

#be8player project



Tomica Madjerčić

Igor Požeg

Jozo Čabraja

SEHA - GAZPROM LEAGUE

What is #be8player?

- Social project
- Witout invested cash
- Only own resources



Goals

- to bring more fans to the stands and connect them with zero tolerance on violence, to bring togetherness and friendship to the stands
- to educate younger generations about handball as a sport in which the supporters are the eighth player of their favourite club



Why?

“You can be the best in the world, but if there is no one to encourage and support you, it would not have any meaning. Sports cannot exist without fans.”

Radoslav Antl, season 2015/2016



How we start?

- Invention of the name
- Logo design
- Collecting volunteers
- Informing volunteers about the project
- Informing clubs about campaign and start
- Producing t-shirts (in colours)
- Producing video teaser
- Informing media
- Web site



www.be8player.com

Campaign

- From 26th of October till 10th of November
- In total: 9 matches



Campaign Strategy

- press releases
- #be8player video
- #be8player website
- graphics and visuals
- volunteers
- #be8player photo album
- players to fans
- why we love handball
- fan of the day
- #be8player corner at Final 4
- Giveaways



Have fun at
the stands

#Be8Player



Take a photo

Post it with #be8player to our



Best fan photos
will be awarded



Handball supporters
have
zero tolerance
on violence



Show friendship,
togetherness and
team spirit

Find out more at



www.be8player.com

SEHA - Gazprom League

@SEHALeague

@seha_league

#Be8player





SEHA-GAZPROM LEAGUE

@SEHALeague

Time for another adorable handball supporter of the day! [@mkbveszprem](#)
[#SEHALeague](#) [#Gazprom](#) [#be8player](#)

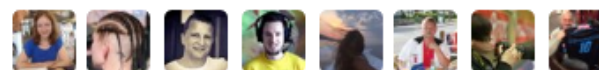


RETWEET

1

LIKES

8



1:00 PM - 17 Feb 2016





SEHA - Gazprom League

Objavljuje Ana Marija Tomašić [?]

Sviđa mi se ova stranica ·

17. veljače · Sadržaj je uređivan ·

Time for another cute fan of the day! This time we chose a fan of **MKB Veszprém KC**. 😊

#SEHALeague #Gazprom #be8player

Označi fotografiju

Dodaj lokaciju

Uredi

Sviđa mi se

Komentiraj

Podijeli



235

Najbolji komentari ▾

podijeljeno 12 puta

Pogledaj svih 4 komentara

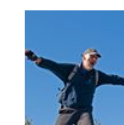


Komentiraj...



Osobe koje možda poznajete

Prikaži sve



Mladen Stankovic

4 zajedničkih prijatelja

Dodajte prijatelja



Results

- More than 400 posts on Instagram
- More than 300 posts on Twitter
- Around 800 received fan photos
- Around 200 fans messages for players at Final 4
- About 50 articles about the campaign





“I ask fans to come to the match in biggest number and take part in SEHA League #be8player campaign.”

Xavi Sabate ahead of the match MVM
Veszprem – Vardar



#Be8player

“ The best fans from the continent are behind us and I am sure they will prove it in the frame of #be8player campaign of SEHA League and help us a lot during the game once again.”

Peter Gulyas ahead of the match MVM Veszprem – Vardar



#Be8player

“Fans are a great support.
We definitely have our 8th
player.”

Mislav Nenadić, HC NEXE



#Be8player

“ I want to tell our fans to enjoy handball because that's why we are here.”

Momir Ilić, MVM Veszprem



#Be8player

“It was never more important to ask our fans to come to the match and to be our eighth player, to make a pressure on our opponent and help us to get this two big points.”

Veselin Vujović ahead of Champions League match



#Be8player

“Our biggest possible motive is full sports hall and moments when fans and players are like one, playing together.”

Vedran Zrnić, HC NEXE





Questions?

#Be8player



Thank you for your attention!

#Be8player