

ÉRD HC



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What works well in my club?

The Club and the City Community building



Our club's main target:

- the success of our team
- to have an important role in the development of our city

All this results in a much stronger relationship between our leading team and the fans.

**Main focus of our professional team's
marketing communication:**
to demonstrate the power of women's handball and
the player's amazon fighting spirit.



Therefore this season we were trying to **focus** on the **player's fighting** spirit, highlighting that with militant make-up.



Thus we have the possibility to demonstrate:

- The attraction of Women's handball
- Our player's amazon nature



#eighthplayer #fightfortheteam



The fans loved these sort of photos and now on our home games they often specifically ask our make-up artists for the **orange/black** facepaint, expressing their support as **'eighth players'** from the grandstand.

A game watched live should be a complete experience

- Additional complementary programs contribute to this goal
- Gifts and rewards to be won
- The mascot makes relationship with our fans.



We try to make the games even **more enjoyable** with additional performances.

At the entrance there are several benches, food and beverage, as well as music



so even **before the match fans can warm up** for the game by having fun together.



**The name of our mascot is
Dragi (she is a dragon girl)**





Dragi is the fan's funny good friend.

She

- **welcomes** the spectators
- **dances** with them
- **encourages** them to cheer
- **rewards** the 'most active' fans during the intermissions with unique 'lucky' T-shirts (it is the only way to get these!)





#mascotlife



Dragi has even his own instagram page where the game lovers can get insight into **the life of a mascot.**

MAIN COMMUNICATION CHANNELS:

Nowadays of course our main communication channel is **social media**, where each player has her own role, therefore fans get the messages and game information right from their favorite players.



Instagram

Furthermore we provide a full insight to the handball games with videos and photos.

AS AN INTRODUCTION TO THE MATCH

- we show an **introductory video**
- we make **facebook betting post**
- we present a **motivational video**





AS POST GAME COMMUNICATION:

- we hold a **press conference**
- we show special **moments of the game**
- we create a **photo gallery**
- we announce the **fan of the week**
- we make a **summary video**



#fanoftheweek

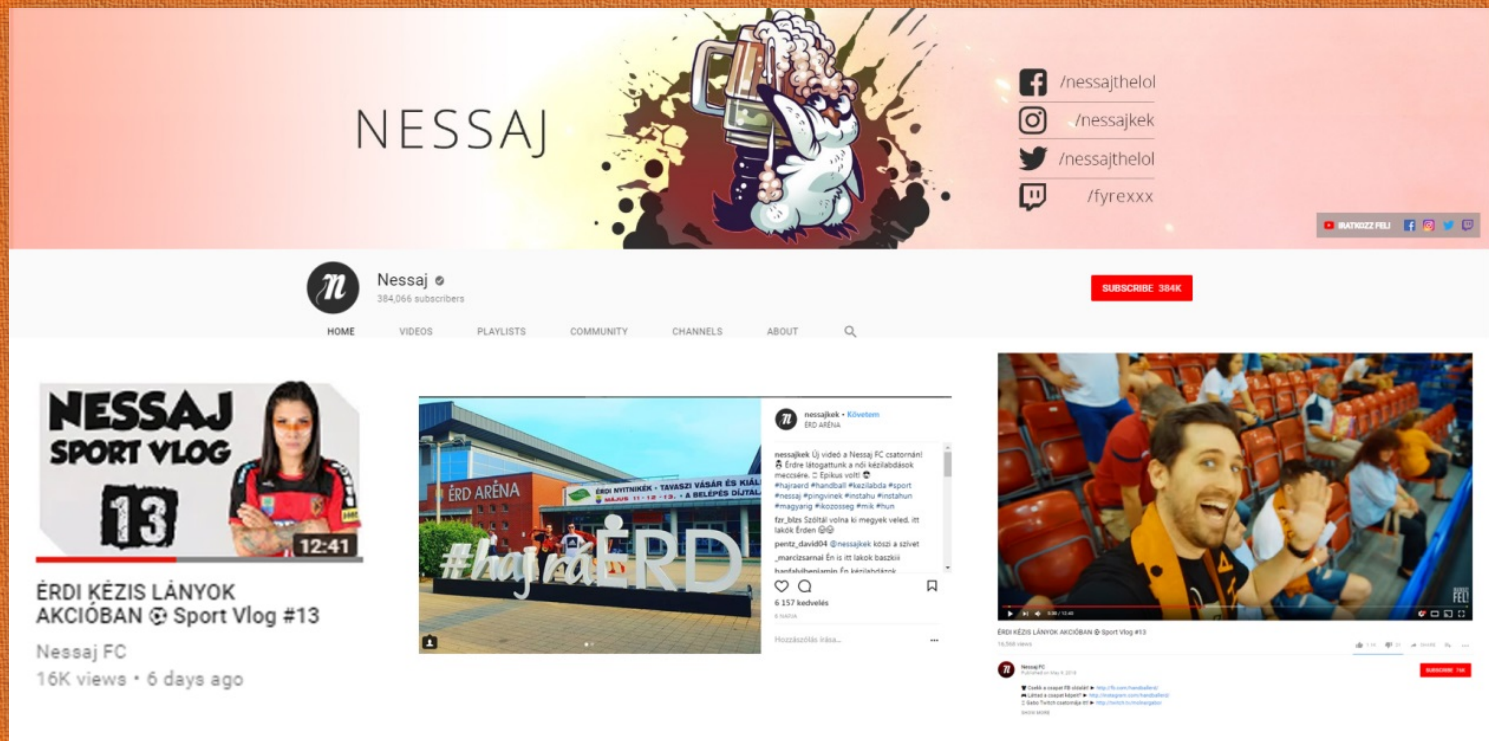
INFLUENCER MARKETING



- Nessaj, who won this year the title, 'Playboy Man of the Year 2018' **in youtube category** is operating the most famous gamer site.
- He also created a **channel for sports.**
- We made a '**game feeling video**' together with him.

INFLUENCER MARKETING

- a new way of the marketing communication strategy
- the '**Z** generation' is getting information mainly from **YouTube** and **Instagram**
- the use of Facebook is not that significant anymore



Our club has created 3 programmes to help people

- to get to know the sport better
- to fall in love with handball
- to show the youth players the profession of referees



SCHOOL
HANDBALL
PROGRAM

PINK WHISTLE



THE 'PINK WHISTLE' INITIATIVE by ÉRD HC

Our club organized this year for the 5th time the „**Pink Whistle**” initiative together with the Referee Committee of the Hungarian Handball Federation.

This program was created in line with the ambition of the **EHF**, which promotes the development of women referees, hence we came up with this programme to introduce our youth players to the specificities of the referee's job.



SCHOOL HANDBALL PROGRAMME by ÉRD HC

In 2011 we created the **School Handball Programme** in association with local schools and our professional handball coaches.

The aim of this programme is to get **the younger generation to like handball.**



SCHOOL HANDBALL PROGRAMME IN NUMBERS

Kids in the age of 8-9 years who are participating in this programme are learn the rules of handball and the beauty of the game:

- in **5 different towns**
- in **13 different schools**

This year the number of participants reached it's peak with **1800 children.**



SCHOOL HANDBALL PROGRAMME SEASON CLOSING COMPETITION

At the end of the school season these kids can compete in a closing game which is held in ÉRD Arena.



AMATEUR HANDBALL SECTION in ÉRD HC

DON'T JUST WATCH, DO IT!

In September 2017 we were celebrating our club's 40th anniversary and we established our amateur section.



AMATEUR CHALLENGE CUP AND TRAININGS

On the opening day 150 enthusiastic amateurs were competing for the **Amateur Challenge Cup**.

And since then about 60 amateurs come to the Arena to **train every Tuesday** under the supervision of our coaches.



A **FAN**atic is active even in summertime





At the end of the season we say goodbye to our fans on our social media as well, however **we don't want to be away from them for 3 month break.** Therefore we announce a competition, ask them to send pictures with 'summer feeling' of any relics related to ÉRD, **in the mood of summer.**



Hajrá Érd!



We **award** the best 3 photos however we create a collage of all pictures and exhibit them in the hall of the stadium so everyone can see our most **fanatic spectators**.



Thank you for your attention!



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