# THE SEASON NARRATIVE

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

Answer nine questions for your organization. The answers are the story every match will tell. Test: would a supporter recognise this story as their own? If the statement sounds like an agency slogan, rewrite it with the words supporters use. About 20 minutes.

**1. DNA: who is the organization, in a few words?**

**2. Context: where does the season start from?**

**3. Conflict: what is it fighting against, or for?**

**4. Central emotion: what should the supporter feel all season?**

**5. Characters: protagonists, allies, adversaries**

**6. Library of symbols**

**7. Theme of the season, in one expression**

**8. Narrative statement, in two or three sentences**

**9. Guide for match stories: rules every match follows**

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

## READ IT AFTER YOU HAVE TRIED YOURSELF

**1. DNA: who is the organization, in a few words?**

The club of the railway workers, born at the depot, proud and stubborn

**2. Context: where does the season start from?**

Third season in the second division after relegation; a young coach; half the squad from the academy

**3. Conflict: what is it fighting against, or for?**

A club with a big history against the feeling that its best days are gone

**4. Central emotion: what should the supporter feel all season?**

Pride that comes back

**5. Characters: protagonists, allies, adversaries**

Protagonists: the captain from the city, the young academy players, the old depot supporters. Adversaries: the rich clubs of the division, the doubt inside the city.

**6. Library of symbols**

The old locomotive, the depot whistle, the old stadium, the year of the second cup final

**7. Theme of the season, in one expression**

"Full steam"

**8. Narrative statement, in two or three sentences**

"The railway club never left. This season the young ones of the depot take the train back towards the top, and the whole city goes with them."

**9. Guide for match stories: rules every match follows**

Every match features one young player, one railway symbol and one link to the history of the club.