RITUALS AND THE MATCH'S COMMERCIAL

Marketing Strategy · Chapter 5 · The Match, the Umbrella Product

Homework. Part 1: go through the five acts, list the rituals that exist and sort them into four levels (sacred: protect · basic: strengthen · developing: improve · missing: create). Fill a ritual sheet for three of them. Part 2: set the commercial objectives of your match and find three opportunities from its theme, emotion, characters, symbols or rituals.

RITUAL MAP

RITUAL (ACT · MOMENT)	LEVEL	NOTE

THREE RITUAL SHEETS

RITUAL	WHAT HAPPENS · WHO TAKES PART · CHANNELS · HOW OFTEN	RESPONSIBLE · EMOTION · SYMBOLS

Commercial objectives of the match

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THREE ACTIVATION SHEETS

OPPORTUNITY · STORY ELEMENT · FORMAT	REVENUE SOURCE · MECHANISM · CHANNELS	EXPECTED RESULT

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Ritual map

Walk from the depot bar (Act 1) — Sacred — Nobody from the club organises it; protect it: keep the road and the gate open

Anthem with scarves up (Act 1) — Sacred

Players greet the north stand (Act 5) — Basic — Strengthen: every match, win or lose

After the final whistle (Act 5) — Missing — Create: the depot whistle sounds three times after every home match

Commercial objectives of the match

A full stadium, a sold-out scarf, a renewal conversation with the railway company

Three activation sheets

Limited "Our tracks, our city" scarf · the theme · all supporters — Merchandise · pre-order online, collection at the depot gate · social media, fan groups — Sold out

The depot whistle sponsored by the railway company · symbol · whole stadium — Sponsorship · heard at the team's arrival and after the match — Renewal talk opened

Hospitality table hosted by the last derby-winning players · characters · local companies — Hospitality · direct sales by the commercial manager — 10 tables sold

CHECK YOUR WORK

- [ ] Every match answer comes from the season narrative
- [ ] Act One has one clear wow moment
- [ ] Every activation starts from an element of the story