



## What works well in my club?

2017/18

DKKA



# Handball Academy of Dunaújváros

- ▶ Established in 2011 (earlier: Dunafer)
- ▶ Bojana Radulovics - technical director
- ▶ the start: 38 players → now more than 300 players in the teams
- ▶ 2016: EHF Cup winner, 4x 4th place in the national championship during the 7 years

# Main philosophy

- ▶ sport & education - partner secondary school
- ▶ support the Hungarian handball and improve young talents
- ▶ Hungarian players, just 2 foreign handball player in the adult team

# Marketing developments

- ▶ „main message” , values of the Academy: young, talented Hungarian players
- ▶ Our biggest sponsor: Szerencsejáték Plc
  - ▶ new ways of marketing



# Marketing developments

- ▶ Szerencsejáték Plc

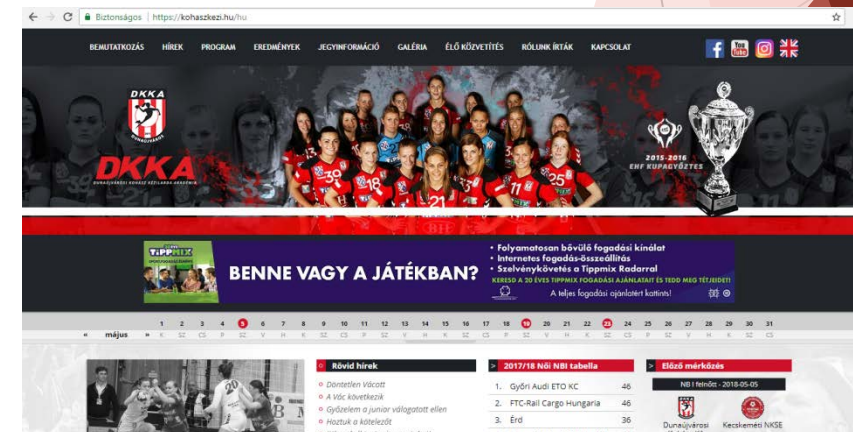
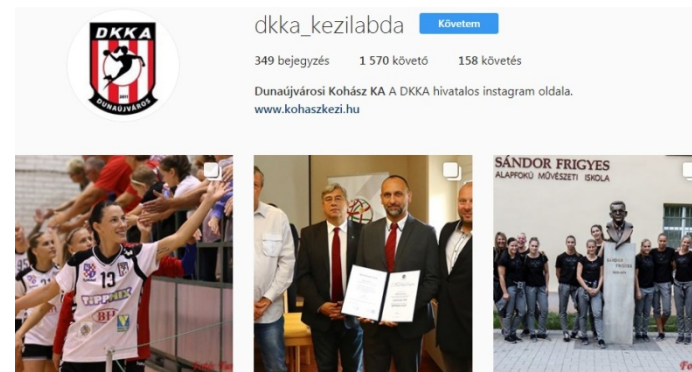


- ▶ financial support for the club ⇔ use the company logo
- ▶ strict rules of use the name / controlled by Szerencsejáték



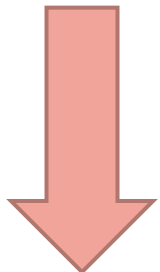
# Marketing at DKKA

- ▶ facebook (3.100 followers)
- ▶ instagram (1.570 followers)
- ▶ web page (daily 2.500 visitors)



# Marketing at DKKA

- ▶ Charity programmes
- ▶ School – sport programmes
- ▶ Guerilla - marketing





Thank you for your attention!