

E-COMMERCE & SPONSORING

CHANCES IN TIMES OF MARKETING TRANSFORMATION

AC | AVENIR
CONSULTANCY

ABOUT ME



35 YEARS



MICHIEL
LOCHTENBERGH



TRANSFORMATION

ANALOG



DIGITAL



FACTS

92%

OF ALL
INTERNET
USERS, BUY
ONLINE

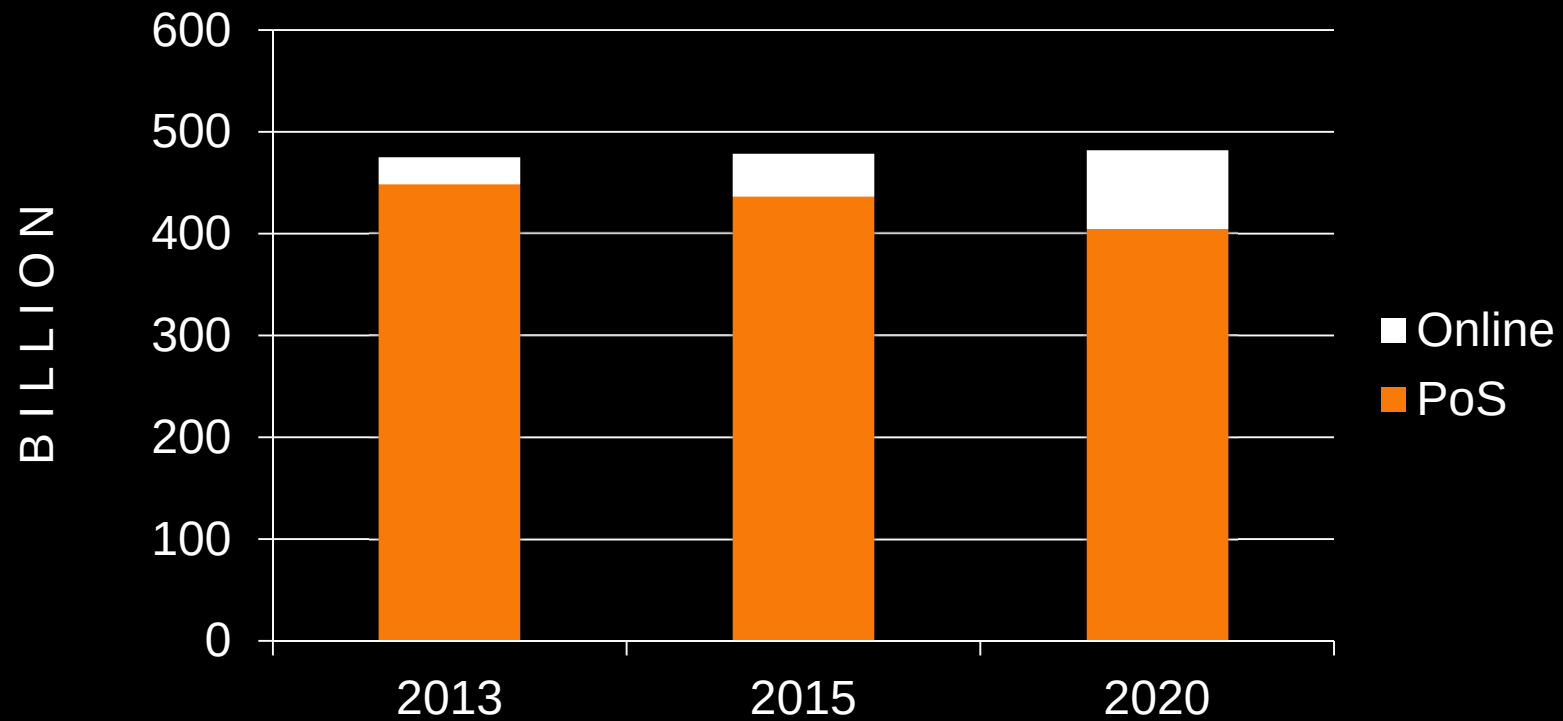
71%

GERMAN
POPULATION

40%

BUY
REGULARLY

PROGNOSIS



FACTS



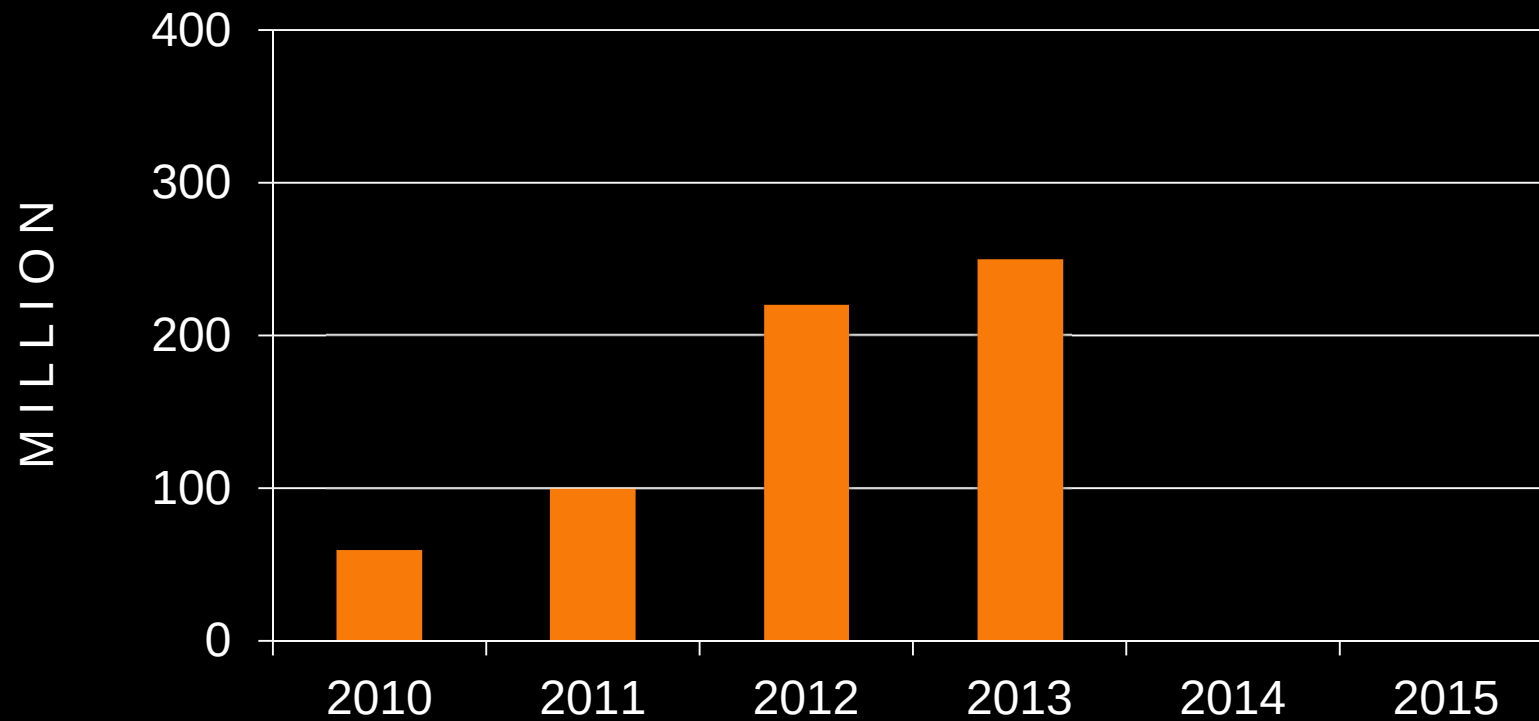
NR. 1 ONLINE RESELLER (GERMANY)

DELOITTE FAST GROWING 50 (GERMANY)

DELOITTE FAST GROWING 200 (EMEA)

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TURNOVER



MARKETING MIX

TV- & RADIO ADVERTISING – ONLINE ADS - PRINT ADVERTISING
CATALOGES – BROCHURES - FLYER

ABOVE THE LINE

AWARENESS



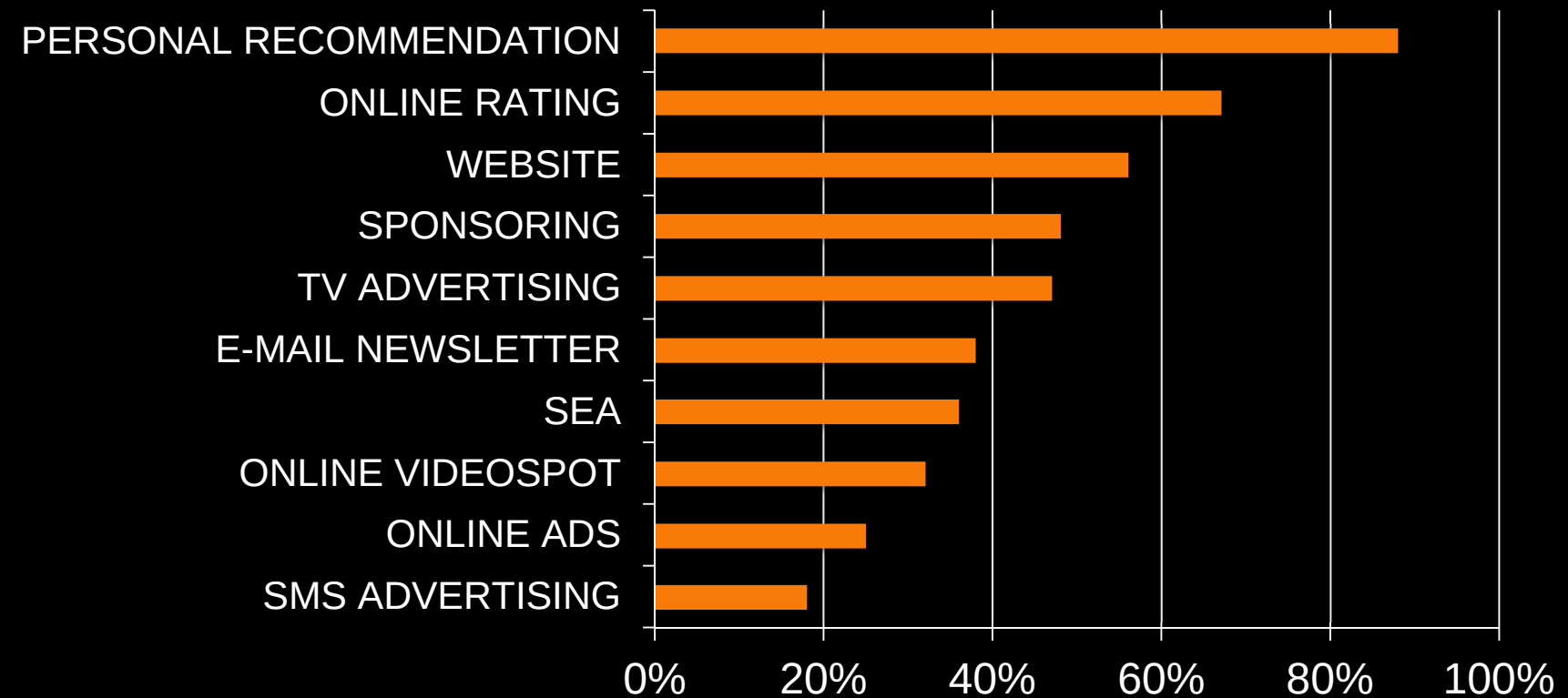
BRAND

BELOW THE LINE

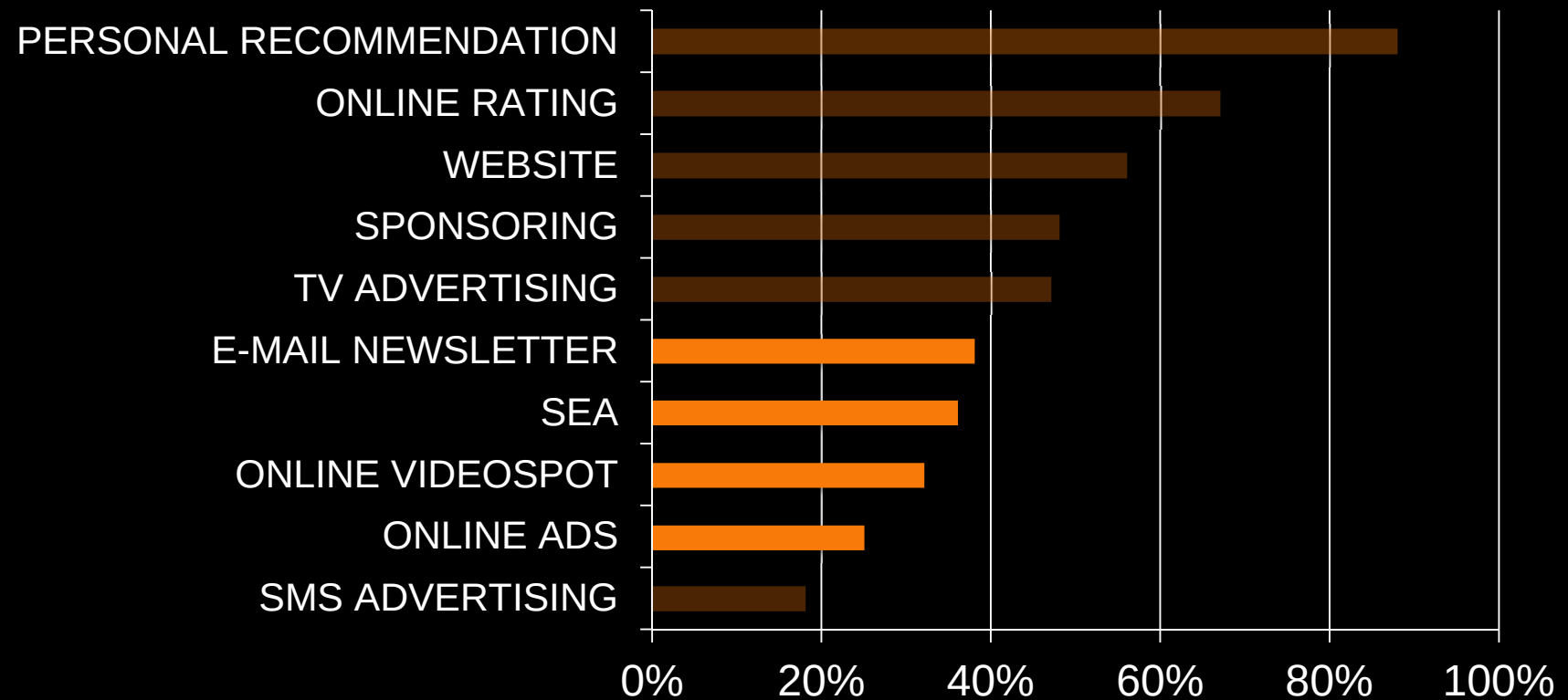
SEO – SOCIAL MEDIA MARKETING – DIRECT MARKETING - PROMOTION - MOBILE
MARKETING – PR – SPONSORING – CONTESTS – EVENTMARKETING -
ADVERTORIALS

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CONSULTANCY

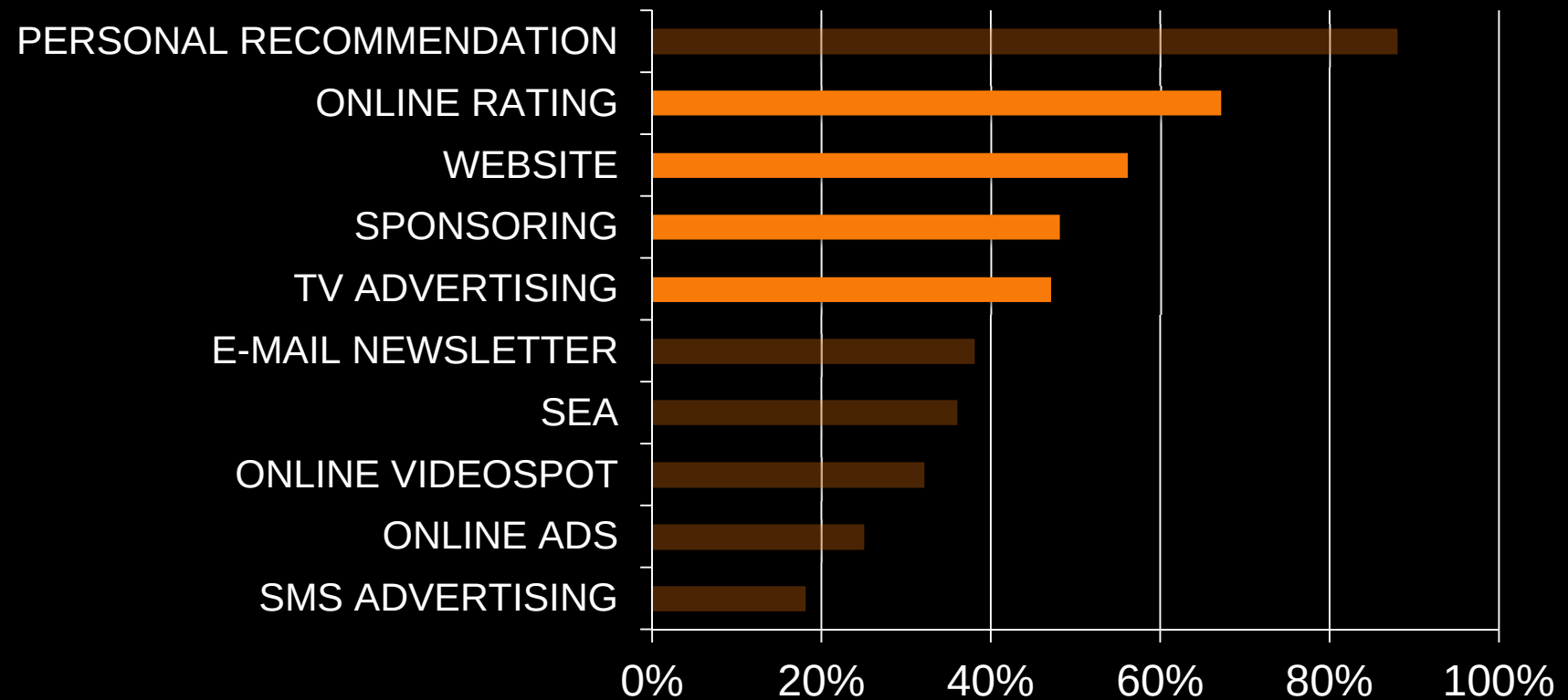
TRUST - FACTOR



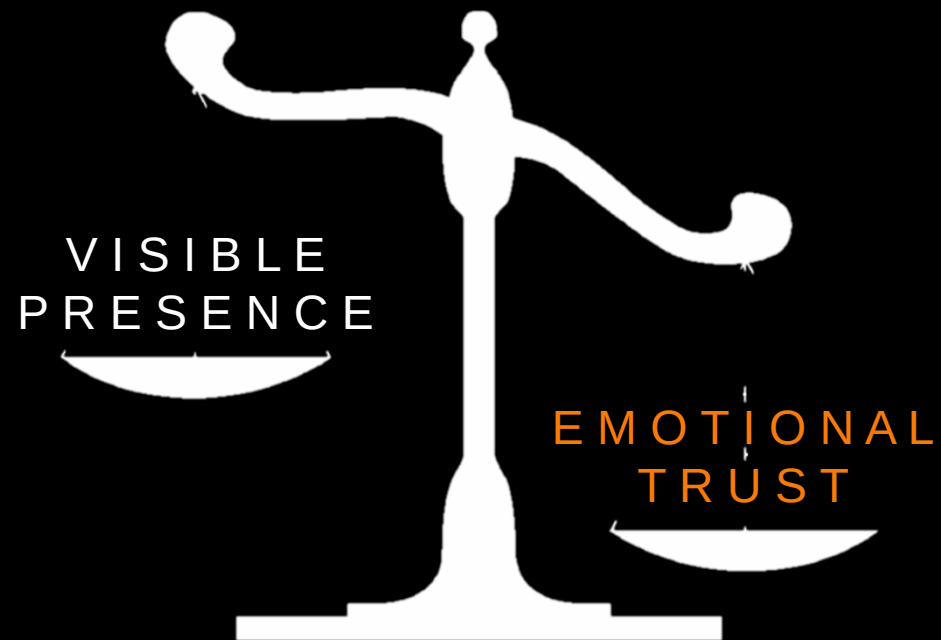
PRESENCE



TRUST



PURCHASE



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NEW OBJECTIVES

COMPANY

CREATE A FACE



SERVICE

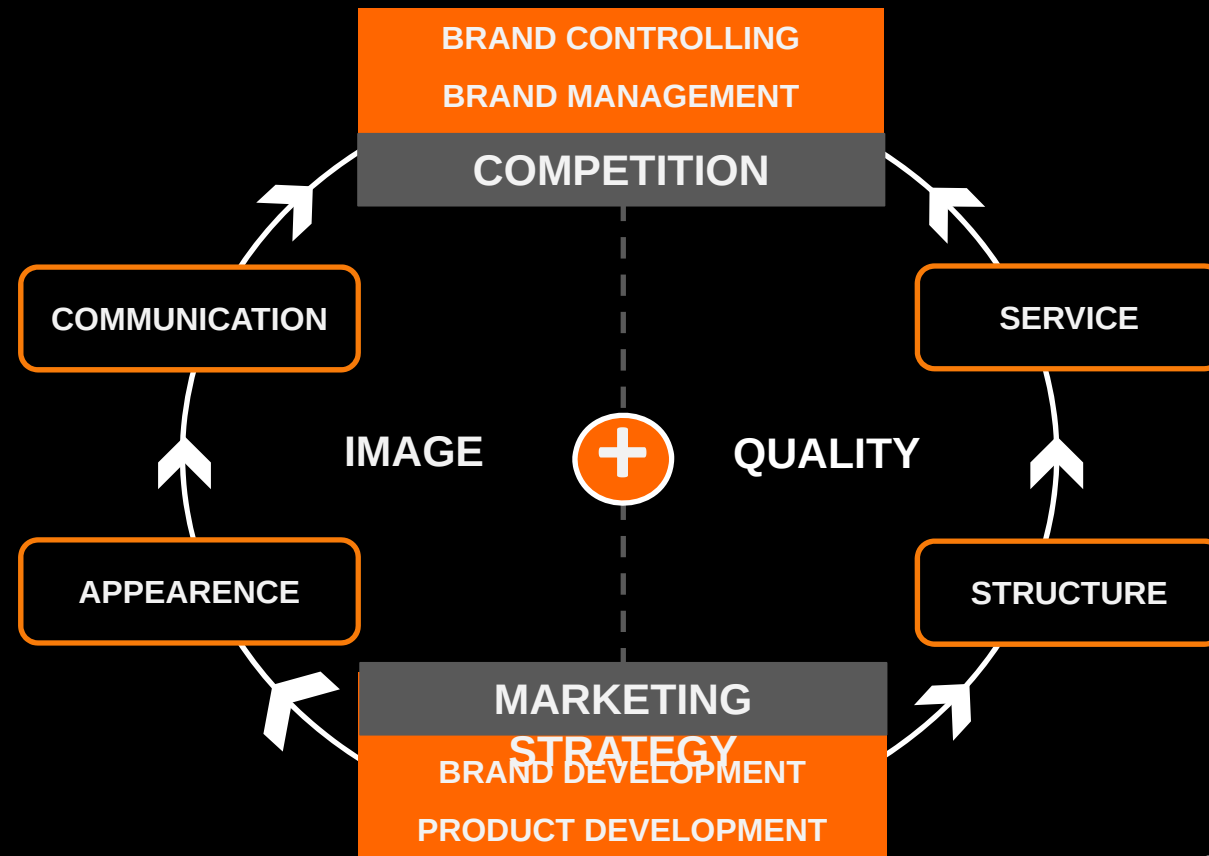
BUILD A BRAND



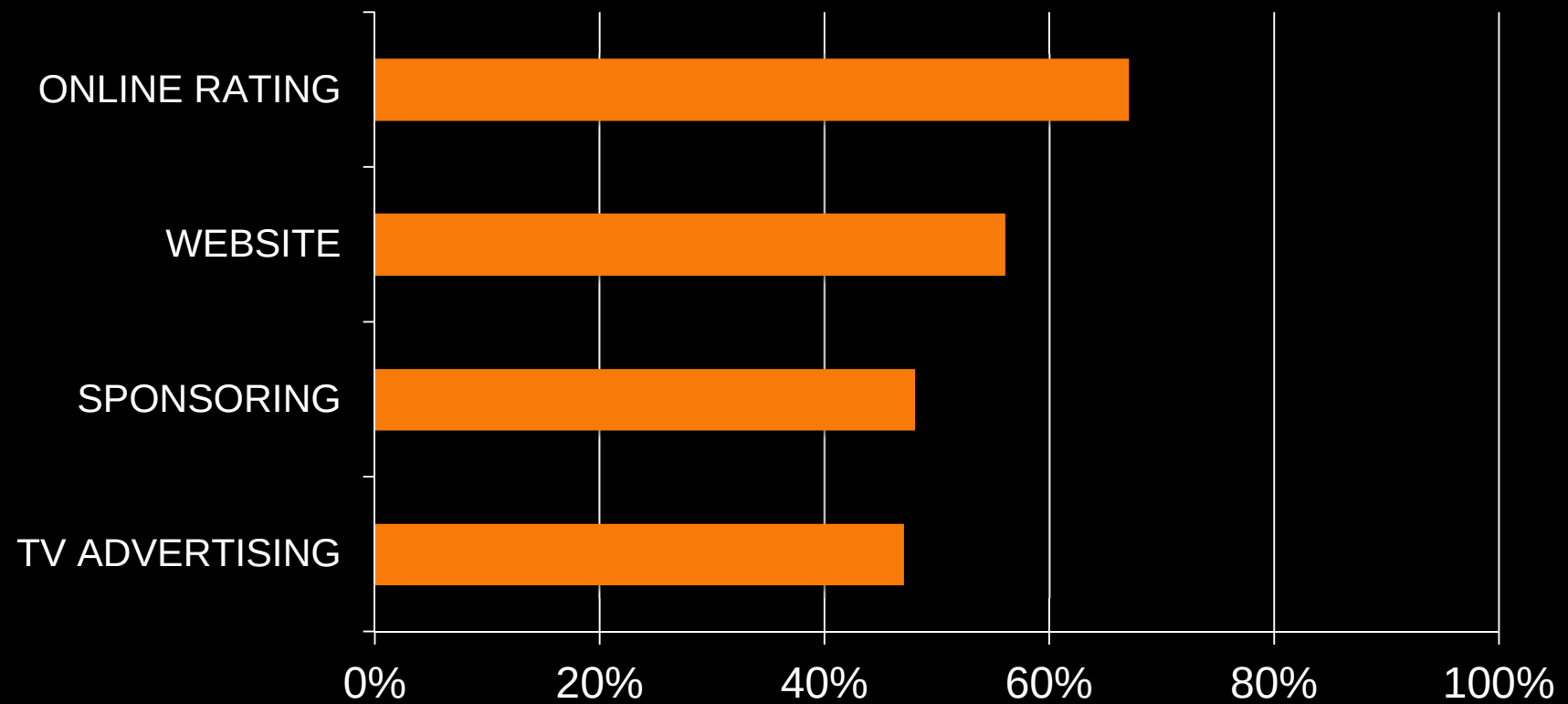
SALES

EARN TRUST

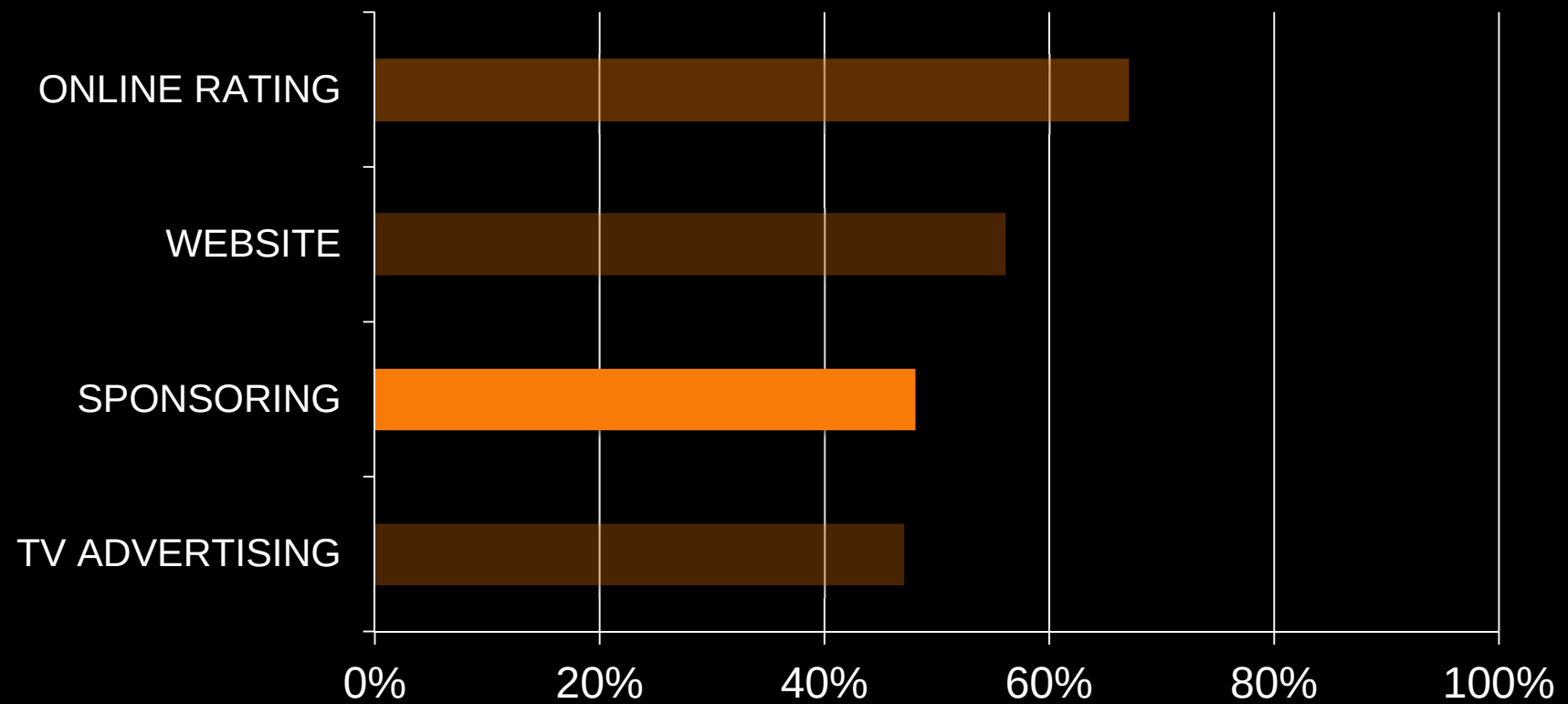
PROCESS



TRUST



TRUST



SPONSORING

SPORT

LIFE
STYLE

SOCIAL

EDU-
CATION

SPONSORING

SPORT

LIFE
STYLE

SOCIAL

EDU-
CATION

APPROACH

ATTENTION



INTEREST



TRUST

APPROACH



APPROACH



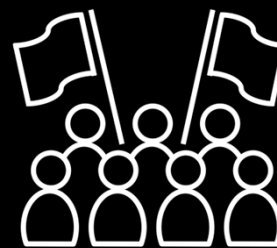
ONLINE



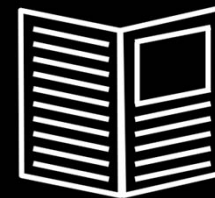
TV



RADIO

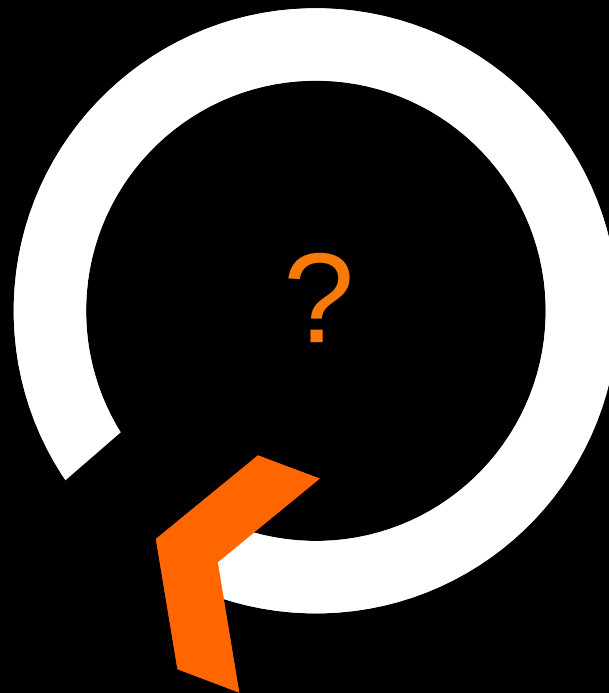


LIVE



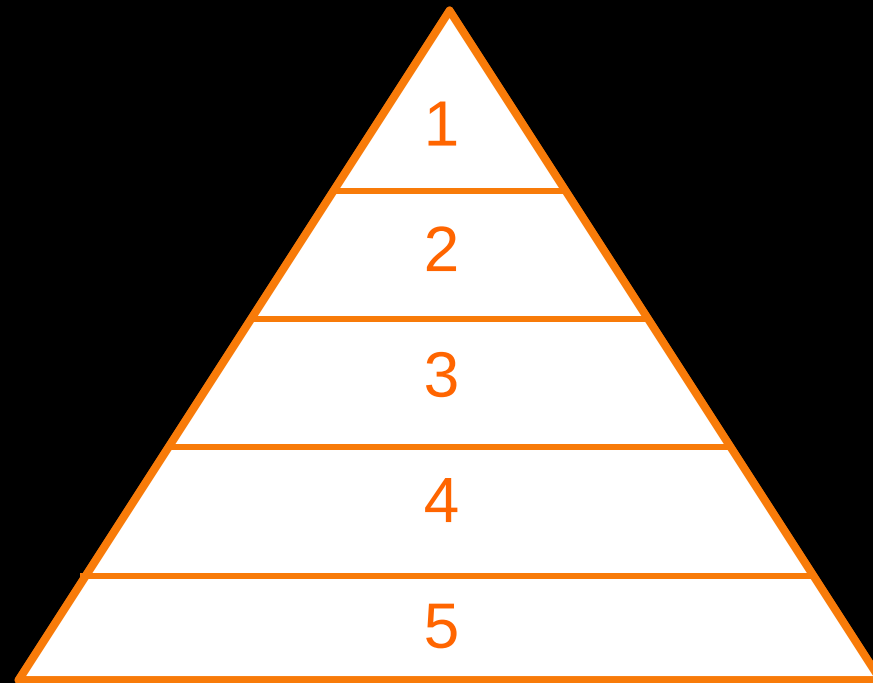
PRINT

APPROACH



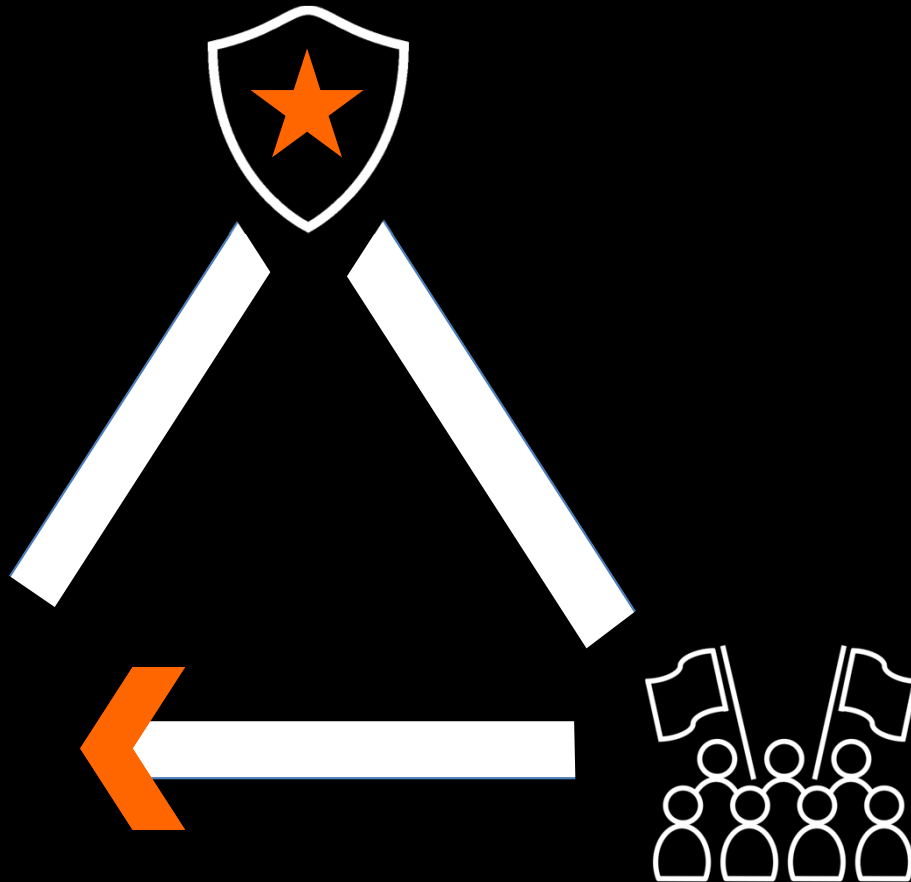
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CRITERIA



CRITERIA

COMPANY



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CONSULTANCY

CRITERIA



TRUSTWORTHY

EMOTIONAL

WIDE TARGET GROUP

PARTNERSHIPS



2012



2013



2014



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REACH

1st BUNDESLIGA



2nd BUNDESLIGA



STRATEGICAL



INTEGRATION



COMMUNICATION

Sparhandy
22. April 2014 · 🌐

1. Bundesliga - wir kommen!
Gewinnt bei uns das von der ersten Mannschaft des #effzeh hat
#aufstiegsipad!
"Was verbindet dich mit dem 1. FC Köln?" ... [Mehr anzeigen](#)

 **Sparhandy.de - Exklusivpart**
1. FC Köln in der kommende
Saison
Um an der Verlosung teilnehmen zu können, müsst
ihr auf Facebook oder im Blog die Frage unter dem...
SPARHANDY.DE

Gefällt mir · Kommentieren · Teilen · 👍 90 💬 69 ➦ 2

Sparhandy
21. April 2014 · 🌐

Sparhandy gratuliert dem #effzeh zum verdienten Aufstieg in die
1. Bundesliga!



Gefällt mir · Kommentieren · Teilen · 👍 170 💬 3 ➦ 15

COMMUNICATION



CUSTOMER RELATIONS



WORKSHOPS &
SEMINARS

BUSINESS
MEETINGS

INCENTIVATION

SALES

SALES FLIGHT
ADVERTISING

PARTNER
INVOLVEMENT

INTEGRATED
TV
ADVERTISING



SALES

TRUSTWORTHY
SALES
PLATFORM

BRANDED
PRODUCTS

INTEGRATED
SALES
INCENTIVE

The screenshot displays the 1. FC Köln website with a promotional banner for an iPhone 6 16 GB. The banner includes the club's logo, a goat mascot, and social media links. The promotion details are as follows:

- Smart XL Aktion**
- iPhone 6 16 GB**
- sparhandy** logo
- € 49,-** (price in a red speech bubble)
- LTE Internet-Flat**: bis 21,6 Mbit/s, ab 1,5 GB max. 32 Kbit/s
- Allnet-Flat**: ins dt. Mobilfunk- und Festnetz
- SMS-Flat**: ins dt. Mobilfunknetz
- Gültig solange der Vorrat reicht**
- mtl. € 54,99** (crossed out) / **mtl. € 39,99**
- > Tarifdetails** / **€ 29,99 Anschlussgebührverstattung**

Below the banner, there is a red navigation bar with the following links:

- FC. INFO.**
- WEITER ZUR FC. HOMEPAGE.** (with a play button icon)
- EIMOL PRINZ ZO SIN!** (with a photo of a player)
- FC. FANSHOP.**
- JETZT FC-MITGLIED WERDEN.** (with a photo of a child)
- FC. MITGLIEDSCHAFT.**
- FC. TICKETS.** (with a photo of the stadium)

SALES

EXCLUSIV CLUB CONTRACT

CO-BRANDING 3rd PARTY

INTEGRATION EMPLOYEES



Der FC Köln Tarif für alle!

1. FC Köln Tarif **mtl. nur: € 19,48**

- ✓ Allnet-Flat
ins dt. Mobilfunk- und Festnetz
- ✓ Internet-Flat
bis zu 21,6 Mbit/s,
ab 500 MB max. 64 Kbit/s
€ 0,09 / SMS
ins dt. Mobilfunknetz
Im Vodafone-Netz

tarifdetails Keine Anschlussgebühr

oder

Samsung GALAXY S5 mini **€ 4,95**

Mitglied beim FC?
Dann sichere Dir jetzt bei Bestellung
einen € 25,- Fanartikel-Gutschein

FC Köln Tarif **mtl. nur: € 19,48²**
keine Anschlussgebühr

Mitglied beim FC?
Dann sichere Dir jetzt einen
€ 25,- Fanartikel-Gutschein!

Einfach "FC-Diener-Mitgliedsnummer" im
Gutscheinfeld im
Bestellvorgang eingeben und
bei Lieferung den Gutschein
erhalten

HR - MARKETING



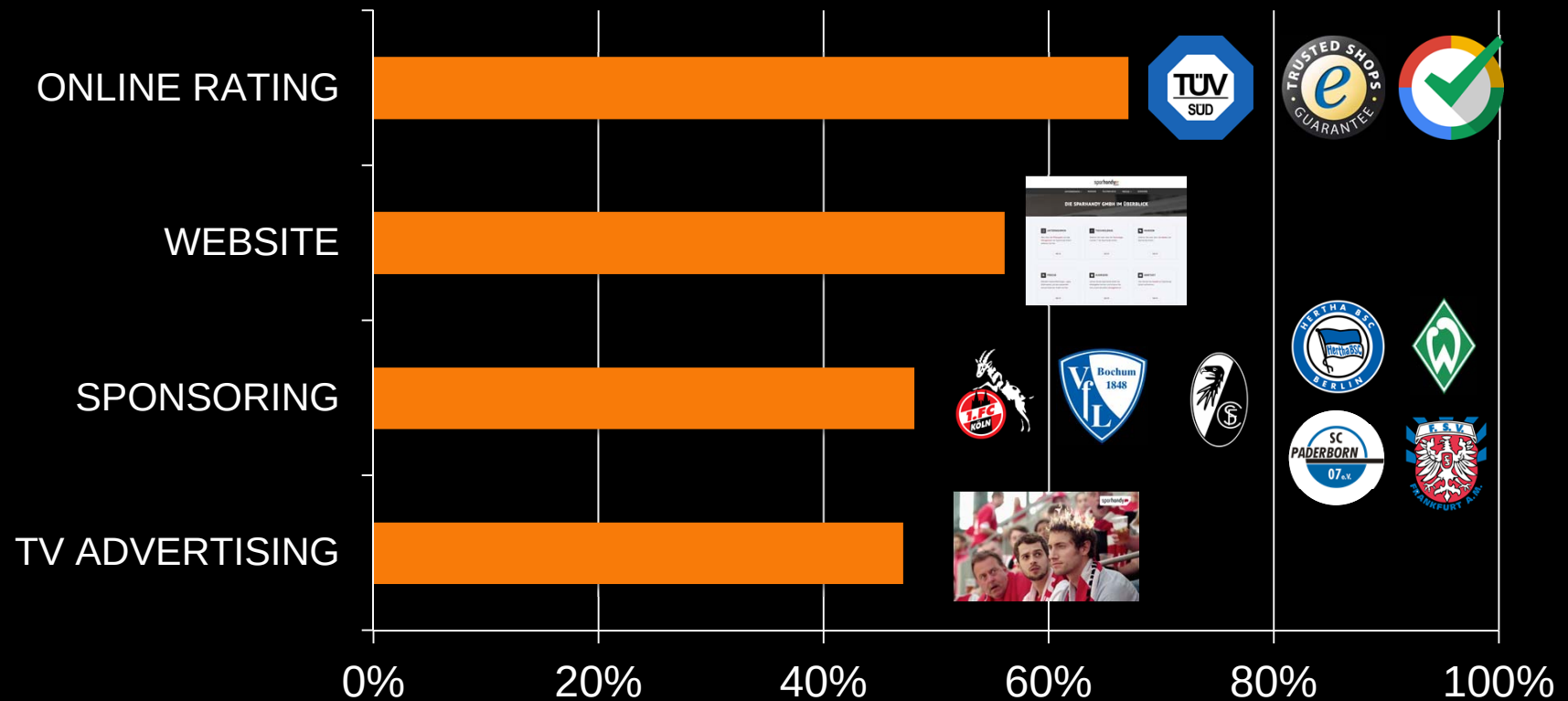
CORPORATE
EXPERIENCE

EMPLOYER
BRANDING

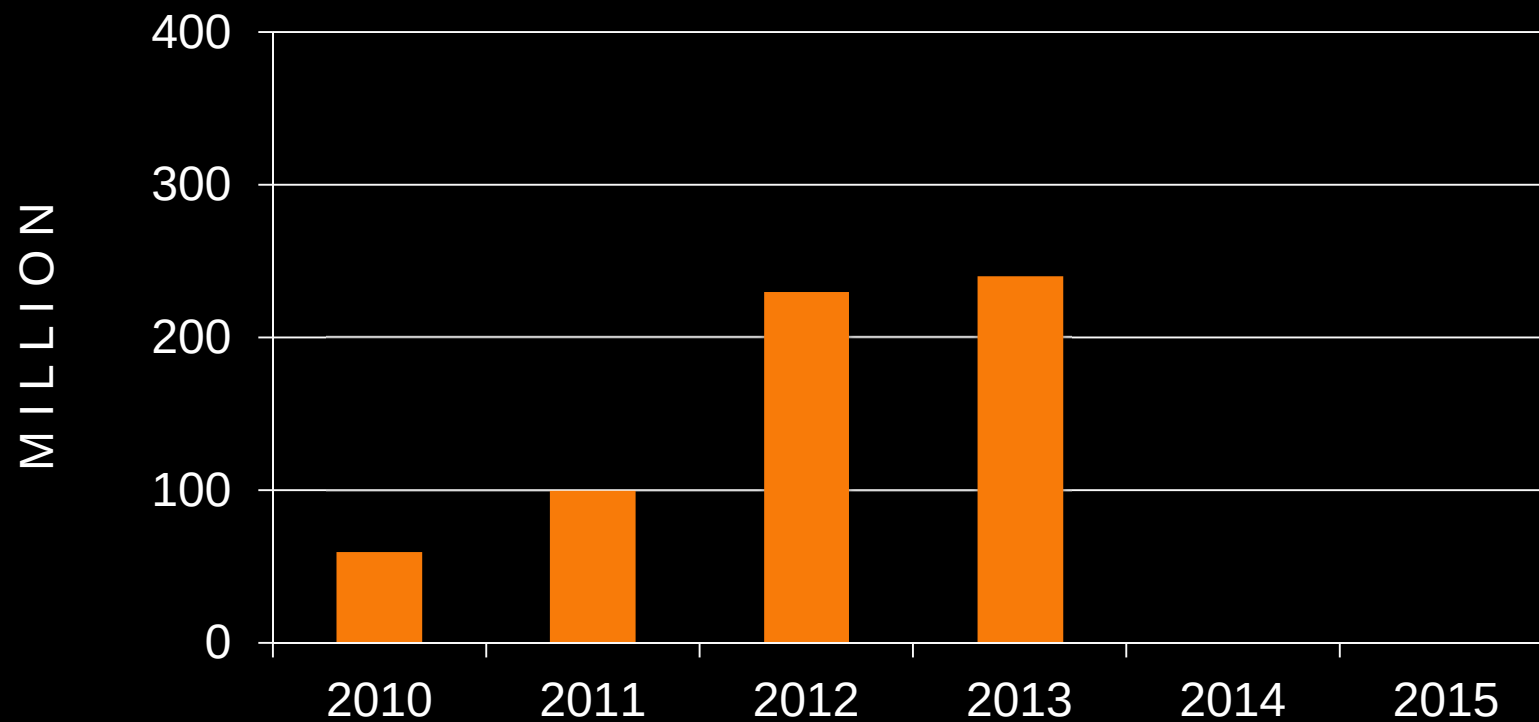
RECRUITMENT

INCENTIVES

DONE MEASURES



OBJECTIVES ACHIEVED?!



RESULT

BRAND AWARENESS

19%

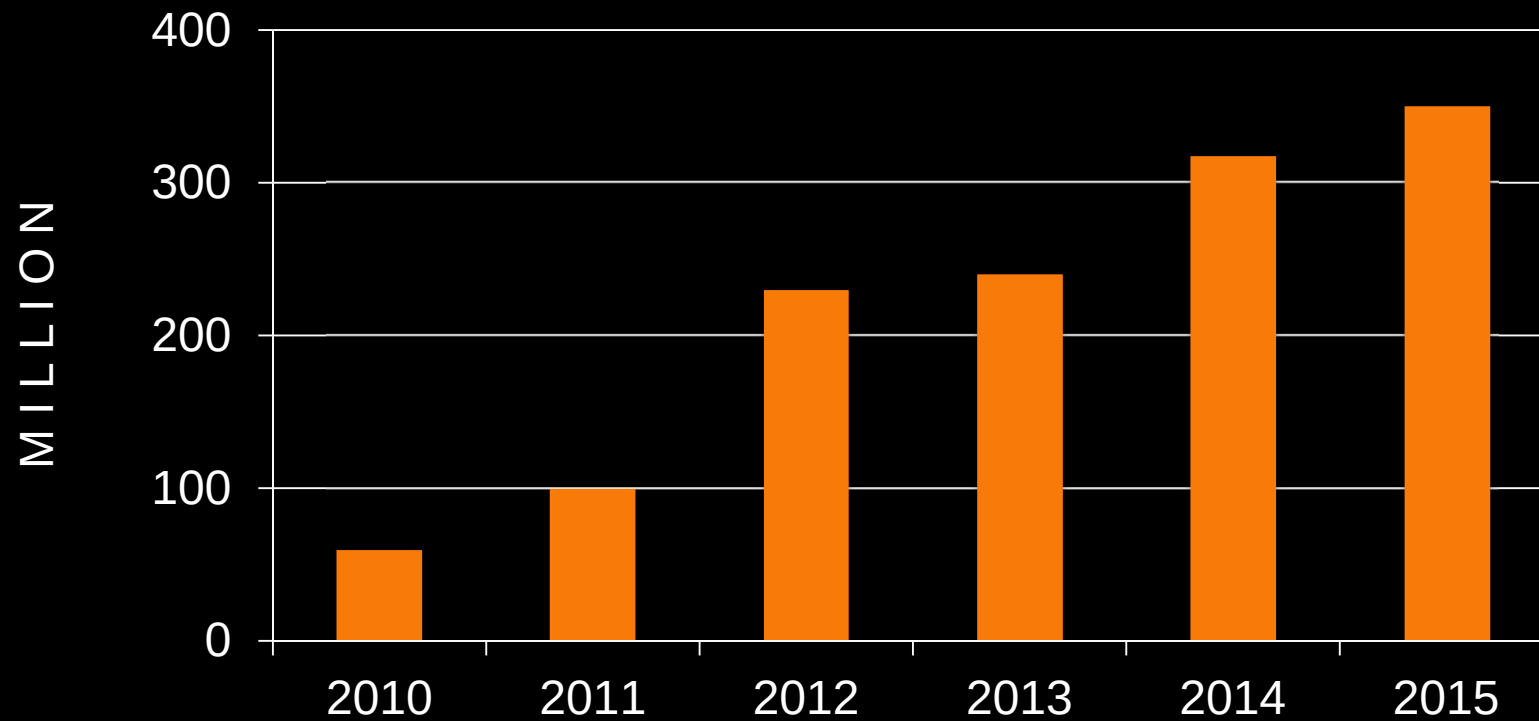


BRAND ATTRACTIVENESS

12%



RESULT



THANK YOU...!!!

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