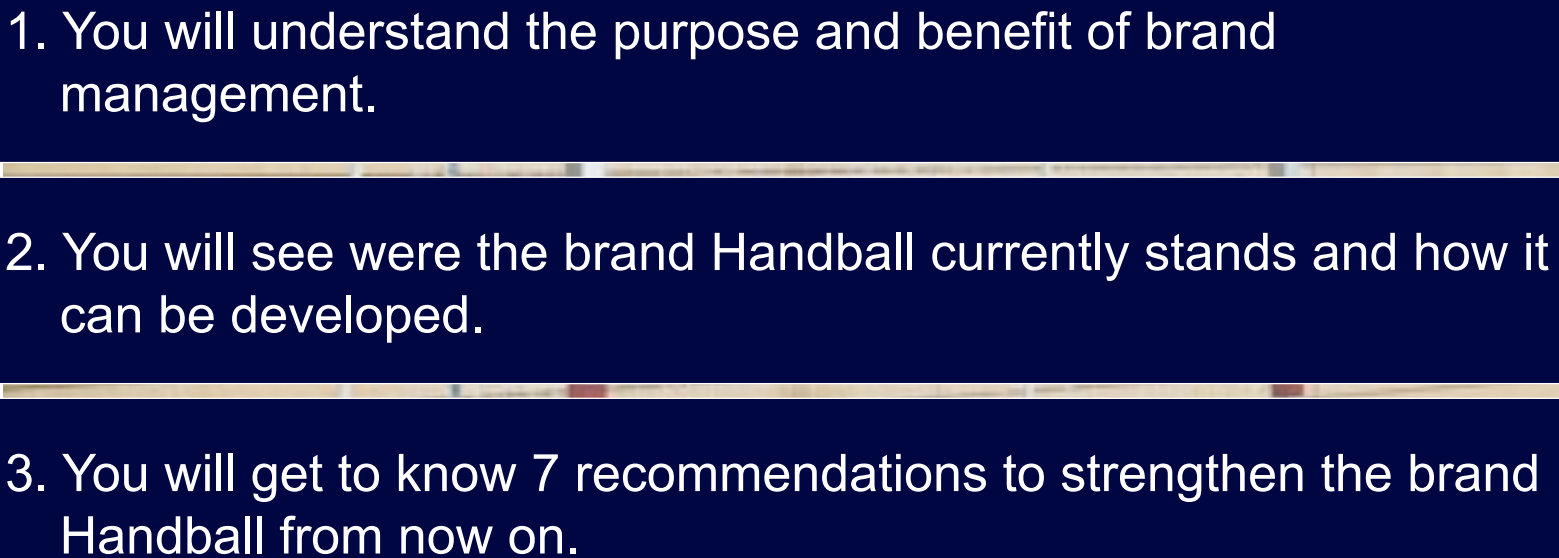
Handball as a brand - 7 steps for your club, league and federation

Brand:Trust - Brand Strategy Consultants

Cologne, June 1st 2013

What are the targets of today's presentation?



- 
- The background of the slide features a blurred image of a handball court. In the upper part, a handball goal with a red and white striped crossbar is visible against a light-colored wooden wall. In the lower part, a handball is on the polished wooden floor. The three list items are overlaid on dark blue rectangular boxes.
1. You will understand the purpose and benefit of brand management.
 2. You will see where the brand Handball currently stands and how it can be developed.
 3. You will get to know 7 recommendations to strengthen the brand Handball from now on.

Source: erhard-sport.de

Why would you choose McDonalds over Hermsburger?



Pepsi vs. Coca Cola



Brand Value 2011:
Bill. US\$ 12.93



Coca-Cola

1885

Coca-Cola

2012

Brand Value 2011:
Bill. US\$ 73.75

Source: Millward Brown

How are strong brands built?



Sheer driving pleasure (1969)



Audi



Vorsprung durch Technik (1971)
Advantage through technology



OPEL



Pleasure through technology (1990)

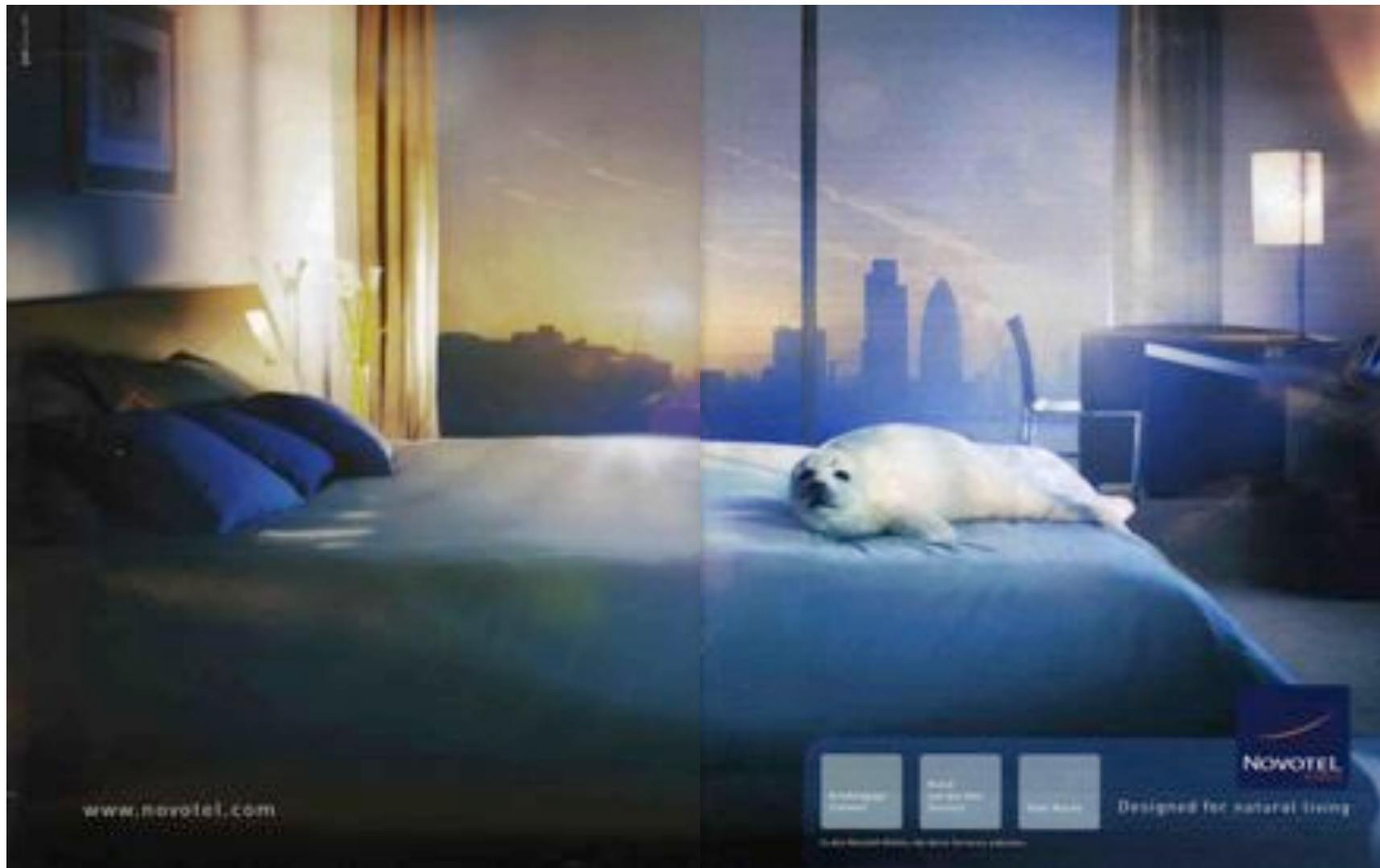
We've got it (1994)

Fresh thinking for better cars (2002)

Discover Opel (2007)

We live cars (2009)

The relation of wish...



...and reality



The difference between managed and unmanaged brands:

A large, faceted diamond is centered in the background of the slide, with its top half visible above the text box and its bottom half visible below it.

A brand is the condensed expression
of corporate peak performances

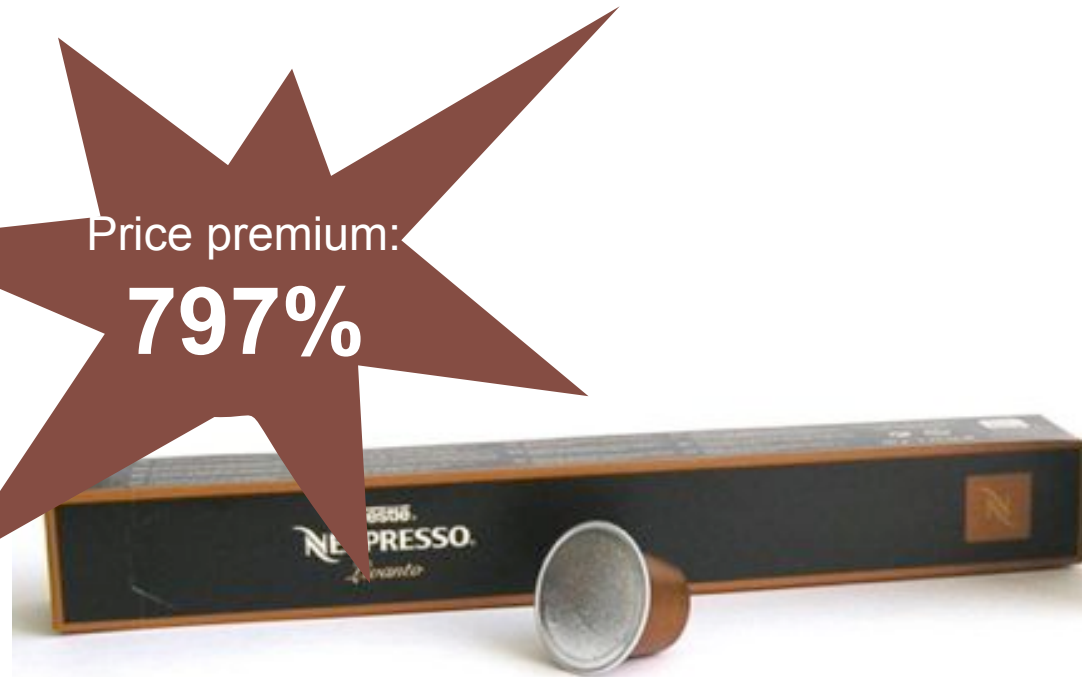




How much does one kilo coffee cost?



Amaroy Premium
Coffee Aldi
500 g = 3,79 EUR
1 kg = 7,58 EUR



Nespresso Livanto Capsules
5 g = 0,34 EUR
1 kg = 68,00 EUR

Price premium:
797%



Focal question of the project



Which brand strategy, values, positioning and simple rules help to make Handball and its brands more attractive for fans, TV spectators and sponsors in the future?

How can Handball become a strong brand?

7 steps for your club, league and federation



1. Attractiveness is more important than awareness

The Brand:Trust Performance Monitor

How is a brand built?

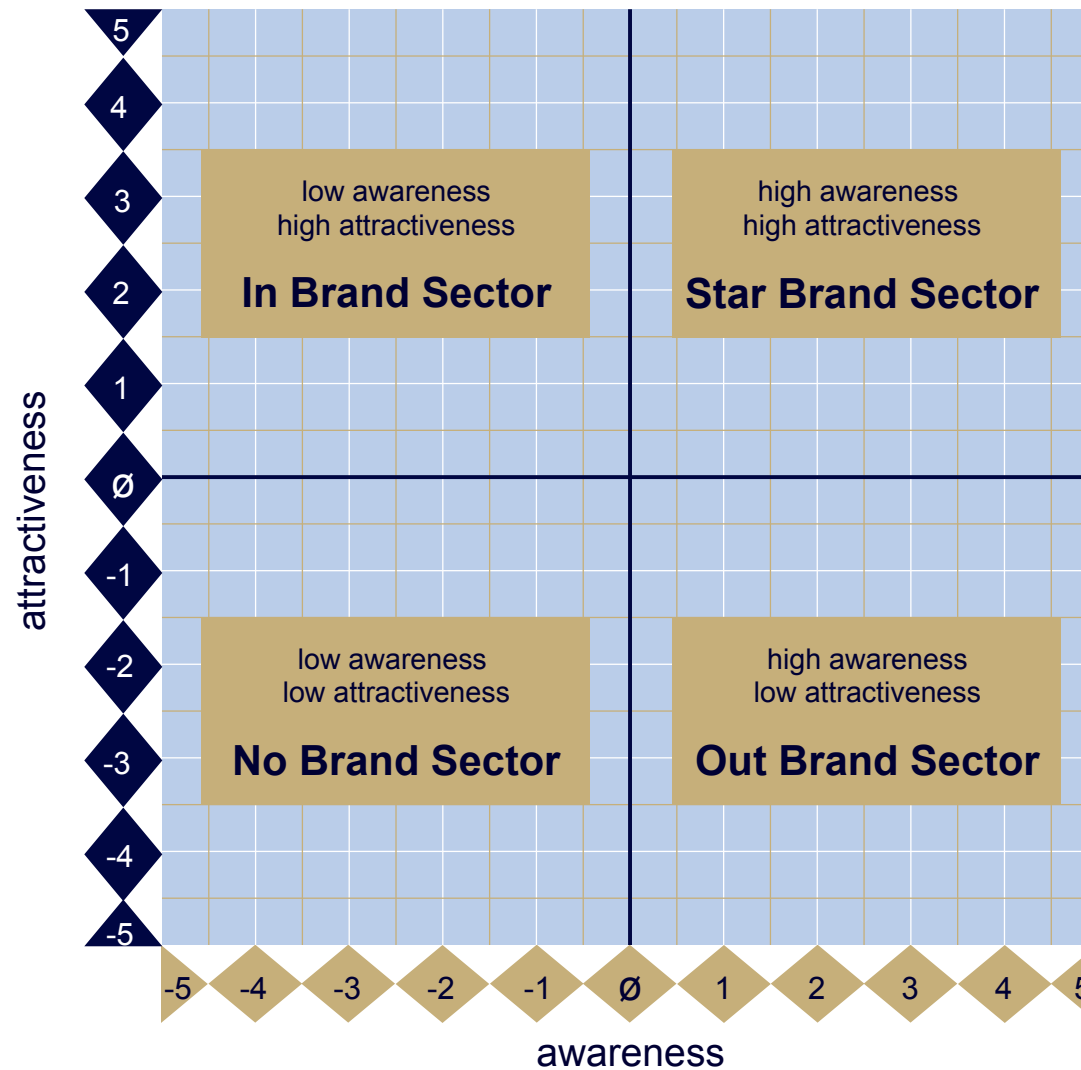


I know you!

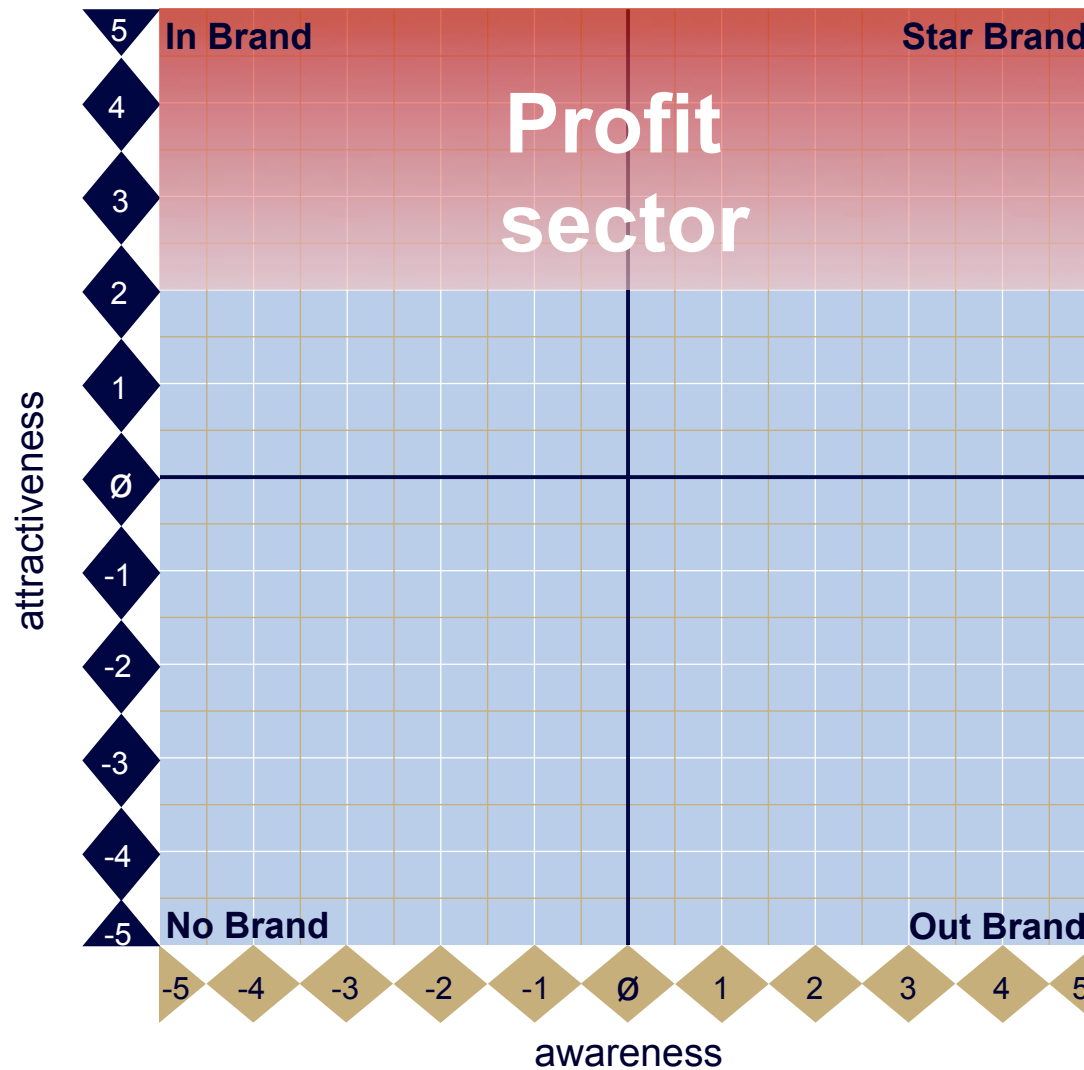


I want you!

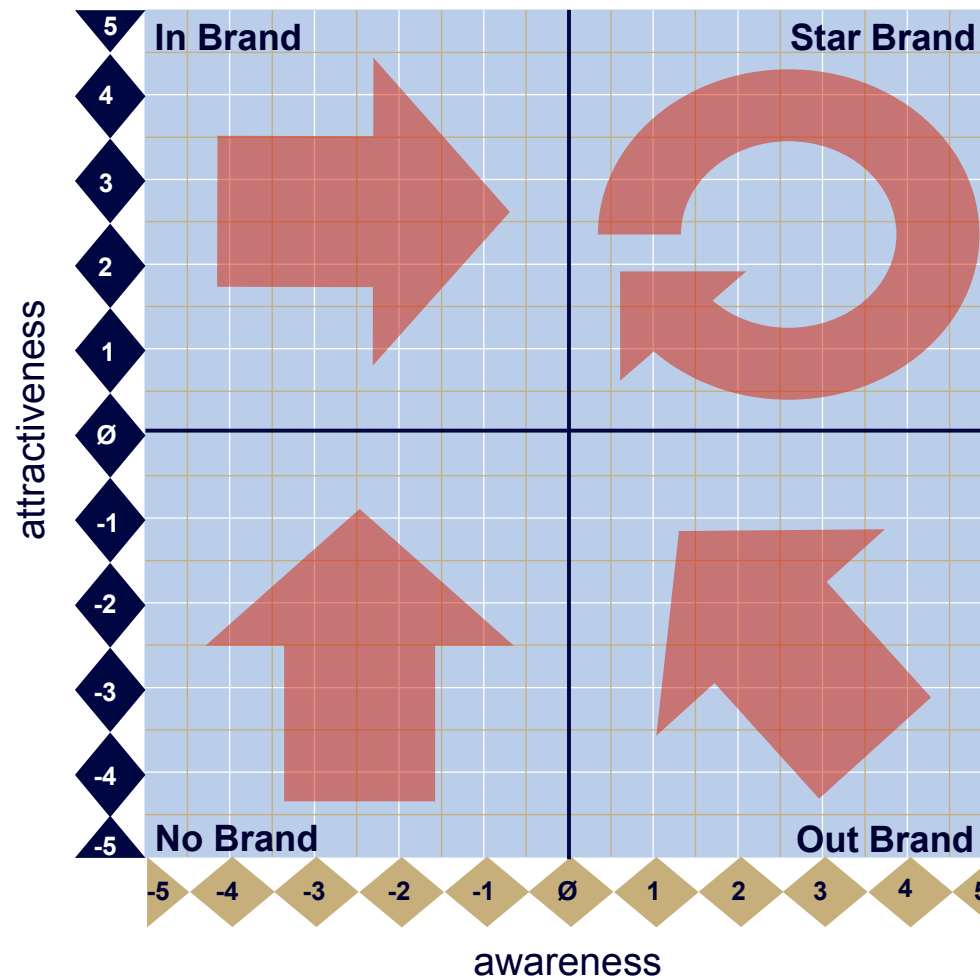
How successful is your brand?



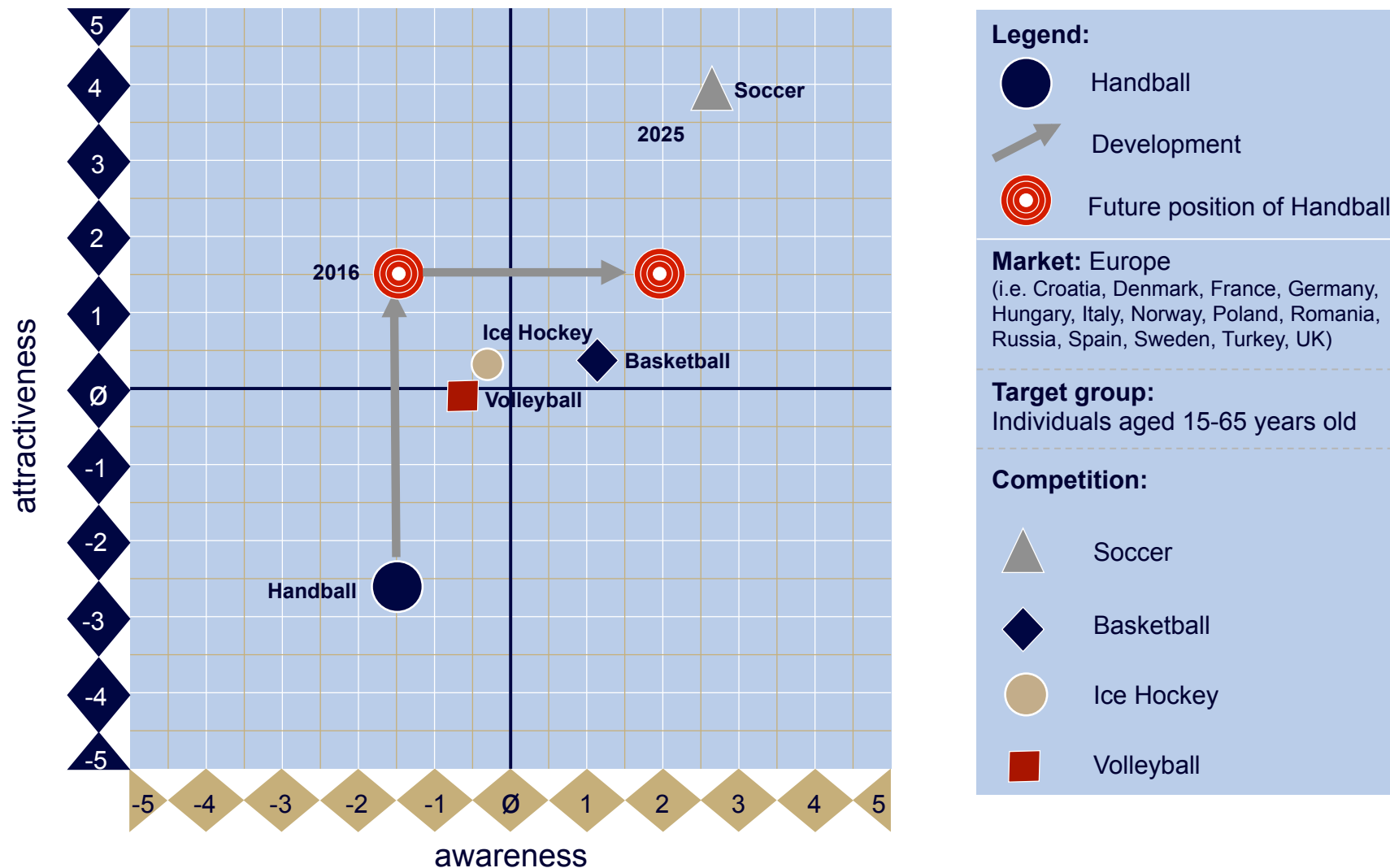
Where do you earn money with your brand?



Standard Options for the Strategic Movement of a Brand



Handball as a No Brand needs to become more attractive while focussing on its own strengths and not running after



Recommendation 1:
Become more attractive
instead of being known
by everybody.



2. Strong brands are built on provable peak performances

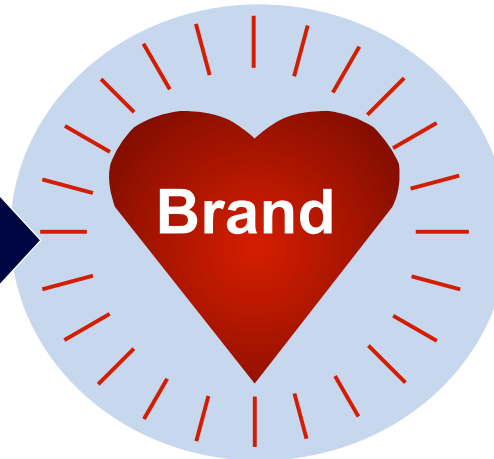
The Brand Analysis of Handball to identify its peak performances

How are Brand Values expressed?



Content of the Brand: (Brand Inventory)

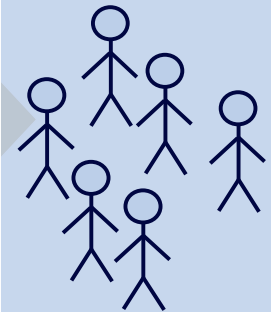
Efforts are stored
and settle into values.
These form the essence
of every brand.



Style of the Brand: (Brand Exventory)

The contents of a brand
must be condensed and
expressed in a self-
similar way to a style that
influences the market.

Market



Push ahead with Brand Archaeology



What counts is not what your customers want from you, but what you can do better than anyone else.

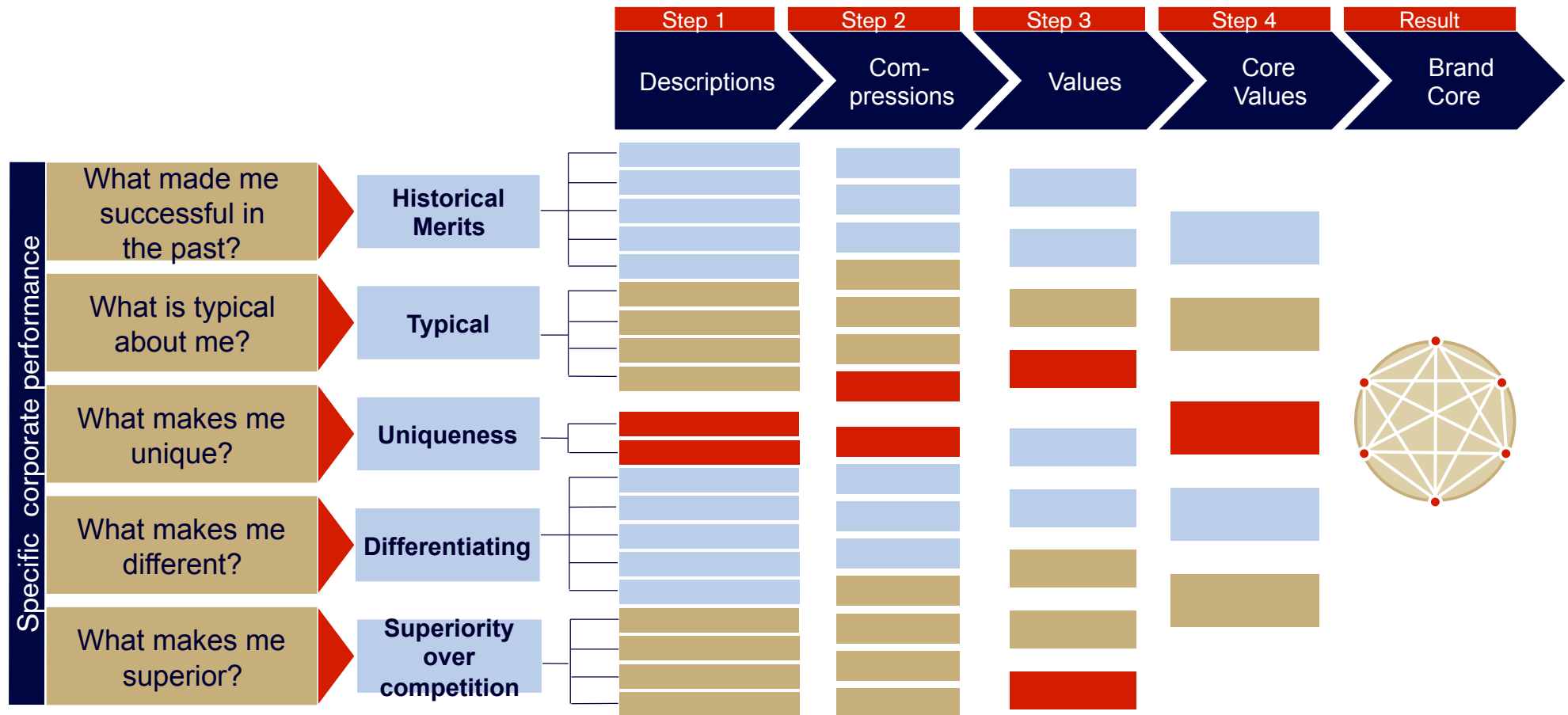
Don't invent, but discover!

- » Scan your brand for stories.
- » Brand is the emphasis of differences.
- » Search for where you break the rules, and find your brand's secret to success.

In your search for your brand core, don't mistake reality with wishful thinking!



The Principle of a Brand Analysis:



Historical merits:



Field handball developed at the end of the 19th century

- : Games like handball did already exist in Antiquity and in the Middle Ages. Even if the rules and the way of playing were hardly in line with today's handball, the "Urania game" played by the Greek may definitely be characterized as prototype of today's handball.
- : The actual beginnings of the game of handball didn't develop until the end of the 19th century. A corresponding game was held in Nyborg (Denmark) in 1897. From that point on, fixed rules for ball games played between teams emerged.
- : Moreover, there were games towards baskets or against nets (German netball, netball, "Turmball"), and later on games towards goals without ball control.
Players were not allowed to run with the ball and to hold it longer than three seconds (Handball 1906 in Sweden, "Neuer Raffball", "Torball").
- : Countries such as **Denmark, Germany and Sweden are considered as the real handball pioneers** of modern times. **Field handball was pushed by German gymnastics teacher** so that, alongside handball, it became popular as an alternative to football, especially for women.
- : In 1917, **Max Heiser formulated the first official handball rules for women**. As in 1919 **Karl Schelenz defeminized the game and added rules for men**, handball became a nation's sport.



Source: Haspo Bayreuth, 2013.

Source: IHF, 2013.

Historical merits:



Field handball became part of the Olympic programme

- : On the occasion of a meeting in Den Haag in 1926, the Congress of the International Amateur Athletics Federation appointed a **commission for the elaboration of international playing rules for field handball**.
- : In 1928, the International Amateur Handball Federation (IAHF) was founded in Amsterdam on the occasion of the IX Olympic Games.
- : In 1933, **field handball was included in the Olympic Programme**. During the Olympic Games, the IAHF held a congress in which delegates of the 40 nations represented in the federation participated.
- : 11 July 1946, representatives of eight nations met in Copenhagen and launched the International Handball Federation (IHF). **The nations involved in the foundation of the IHF are Denmark, Finland, France, Netherlands, Norway, Poland, Sweden and Switzerland**.
- : The first IHF President was Gösta Björk (Sweden). The Scandinavian who at the same time was President of the Swedish Handball Federation executed his function at the IHF until 1950. Afterwards, he was elected Secretary General of the National Olympic Committee of his home country and resigned from the office of President of the IHF.



Source: IHF, 2013.

brand:
trust.

Historical merits:



Handball became an indoor team sport

- : In many countries of the world, field handball spread rapidly, with exception of the Scandinavian countries. Because of the climate conditions, **Sweden, Denmark and Finland brought handball into the halls**. This required an adjustment of the **size of the field**.
- : **In the 50s**, both variations were popular – resulting in **sold-out indoor halls**, but also **50,000 people attending the Outdoor World Championship final**. However, the variation including seven players became more and more accepted.
- : In **1960**, the **last Women's Outdoor World Championship was played** whereas the **last Men's Outdoor World Championship took place in 1996**. During this period, teams participating in European Cup matches still played on the field every now and then as well, because it had already been in 1957 that teams for the first time competed for the European Cup taking place under the umbrella of the IHF.



Source: IHF, 2013.

Superior:



Handball is the most dynamic sports for everyone.

- : Handball is a **fast-paced sport** with a lot of **action**.
- : A handball match has an **average goal quote of 50-60 goals in 60 minutes**. Comparatively a basketball game has a scoring with an average of 30.1 points per game.
- : The **size of the field** (20m x 40m) **is balanced** and therefore **enables a higher level of dynamic**. Comparatively a soccer field has a size of 68m x 105m and a basketball field 15m x 28m.
- : The **playing time of 60 minutes** is adequate for the players and entertaining for the audience. The playing time of a soccer match is 90 minutes and a basketball match is 40 minutes.
- : Players are allowed to **hold the ball for a maximum time of three seconds**.
- : **Players are not allowed to touch the controlled ball more than once**, before the ball meanwhile hits the ground or another player.
- : **Passive play and delays are forbidden**.
- : In one specific point, the handball player were way ahead of the soccer players: **from the very beginning, there was an equal Women's Champions League**.

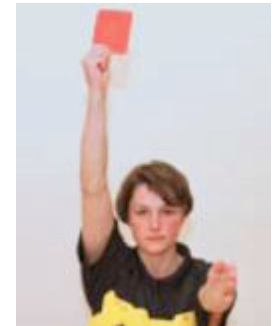
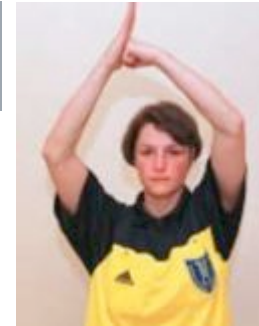


Unique:



Handball is a tough, whole body sports:

- : **It is permitted to** throw, catch, stop, push or to hit the ball with the **use of hands (open or closed), arms, head, trunk, thighs and knees.**
- : It is **permitted to** use arms and hands to **block** or gain possession of the ball.
- : It is permitted to use an open hand to **play the ball away from the opponent from any direction.**
- : It is permitted to **use the body to obstruct an opponent, even when the opponent is not in possession of the ball.**
- : It is permitted to **make body contact with an opponent**, when **facing** him and **with bent arms**, and **maintain this contact** in order to monitor and follow the opponent.
- : It is not permitted to pull or hit the ball out of the hands of an opponent.
- : It is not permitted to block or force away an opponent with arms, hands or legs.
- : It is not permitted to restrain or hold (body or uniform), push, run or jump into an opponent.
- : It is not permitted to endanger an opponent (with or without the ball).
- : It is **not permitted to fake fouls.**



Key words:



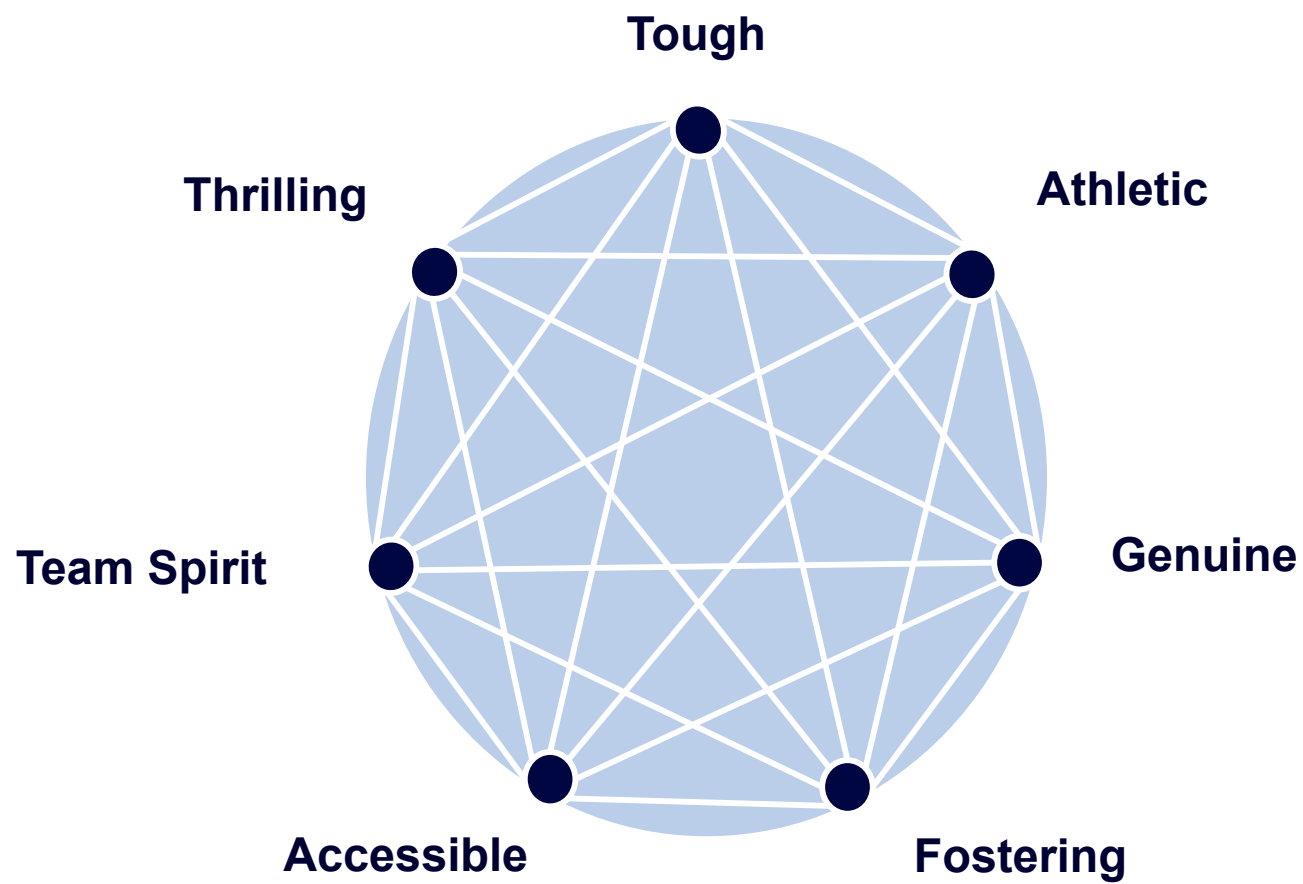
<ul style="list-style-type: none"> : Players were not allowed to run with the ball and to hold it longer than three seconds : Denmark, Germany and Sweden are considered as the real handball pioneers : Field handball was pushed by German gymnastics teacher : Max Heiser formulated the first official handball rules for women : Karl Schelenz added the rules for the men : The nations involved in the foundation of the IHF are Denmark, Finland, France, Netherlands, Norway, Poland, Sweden and Switzerland : Sweden, Denmark and Finland brought handball into the halls : In the 50s sold-out indoor halls, but also in 50,000 people attending the Outdoor World Championship final : 1960, the last Women's Outdoor World Championship was played whereas the last Men's Outdoor World Championship took place in 1996 : 1972 handball had made the Olympic breakthrough and had been included in the Summer Olympic Programme : A World Championships were completed by the Women's and Men's Junior World Championships : European Champions Clubs' Cup was added by the Cup Winners' Cup and the IHF Cup (later EHF Cup) : growing professionalization of handball : The EHF was founded in Berlin 	<ul style="list-style-type: none"> : Staffan Holmqvist stood for the absorption of the European Cup from the IHF : 1992 the first Men's and Woman's Youth Championships : 1993 with the new name "EHF Champions League" a brand was created that ranks among the top competitions across all sport disciplines : The first season of EHF European Cups took place : In 1994 first Men's European Championship was officially opened, in the same year the first women's EHF EURO took place : European Day of Minihandball : EFH starts using video recordings in arbitration cases : publishing the first journal for coaches and lectures : arranging the first Method Commission Meeting : first EHF Top Coaches' Seminar : Beach Handball was included in the EHF statutes : first EHF Media Day : first EHF Working Group "Woman in Handball" : Young Referees Programme : The Rinck Convention was signed, aiming to unify coach education : first European Beach Handball Championships : S.M.A.R.T Programme was introduced in order to foster the development of grassroots handball for 10 to 18-year-olds : EHF E-News service was introduced : The Beach Handball Commission was formed 	<ul style="list-style-type: none"> : The EHF Symposium "Handball at School" came off : The EHF pilot project "European Beach Tour" was initiated : EHF Marketing GmbH was initiated : EHF Youth Handball Convention was established : first Foster Agreement was signed : EHF CAN was founded and established as an educational service centre : EHF CAN developed a licensing system : Anti-Corruption and Fair Competition Act was implemented : Professional Handball Board was founded in order to ensure more democracy and to preserve the unity and coherence of European Handball : the first VELUX EHF FINAL4 : EHF launched the Woman's Handball Programme in order to increase the presence of female representatives : yearly seminar for Club Managers : 49 members and three associated federations : 8th most well-known sport : most followed indoor team sport : 80 million people actively follow handball : 24 million people attended a live game in the past 12 months : 17,000 people are professional handball players : 302 premium matches played each year : played in 183 countries by about 800,000 teams and over 19 million people 	<ul style="list-style-type: none"> : Key markets are Croatia, Denmark, Germany, Spain, France, Sweden, Hungary, Poland, Macedonia, Norway, Romania, Slovenia, Serbia : referee pool of 149 couples : Expertise of coaches, psychologists, sport medicine professionals : Woman's programme : 1400 matches per year : special coordinator for the EUROS : more than 25 million people were watching the VELUX EHF FINAL4, over 2,800 hours of TV coverage : 1,580 hours of the best women's handball action were shown on TV watched by more than 110 million people in 17 countries : VELUX EHF Men's Champions League reaches a TV audience of more than 300 million people worldwide and more than 700,000 people watching live on-site : VELUX EHF FINAL4 presented in front 40,000 spectators : Women's EHF Champions League is followed by 155 million TV viewers and over 190,000 live spectators : Ausra Fridrikas and Andrey Xepkin are the most successful players in club team history : Men's EHF European Handball Championship are followed by a TV-audience over 1.47 billion in more than 200 countries by 300,000 people live on-site : The Women's EHF European Handball Championship in Serbia 2012 had more than 1160 hours of broadcast coverage 220,000 spectators followed live on-site 	<ul style="list-style-type: none"> : Magnus Wislander became "World Handball Player of the Century" : Talant Dujsebajev became the "Most Valuable Player" : French superstars Thierry Omeyer and Nikola Karabatic : stars from the female delegations are Gro Hammerseng, Tonje Larsen, Katrine Lunde Haraldsen, each won European Gold 4 times : Cristina Neagu was honoured with the title "World Handball Player of the Year" : goal keepers may be freely chosen and substituted : Players may participate as both throwers and goal keepers : It is permitted to use of hands, arms, head, trunk, thighs, knees : It is permitted to block and to play the ball away from the opponent from any direction. : It is permitted to use the body to obstruct an opponent, even when the opponent is not in possession of the ball. : It is permitted to make body contact with an opponent, when facing him and with bent arms, and maintain this contact : It is not permitted to fake fouls. : A handball match has an average goal quote of 50-60 goals in 60 minutes. : The size of the field is proportional to the players : playing time of 60 minutes : hold the ball for a maximum time of three seconds : Players are not allowed to touch the controlled ball more than
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Value clustering:



Thrilling	Accessible	Team Spirit	Athletic
<ul style="list-style-type: none">: A handball match has an average goal quote of 50-60 goals in 60 minutes.: hold the ball for a maximum time of three seconds: Players are not allowed to touch the controlled ball more than once, Passive play, delays are forbidden: Fast end-to-end action with passion and excitement: A fast-paced sport with a lot of action	<ul style="list-style-type: none">: Became popular as an alternative to football, especially for women: Applicable to all ages & genders: A World Championships were completed by the Women’s and Men’s Junior World Championships: First EHF Working Group “Woman in Handball”: EHF launched the Woman’s Handball Programme in order to increase the presence of female representatives	<ul style="list-style-type: none">: Professional Handball Board was founded in order to ensure more democracy and to preserve the unity and coherence of European Handball: referee pool of 149 couples: It is not permitted to fake fouls.: The players show continuous respect and team-spirit: Players are loyal to the team: Players respect the referee and the other players and don’t fake fouls	<ul style="list-style-type: none">: 1972 handball had made the Olympic breakthrough and had been included in the Summer Olympic Programme: Handball combines the main Olympic disciplines: running, jumping, throwing: Players may participate as both throwers and goal keepers: Technical ability of the players: Payers have mental as well as physical strength
Fostering	Genuine	Tough	
<ul style="list-style-type: none">: Young Referees Programme: The Rinck Convention was signed, to unify coach education: S.M.A.R.T Programme was introduced in order to foster the development of grassroots handball for 10 to 18-year-olds: EHF Symposium “Handball at School”: EHF CAN was established as an educational service centre	<ul style="list-style-type: none">: EFH starts using video recordings in arbitration cases: Anti-Corruption and Fair Competition Act was implemented: A sport which stays a sport and not a business: No over the top earnings: Players are decent	<ul style="list-style-type: none">: As Karl Schelenz defeminized the game and added rules for men, handball became a nation’s sport: It is permitted to block and to play the ball away from the opponent from any direction.: It is permitted to make body contact with an opponent, when facing him and with bent arms, and maintain this contact	

The 7 brand values of Handball:



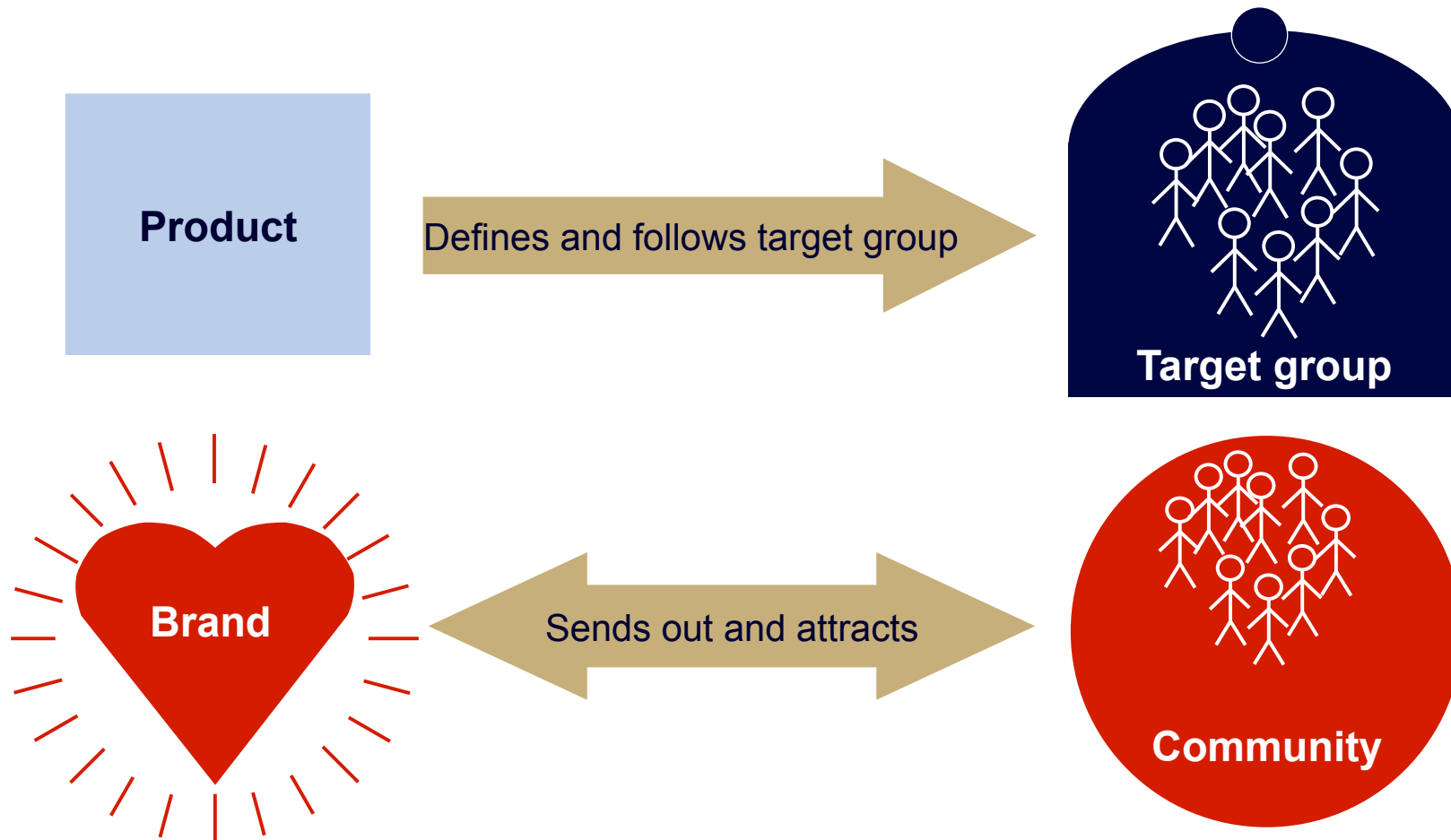
Recommendation 2:
Be proud of your own
strengths and don't try
to copy others.



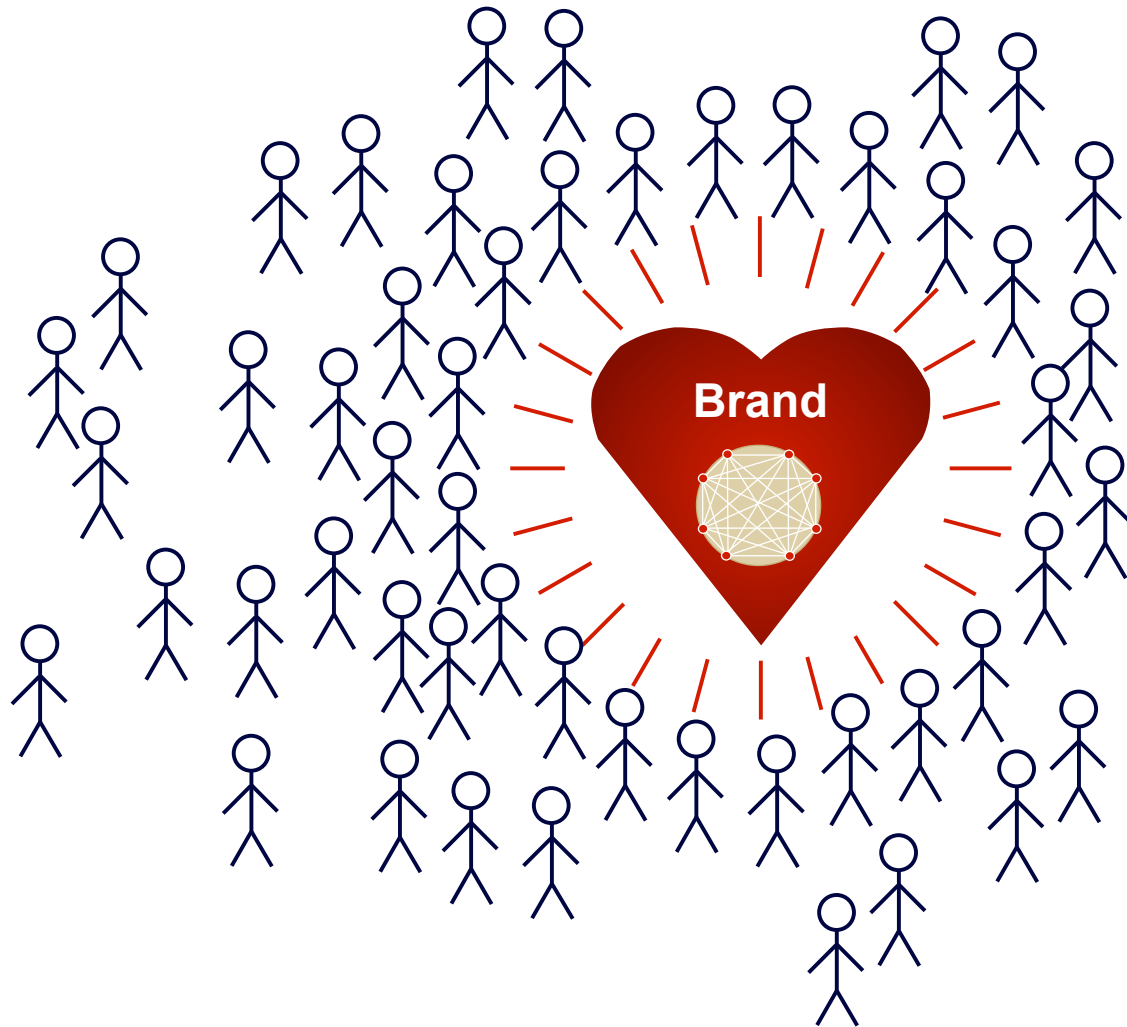
3. Strong brands grow from the inside out and don't chase after their fans!

Insight into the fan resonance analysis

From target group to community:

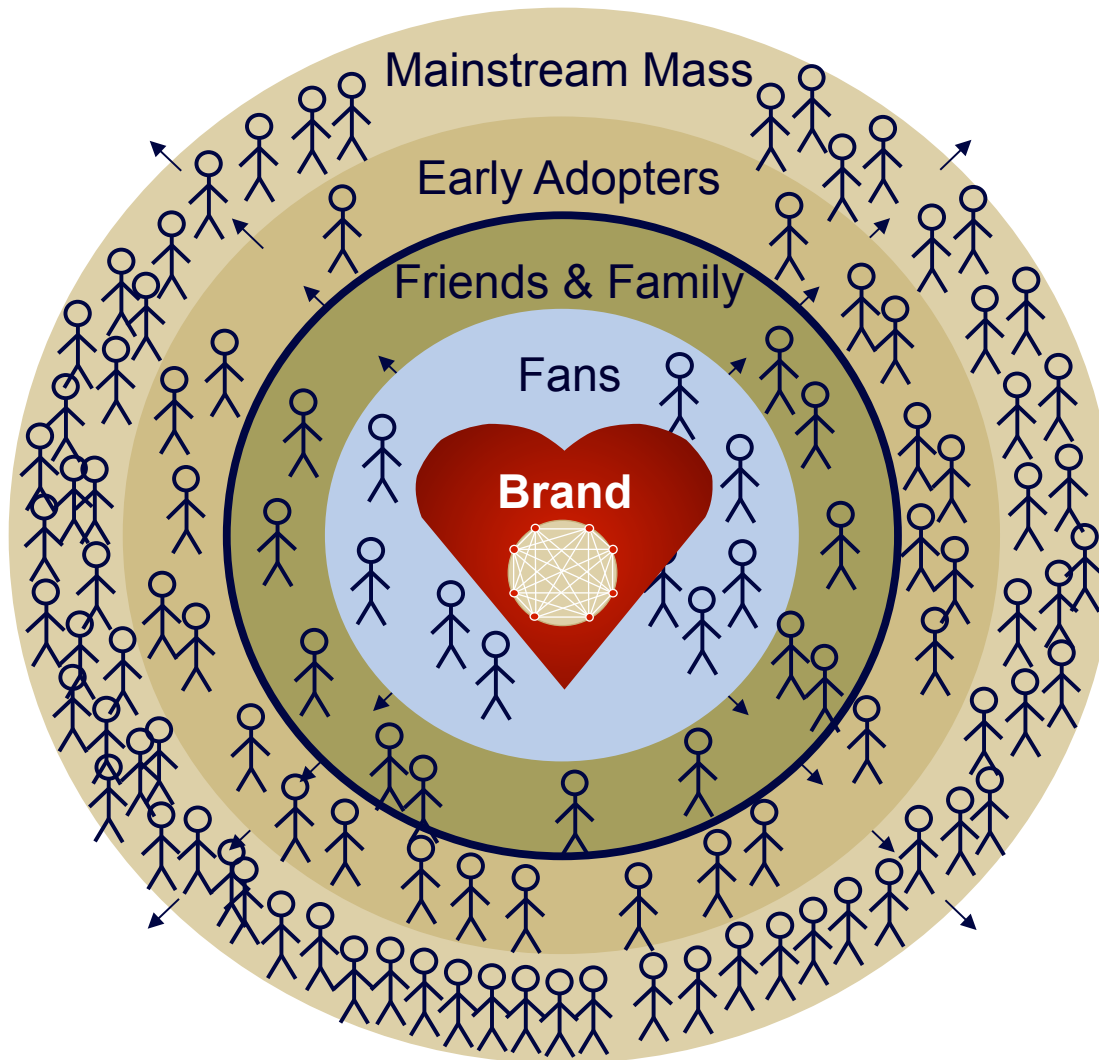


A community defines itself and is attracted by the brand values or brand talents!



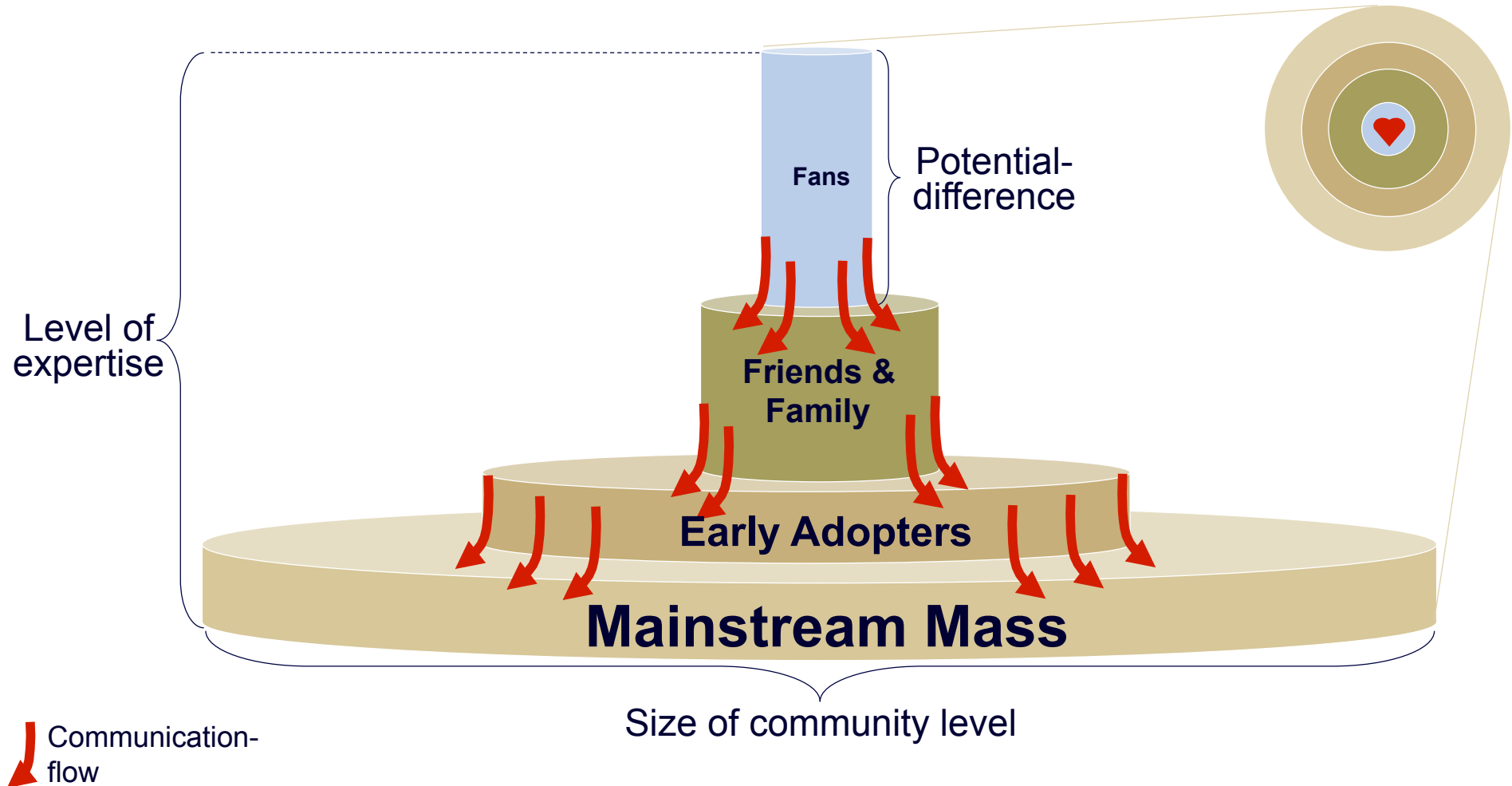
A fan community defines itself and is attracted by the values of a brand.

The dynamics of a community:



It is important to be able to identify and describe the fan-community of a brand. This helps to find out the motives why fans became fans. If the motives are known they may be used to systematically enlarge the community.

Relation of the size of a community level and the knowledge lead:



In order to analyze the external perception of Handball we deducted two surveys



1

Telephone interviews with your main partner and sponsors



2

Online survey by asking the Handball fan community



Why are you a fan of handball?





What are the TOP 3 values that Handball stands for?

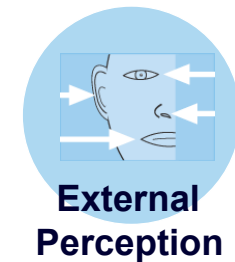
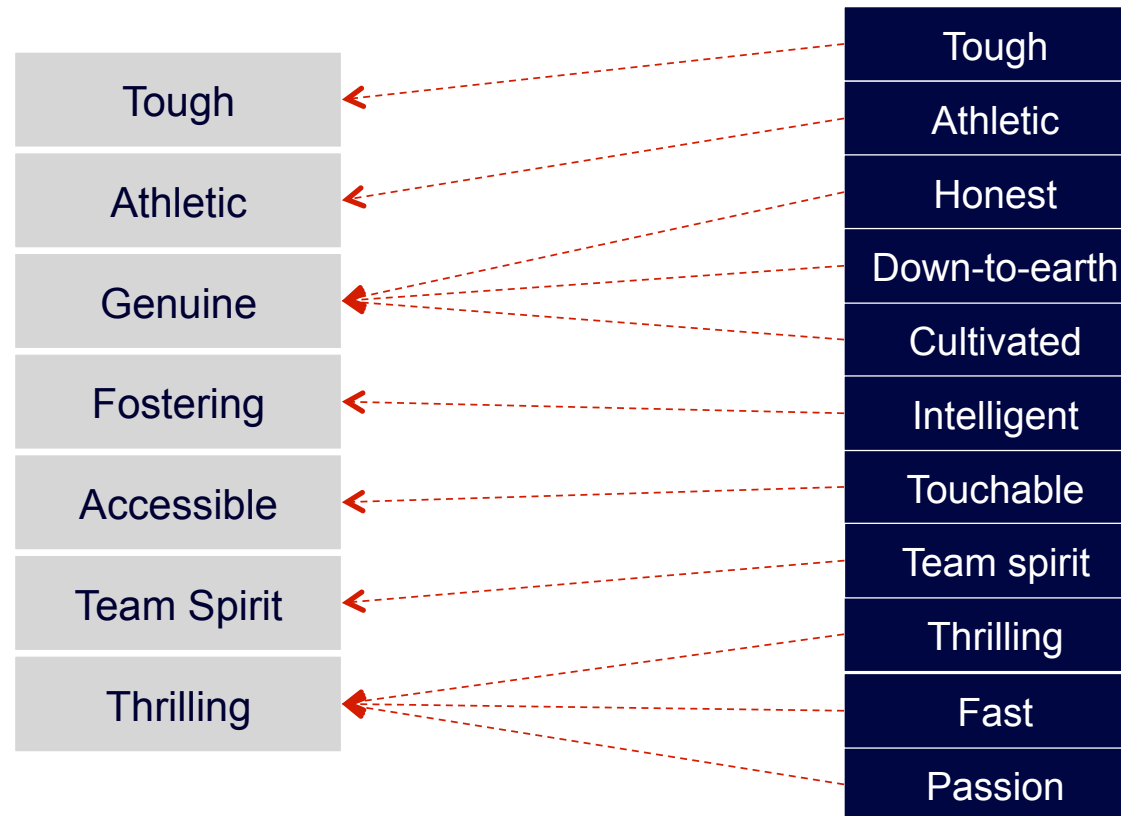


What is special about Handball?



More exciting
Unique team spirit Higher scores No barriers
Intelligent fans
unique **Dynamic**
Closeness to fans
Action loaded
Intellectual Tough
Down to earth **Peaceful**
No individual stars
Aggressive For everybody
More tactical
Exciting Democratic
Faster
Cultivated audience
Unpredictable

Almost all Brand Core Values are already externally perceived



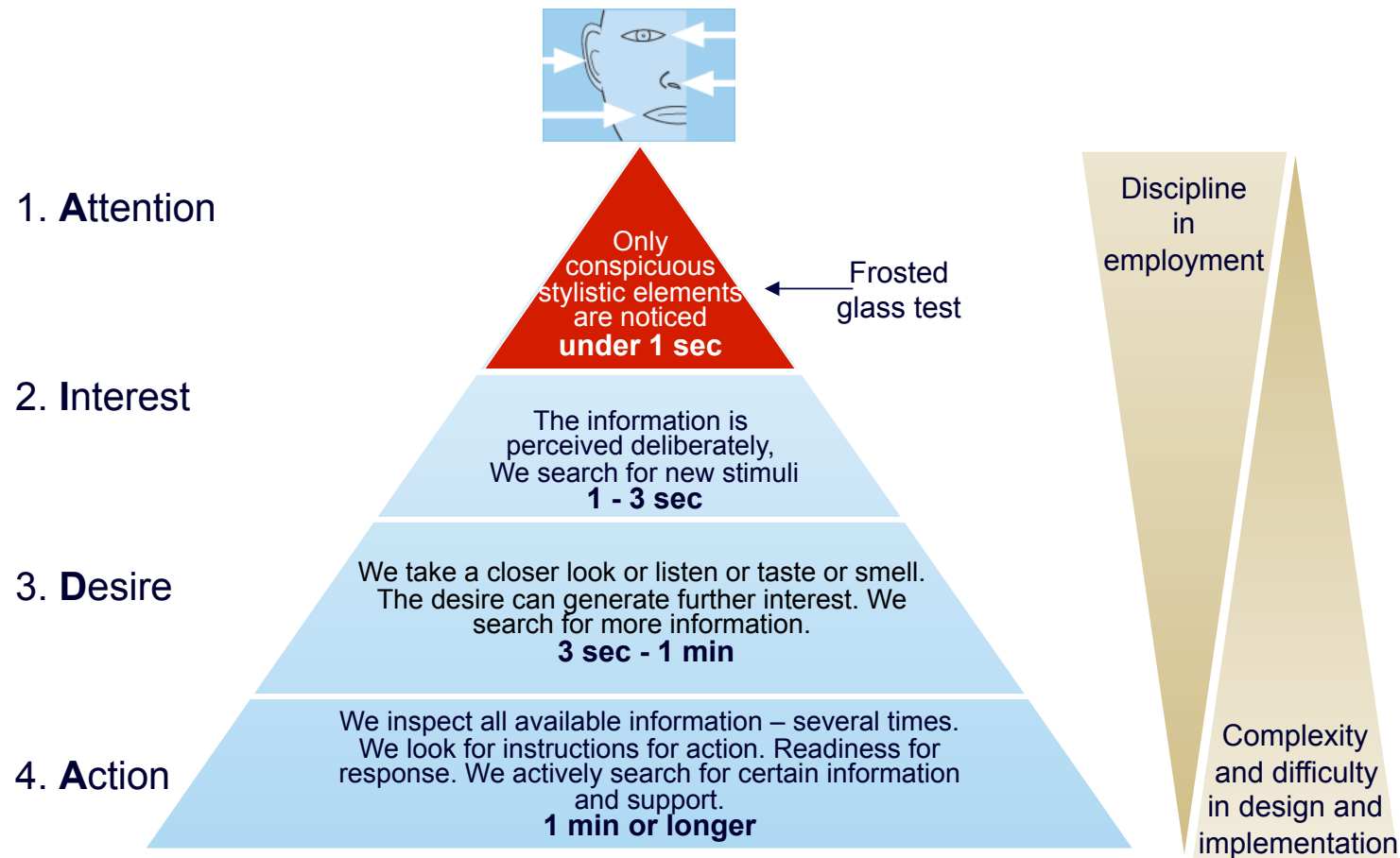
Recommendation 3:
Handball can only help
itself by activating
existing fans and
creating a fan
community from the
inside out.



4. Strong brands have a clear, self-similar and pervasive brand style!

Insight into the brand style analysis

Perception Pyramid



Strong commitment to brand stylistics and creative design is no contradiction.

The secret of an expressive brand:



Clarity
+
Self-similarity
+
Pervasiveness

Style Rule No.1:



Clarity

The brand can be identified without a doubt.





The brand can be identified without a doubt.



Style rule No. 2:



Self-similar

The brand is developed consistently and continuously over time.

.

Self-similarity in perfection: Nivea



The brand is developed consistently and continuously over time.



Self-similar: Nike



1971



1978



1985



1991



Pervasiveness

The brand is used in many modes of communication and is recognizable at the first level of perception.

Pervasive: Sixt



Gepäckwagen



Eingangstüren



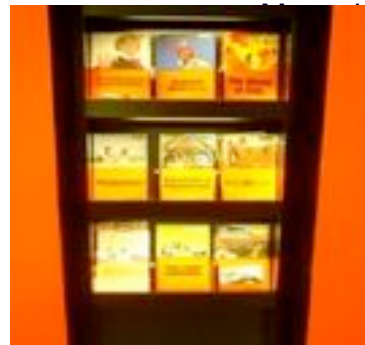
Werbung



Schließfächer



CarExpress Automat



Broschüren



Sixt Fahnen



Sixt LKWs



Waschbecken



Schalter



Werbung auf dem Weg zum Gate



The brand is used in many modes of communication and is recognizable at the first level of perception.



Pervasive: Manchester United



Inconsistency – Handball speaks a lot of languages



- : Handball sends various messages
- : The result is inconsistency in external appearance and brand experience.

Recommendation 4:
Express your brand by
using a clear, self-similar
and pervasive brand
style.



5. Strong brands have strong borders!

Development of the brand positioning for Handball



Abundance has replaced shortage



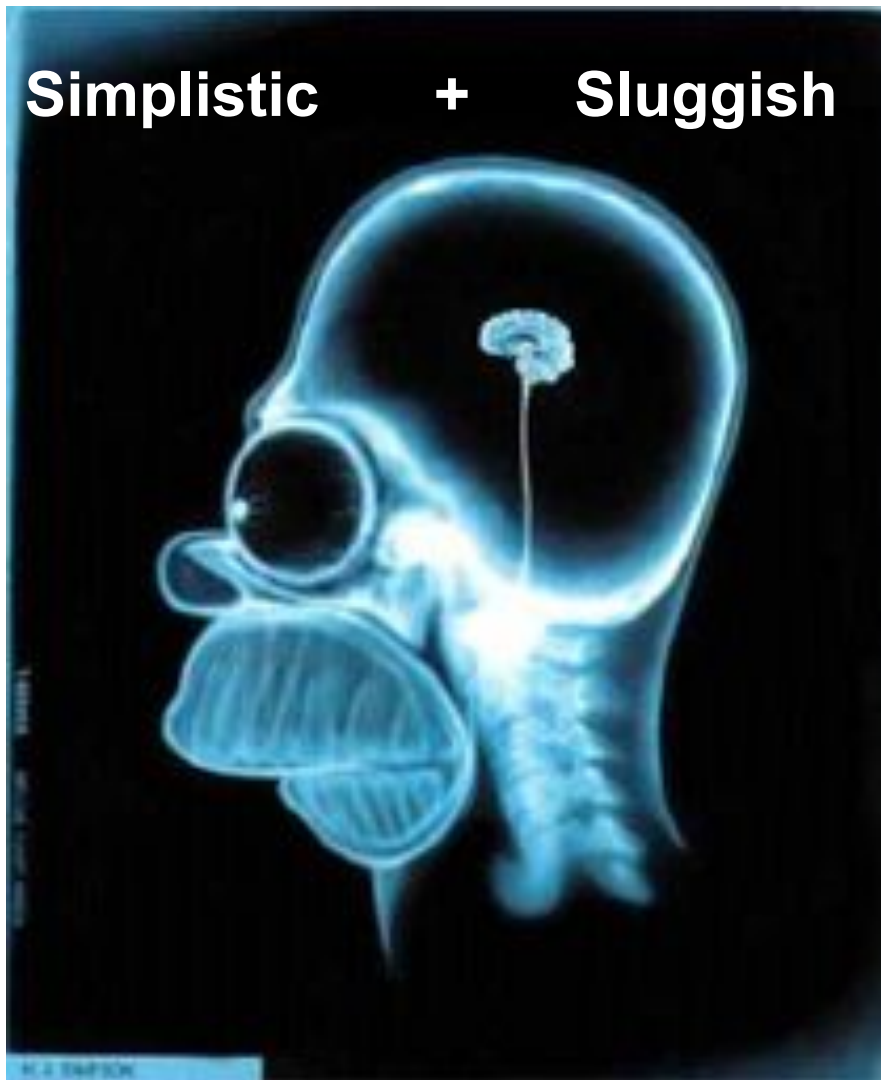
103,574,016 possible design combinations would take you more than 98 years to try all of them (with a limited time of 30 sec to design your pair)



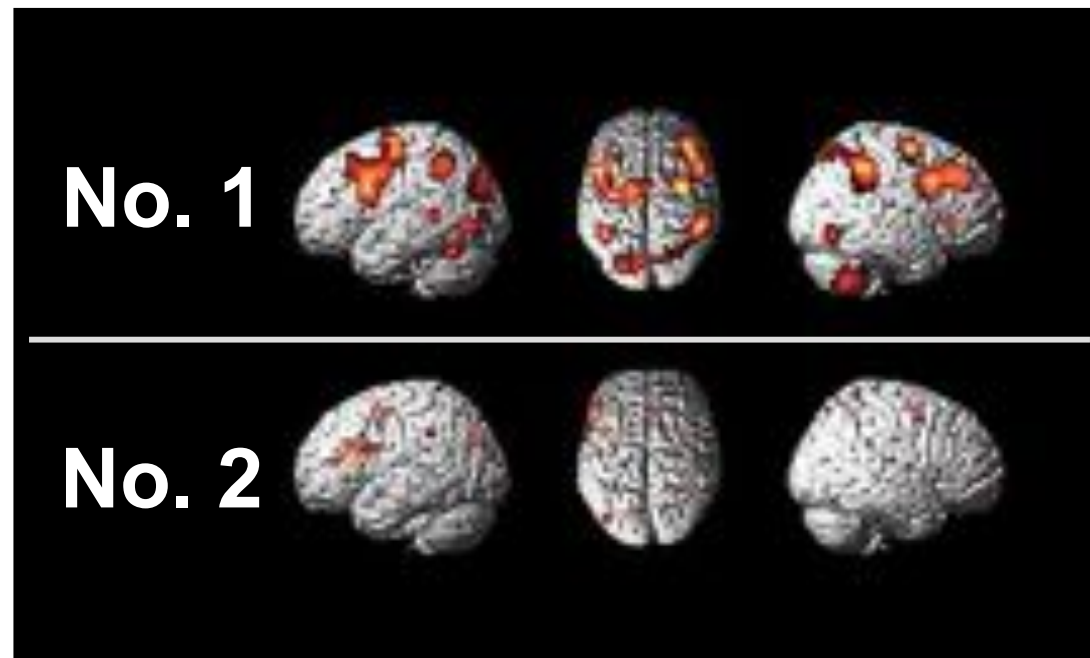
More advertising – more oblivion



Why is brand management so difficult?













No.1 ?



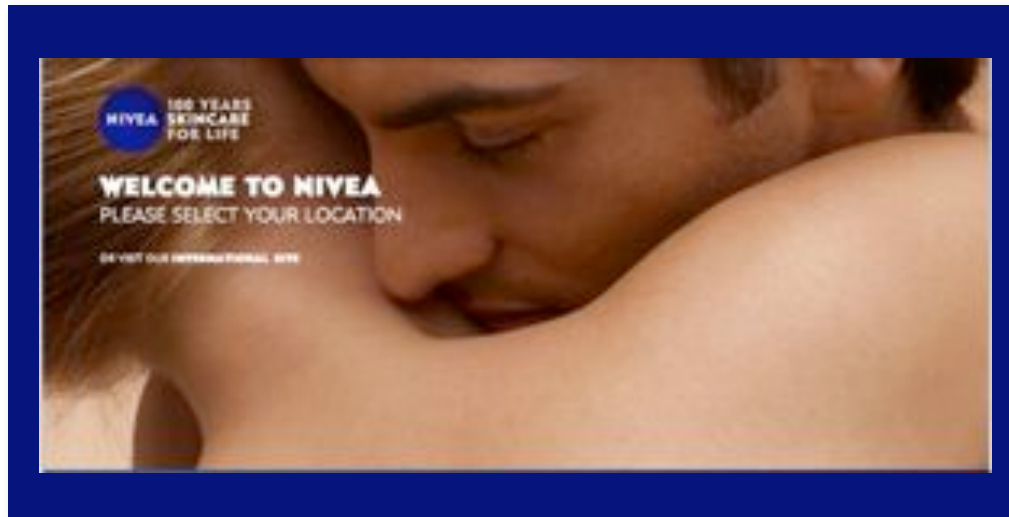
No.1-Positions



		No.1-Position	Category	Criterion	Frame of reference
Burton		The worlds first snowboard	Snowboard	Time	World
Ebay		The online auction center with highest revenue	Auction	Revenue	Internet
Coppenrath & Wiese		The first deep-frozen cake in Germany	Deep-frozen cake	Time	Germany
Golf Sempacher See		The longest course in Switzerland	Golf course	Length	Switzerland
Levis		The first Jeans manufacturer in the world	Jeans	Time	World
Becks Ice		The first transparent flavoured beer in the world	Transparent Beer	Time	World
Ökoland		The first climate neutral bratwurst in the world	Climate Neutral Bratwurst	Time	World
Singapore Airlines		The most awarded airline of the world	Airline	Award	World
Backwerk		The first self-service bakery in Germany	Self Service Bakery	Time	Germany
Engadin St. Moritz		The largest wine-selection in a Swiss ski-region	Wine	Selection	Ski-Region in Switzerland



NIVEA

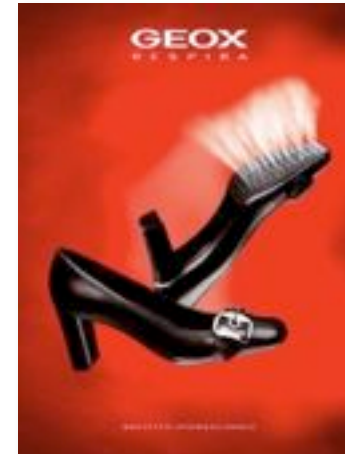


Care



GEOX
R E S P I R A

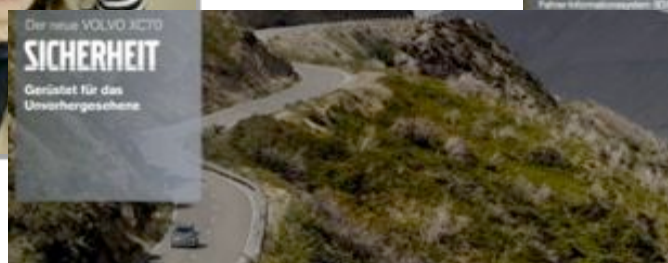
Respires



A One Word Equity gives Orientation: Example Volvo



SAFETY



Best Practice Example



Apple: idea and values



Simplicity
is the
ultimate
sophistication.



core values

Design and innovation
Ease & simplicity
quality



How does the One-Word-Equity “**Simplicity**” of Apple become visible and touchable?

Print advertising



Print advertising



Website



Packaging



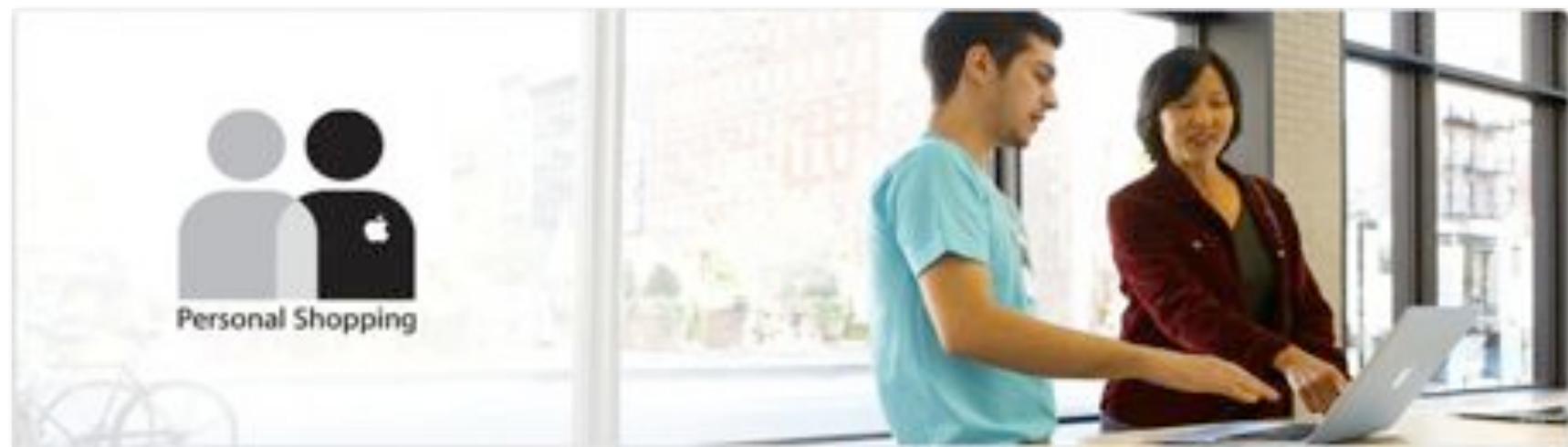
Retail store



Retail store



Retail store guide concept



The positioning of Soccer: No. 1 international team sport that connects all people all over the world



Vision/Mission		BDT Performance Monitor
<ul style="list-style-type: none"> : UEFA: A united European football family working together to improve enjoyment of the game. : FIFA: "For the Game. For the World" 		
Positioning		
<ul style="list-style-type: none"> : "Develop the game, touch the World, build a better future" : World's no. 1 sport 		
Brand core values		
<ul style="list-style-type: none"> : Subsidiarity : Unity : Solidarity : Integrity : Fair play : Respect : Transparency : International 		
Area of activity & products		
<ul style="list-style-type: none"> : Promoting of football & charity events worldwide : FIFA against discrimination -> FIFA's stance against racism and discrimination : World Championship : European Championship : Champions League : National Leagues 		

Source: www.fifa.com, www.uefa.com

The positioning of Basketball: One of the most entertaining American team sports events



Vision/Mission	BDT Performance Monitor
<ul style="list-style-type: none"> : Create emotion, excitement and fun. : NBA: To be the most successful and respected professional sports league in the world 	
Positioning	
<ul style="list-style-type: none"> : Fast and precise, mind and body, a sport in which the individual is as powerful as the team. : Basketball belongs to the Big Four sports in North America. : NBA players are the world's best paid sportsmen : The NBA: Most popular product & association 	
Brand core values	
<ul style="list-style-type: none"> : Teamwork : Innovation : Integrity : Respect 	
Area of activity & products	
<ul style="list-style-type: none"> : National basketball leagues : NBA cares: "Bigger than basketball" -> Education -> Health and Wellness -> Fan Experiences -> Hands on Service 	

Source: www.nba.com

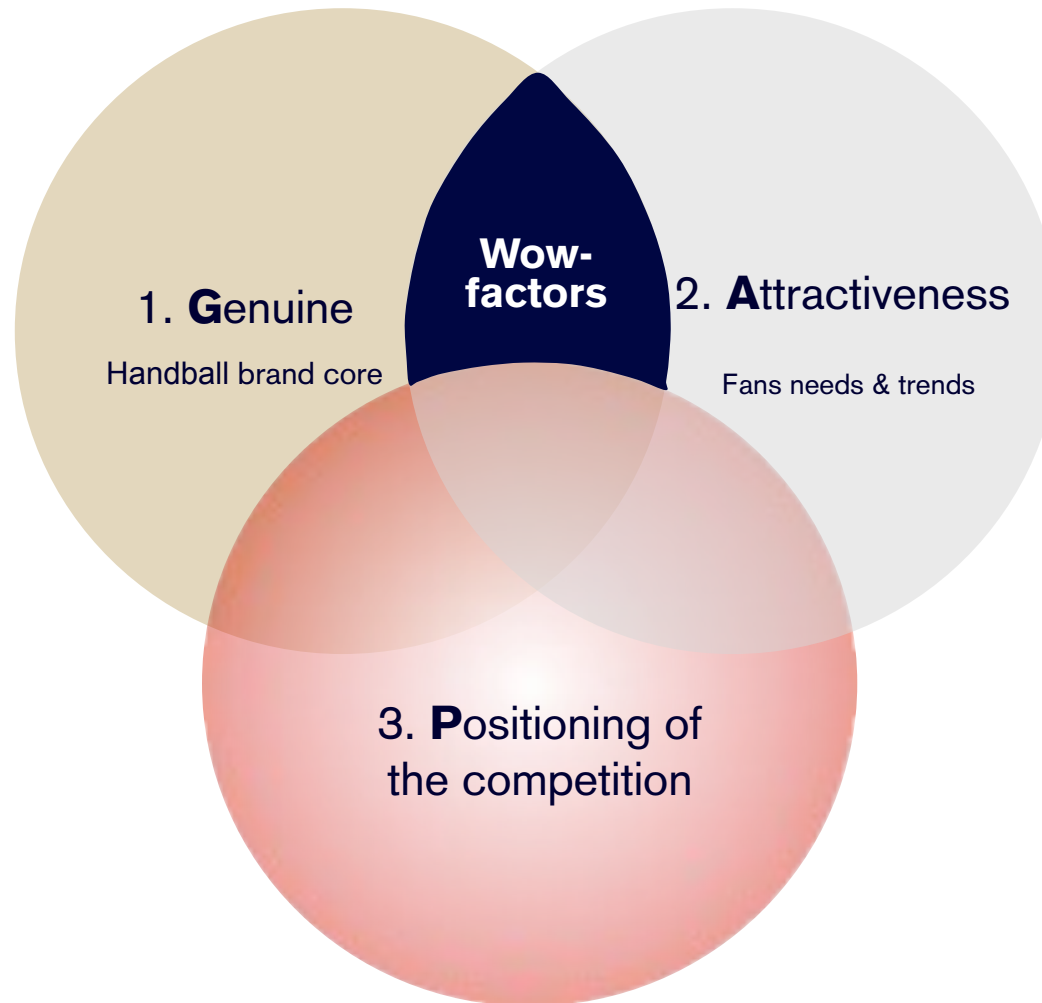
The positioning of Ice Hockey: The most attractive winter indoor sport that empowers people all over the world



Vision/Mission	BDT Performance Monitor
<p>: To use ice hockey to reinforce character strengths, improve the quality of life and empower people all over the world</p>	
Positioning	
<p>: The most attractive winter and indoor sport with the highest grade of fan experience and action</p> <p>: The difference to other sports is the special mix of strength, abrasiveness, speed and technique. These things make this sport that kind of special like no other.</p>	
Brand core values	
<p>: Action-loaded, fast, roughness, Integrity, Fostering, Teamwork, Responsiveness, Passion</p>	
Area of activity & product	
<p>: NHL as most popular ice hockey league</p> <p>: Commercial and charity events beside the sport</p> <p>: Hockey is for Everyone</p> <p>-> Hockey Fights Cancer</p> <p>-> NHL Green</p> <p>-> Let's Move!</p>	

Source: www.nhl.com / www.phpa.com

The single steps to reach Handball Brand Positioning: Brand:Trust GAP-Model

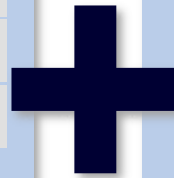


How the brand positioning of Handball was developed



Positioning criteria for Handball

Fast course of the game	Fair play
Thrilling course of the game	Closeness of the players
Action-loaded course of the game	Peaceful atmosphere
Whole-body contact sport	Athletic players



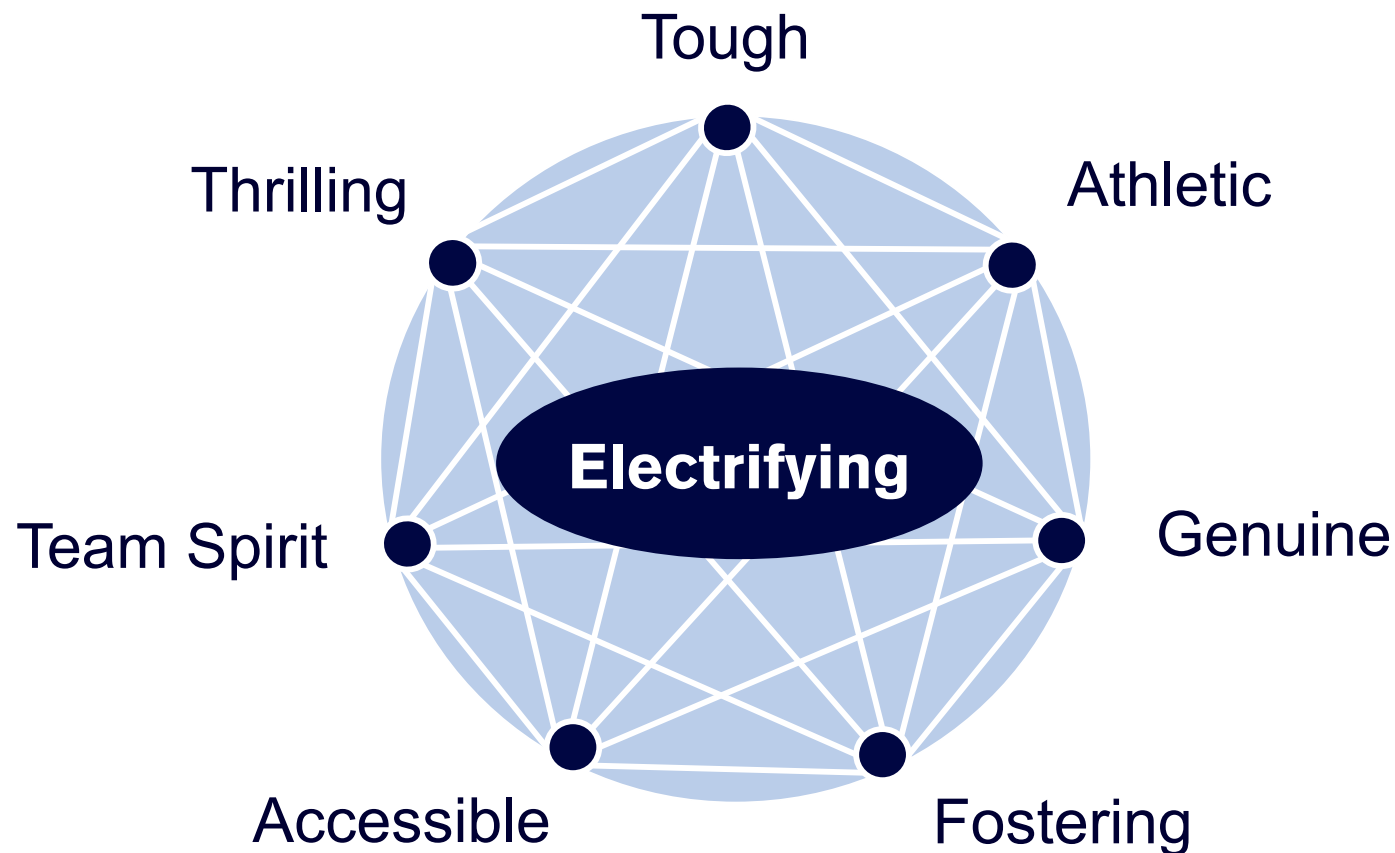
No.1-Position

The toughest team sport in Europe.

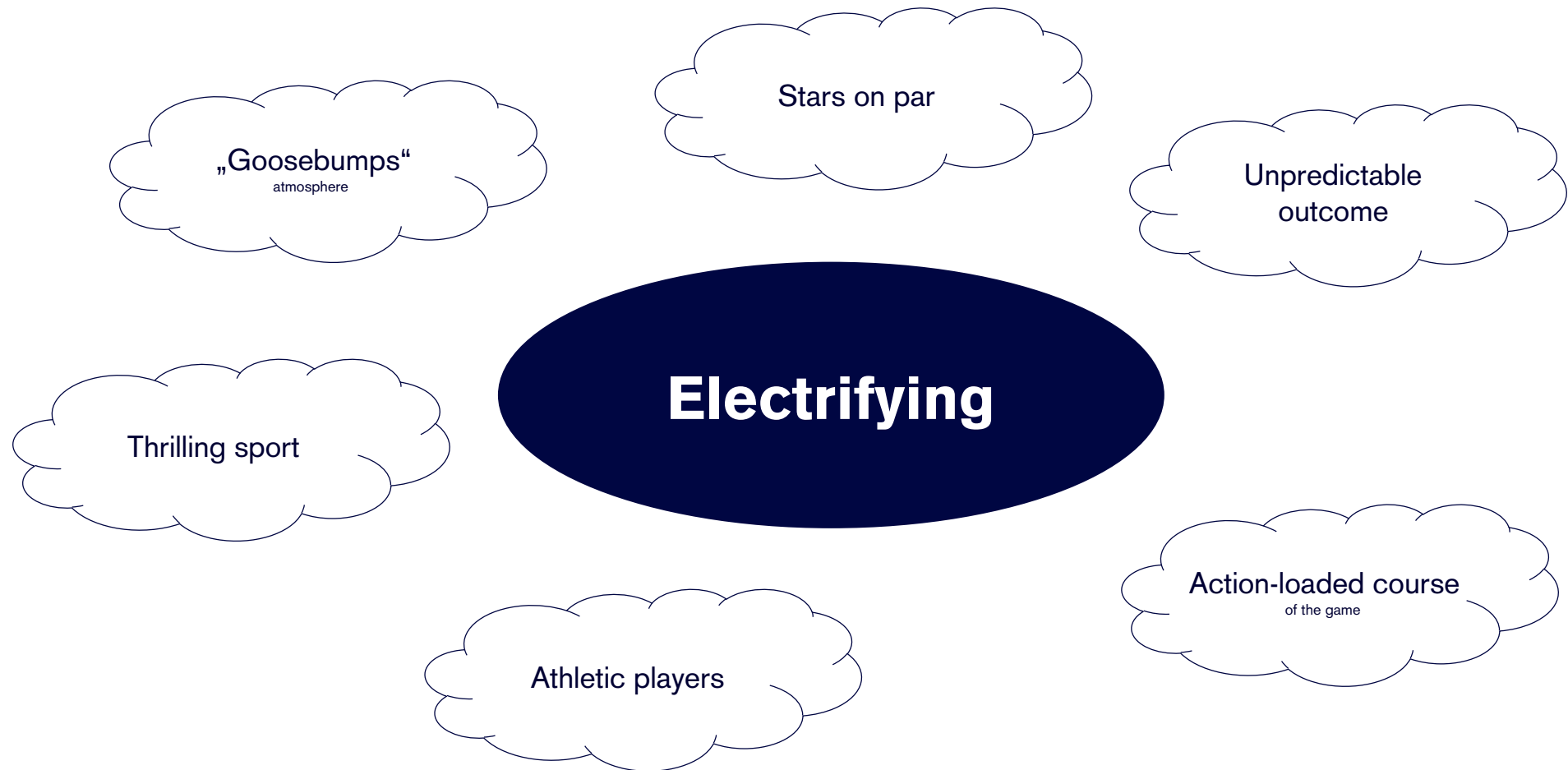
Handball: The most electrifying team sport experience in Europe.

Electrifying

Handball: The most electrifying team sport experience in Europe



The meaning of electrifying



Recommendation 5:
Dare to say NO and bring
your clear positioning to
live.



6. Strong brands create a real brand experience by managing their brand touchpoints!

Brand Rules and Brand Touchpoint Management

Brand touch points are the eye of a needle within brand management



A brand touch point is the interface of a brand with its „stakeholders“ to express specific peak performances in a credible, attractive and differentiating way.

Each brand has 30 - 300 touch points for every stakeholder.

"Stability on the whole – lots of action in the details"

Anders Dahlvig – CEO IKEA



One single musician can ruin the harmony of the entire orchestra.

One single badly managed brand touch point can jeopardize the total performance of a brand.

To deliver means to deliver!



8.384.750 Brand Touchpoints



YouTube search results for "FedEx". The main video is titled "FedEx Guy Throwing My Computer Monitor" by user goobie55, with 18 videos in the series. The video shows a FedEx delivery van on a residential street, with a person in the foreground throwing a computer monitor out of a window. The video has 8,384,750 views.

Recommended videos include:

- Max Payne 3-Video von RockstarGamesGermany (234,888 views)
- FedEx guy kicks the crap out of my boxes by successhansen (454,726 views)
- FedEx Response to Customer Video by FedEx (472,913 views)
- omoplata - Jiu-Jitsu - MMA Candy by mmacandy (922,253 views)
- UPS driver kicking every single package by albrinsider (521,372 views)
- Chinese Army Hand

Important for all working organizations are a few simple rules:

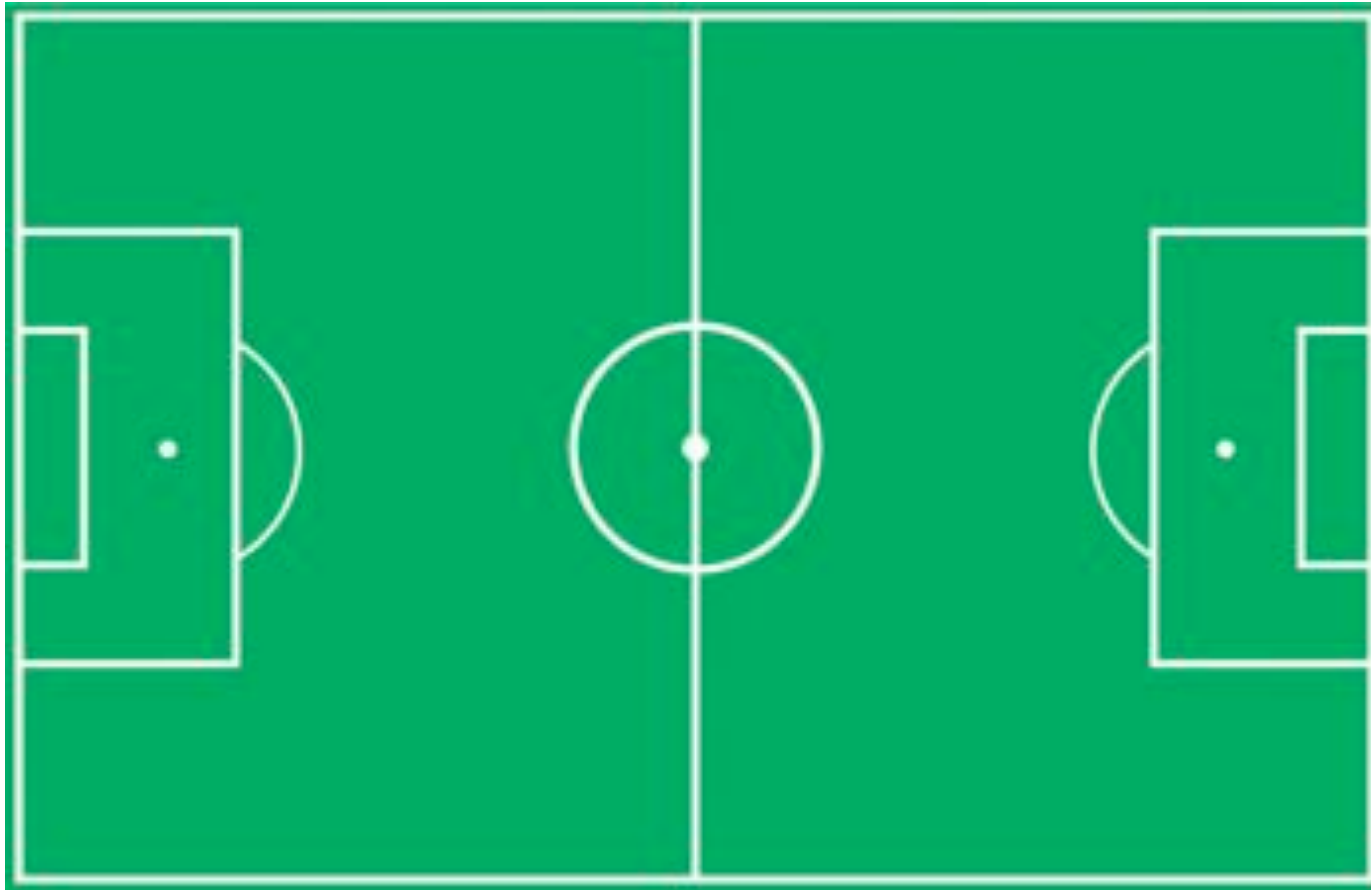


1. Strive toward the center

2. Follow the others

3. Don't get too close to the others

Every sport has clear rules that regulate the course of the game

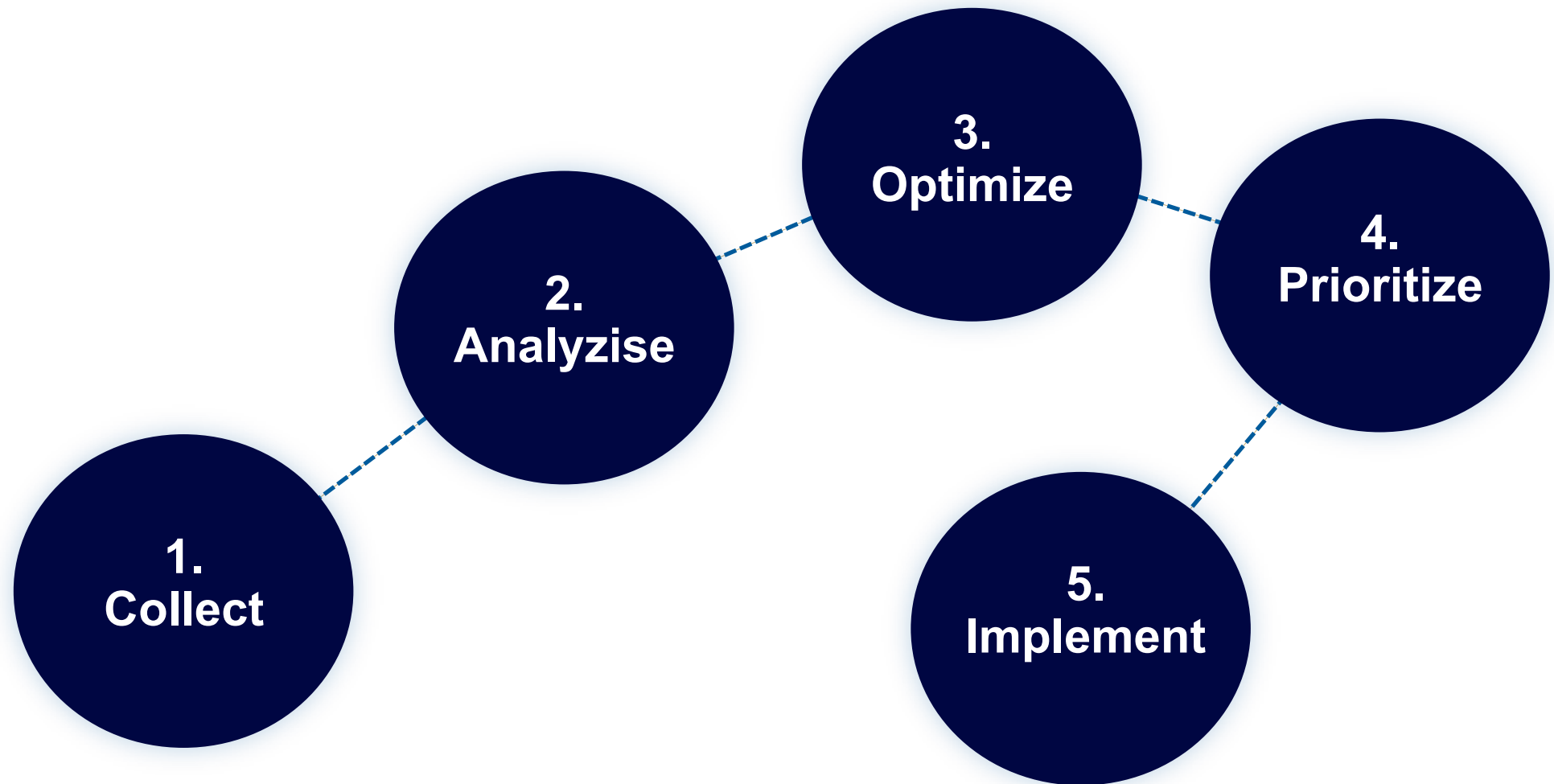


Strong brands have clear rules

How „Kinder“ manages its brand?



The 5 steps of brand touchpoint management



Before: What differs Sutterlüty from the others?



NEU BESTE PREIS
in Österreich

Sutterlüty
IM LÄNDLERMARKT

Mengen Vorteil
13,20

Mengen Vorteil
13,20

2,10
0,40
0,10
0,10

SPAR
EUROSPAR INTERSPAR

Das 7-Punkte-SPAR-Programm:
Spürbar günstiger einkaufen!

Das 7-Punkte-SPAR-Programm:
Zufriedene Mitwirkende, die Österreich unterstützen!

1. Der SPAR-LOBI in Aktion
2. SPAR-Qualitätsmerkmale
3. Bester Preisvergleich
4. Mengenrabatt
5. Unser kleiner Preis
6. Geschenk
7. S-Bonus

0,43
Sie sparen 0,16

0,99
37% billiger!

ADEG

Echt ADEG - echt günstig!

Hakle Toilettenpapier
Hochwertig und super weich
3-4-ply 18 Rollen

-45%
Hakle

Hakle
AKTIONSPREIS
2.49
mit 1,40

-20%
0.39

Afterwards: Flyer





Chocolade cake met clown
1,99



Ice cream cake met clown
2,29



Sutterly's 6 fine Krapfen
1,99



Sutterly's 5+1 gold! Krapfen
3,95



Sutterly's 3 Krapfen
1,99



Sutterly's 6 fine Krapfen
1,99



Sutterly's 5+1 gold! Krapfen
3,95



Sutterly's 3 Krapfen
1,99



Sutterly's 6 fine Krapfen
1,99



Sutterly's 5+1 gold! Krapfen
3,95



Sutterly's 3 Krapfen
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Sutterly's 6 fine Krapfen
1,99



Sutterly's 5+1 gold! Krapfen
3,95



Sutterly's 3 Krapfen
1,99



Sutterly's 6 fine Krapfen
1,99



Sutterly's 5+1 gold! Krapfen
3,95



Sutterly's 3 Krapfen
1,99



Sutterly's 6 fine Krapfen
1,99

Emmentaler
Emmentaler
Emmentaler

**21%
billiger**
Nur 1,09 €

1,09

Emmentaler
Emmentaler
Emmentaler

**21%
billiger**
Nur 1,09 €

1,09

Emmentaler
Emmentaler
Emmentaler

**10%
billiger**
Nur 2,19 €

2,19

**Mit
Vorteilskarte
No 14371,00 sparen**

Butter

**27%
billiger**
Nur 1,29 €

1,29

Butter

**27%
billiger**
Nur 1,29 €

1,29

Wir lieben unser Ländle!

Deshalb gibt es bei uns keine Deutsche Butter, nur die billigen Preise wegen. Wir haben uns entschlossen, allen unseren treuen Kunden ab sofort die heimische Ländlebutters zum Vierdehntel günstigen Preis anzubieten. Damit forcieren wir aktive regionale Produkte, fördern die Ländle Wirtschaft und sichern Voralberger Arbeitsplätze!

**Vorteilskarte
No 14371,00 sparen**

Brot

**26%
billiger**
Nur 2,69 €

2,69

Brot

**10%
billiger**
Nur 1,79 €

1,79

Brot

**10%
billiger**
Nur 1,59 €

1,59

**Sutterli's
Schneelase**

Die Schneelase wird aus der Tradition des Langgolds und der Sutterli'schkeit hergestellt. Sie ist nicht nur ein Leckerbissen, sondern auch ein Geschenk. Sie ist ein Leckerbissen, der Sie glücklich macht. Sie ist ein Leckerbissen, der Sie glücklich macht.

2,5 kg, 2,5 kg, 2,5 kg

Sutterli's

Afterwards: Sutterlüty Flyer



B'sundrig.

Ein Supermarkt, wo man wie beim Bauern einkauft.

Oder sogar noch besser! Denn bei Sutterlüty erhalten Sie nicht nur Käse, Milch, Eier, Wurst, Fleisch, Obst und Gemüse frisch von den Bauern der Region. Sie genießen dazu noch die Auswahl und den Service eines modernen Supermarkts in ihrer unmittelbaren Nähe. Gemeinsam mit unseren Ländlepartnern in der heimischen Landwirtschaft haben wir die optimale Arbeitsteilung gefunden: Unsere Bauern konzentrieren sich auf die natürliche Produktion hochwertiger Lebensmittel. Wir von Sutterlüty übernehmen die Rolle des Ab-Hof-Verkaufs. Frischer kann man Lebensmittel nicht anbieten. Sie werden den Unterschied schmecken.

Sutterlüty Handels GmbH · A 6963 Egg · Mühlh 534
T + 43 (0) 9012 / 2208-0 · F + 43 (0) 9012 / 2208-182 · zentrals@wortsutterluty.at · www.sutterluty.at
Bräun- und Rohkostverpackungen

Afterwards: Sutterlüty magazine



Sutterlüty's




B'sundrig
Wenn man die Liebe zur Heimat schmecken kann.

Sutterlüty's hat es geschafft, es ist ein magisches Erlebnis, wenn man die Liebe zur Heimat schmecken kann. Die Produkte, die Sutterlüty's herstellt, sind ein Teil der Geschichte der Region. Sie sind ein Teil der Tradition, die in der Region verwurzelt ist. Sie sind ein Teil der Kultur, die in der Region verwurzelt ist. Sie sind ein Teil der Identität, die in der Region verwurzelt ist.

Unverwundliche Genuss
Es ist ein magisches Erlebnis, wenn man die Liebe zur Heimat schmecken kann. Die Produkte, die Sutterlüty's herstellt, sind ein Teil der Geschichte der Region. Sie sind ein Teil der Tradition, die in der Region verwurzelt ist. Sie sind ein Teil der Kultur, die in der Region verwurzelt ist. Sie sind ein Teil der Identität, die in der Region verwurzelt ist.

Kleinstädter und kleine Räume
Es ist ein magisches Erlebnis, wenn man die Liebe zur Heimat schmecken kann. Die Produkte, die Sutterlüty's herstellt, sind ein Teil der Geschichte der Region. Sie sind ein Teil der Tradition, die in der Region verwurzelt ist. Sie sind ein Teil der Kultur, die in der Region verwurzelt ist. Sie sind ein Teil der Identität, die in der Region verwurzelt ist.

Sutterlüty's

Sutterlüty's



Apfel Saft

Sutterlüty's

Geheimtipps aus der Region
Es ist ein magisches Erlebnis, wenn man die Liebe zur Heimat schmecken kann. Die Produkte, die Sutterlüty's herstellt, sind ein Teil der Geschichte der Region. Sie sind ein Teil der Tradition, die in der Region verwurzelt ist. Sie sind ein Teil der Kultur, die in der Region verwurzelt ist. Sie sind ein Teil der Identität, die in der Region verwurzelt ist.

Sutterlüty's

Recommendation 6:
Define and optimize your
brand touchpoints
instead of creating
colourful advertisements.

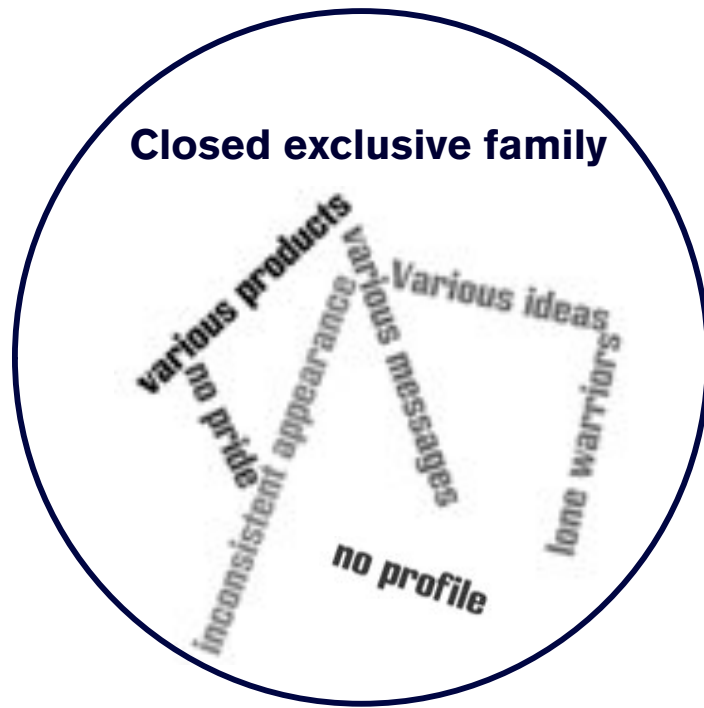


7. Strong brands are open communities and not lone players!

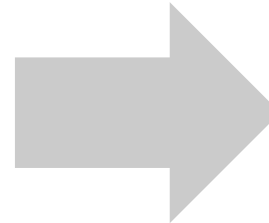
The objective of the brand project: become permeable – become ONE



TODAY



Become permeable –
Become ONE



TOMORROW



Recommendation 7:

Become an open inclusive family.



7 recommended steps for your club, league and federation:



7 secrets of strong brands		7 steps to become a strong brand
	1. Attractiveness is more important than awareness	1. Become more attractive instead of being known by everybody.
	2. Strong brands are built on provable peak performances	2. Be proud of your own strengths and don't try to copy others.
	3. Strong brands grow from the inside out and don't chase after their fans!	3. Handball can only help itself by activating existing fans and creating a fan community from the inside out.
	4. Strong brands have a clear, self-similar and pervasive brand style!	4. Express your brand by using a clear, self-similar and pervasive brand style.
	5. Strong brands have strong borders!	5. Dare to say NO and bring your brand positioning to live.
	6. Strong brands create a real experience by managing their brand touchpoints!	6. Define and optimize your brand touchpoints instead of creating colourful advertisements.
	7. Strong brands are open communities and not lone players!	7. Become an open inclusive family.

How the brand project initiated by the EHF can help your club, league and federation becomes a strong brand?



How the brand project helps you



1. We develop a clear identity based on your strengths.
2. We create a unique positioning that differentiates Handball from other sports.
3. We support you with simple guidelines that help you to create an electrifying Handball experience.
4. We define clear roles and responsibilities within the Handball community.
5. We develop a tool-box for all stakeholders that helps to implement the brand.

A high-angle photograph of a large crowd of people standing in a circle in a historic square. The crowd is composed of many individuals of various ages and clothing, forming a dense ring. In the background, there is a large, ornate building with Gothic architectural features, including pointed arches and a prominent entrance on the left. The square is paved with light-colored stones.

Thank:You.

brand:
trust.

Enabling brands to attract people.



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