SECTION 6 QUIZ

The Match, the Umbrella Product

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. Why is the match called the umbrella product?

A. Every other product of the club depends on it
B. Sponsors call it that
C. It is played in the rain
D. It is the cheapest product

2. What belongs to marketing on matchday?

A. The referee's decisions
B. The event around the ninety minutes
C. The line-up
D. The tactics

3. Which is NOT a ritual?

A. The song in the 77th minute
B. The anthem with scarves up
C. "The gates close at seven"
D. Players greeting the stand after every match

4. What is the path of the business of the match?

A. Story, ritual, experience, revenue
B. Price, promotion, place, product
C. Ticket, sponsor, food, shop
D. Revenue, story, ritual, experience

5. What is the most important measure of the commercial side of a match?

A. Attendance
B. Revenue
C. Social media reach
D. Profit

6. Which act do most clubs waste?

A. Half-time
B. The end
C. The second half
D. Before the match

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7. How many wow moments should a match have?

A. One per act
B. None
C. As many as possible
D. One clear one

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ANSWER KEY

1. A — Tickets, experience, content, sponsorship and merchandise all sit under the match.
2. B — The match belongs to the coach and the players; the event belongs to the club and to marketing.
3. C — Operational announcements and sponsor mentions are repeated but carry no emotion or symbol.
4. A — Commercial starts from the story and arrives at the money; clubs that start from the money usually sell less.
5. D — 50 in and 45 out is worse than 30 in and 15 out.
6. A — Fifteen minutes when people stand, eat and scroll: the best moment for activations, the academy, a surprise.
7. D — People forget the details and remember that moment; five wows become noise.