

RESEARCH EXCELLENCE AWARDS

'PLAYMAKERS': WINNING IN FOOTBALL CULTURE

jump! x Paddy Power



PP.

jump!

AH...THE BEAUTIFUL GAME.

**“FOOTBALL IS THE
MOST IMPORTANT OF
THE UNIMPORTANT
THINGS IN LIFE”**

ARRIGO SACCHI

PP.



jump!

THE CULTURAL SHIFT

FOOTBALL IS CHANGING;
BETTING BRANDS ARE STANDING STILL.

Fandom is
splintering

The terraces are
going digital

Betting brands
are in a sea of
sameness

PP.

jump!



BETTING BRANDS ARE SHOUTING FROM THE SIDELINES.

01
BECOME A CREDIBLE FOOTBALL BRAND

BEYOND RACING

02
TRANSCEND OUR CATEGORY

OUTSIDE BETTING AND INTO ENTERTAINMENT

03
BEAT THE BEST FOR FAN ATTENTION

TAKING ON NIKE, ADIDAS + THE BIG GUYS



PP.

jump!

TO LEAD IN FOOTBALL, WE HAD TO MOVE INSIDE THE GAME

‘PLAYMAKERS’

A new way to understand football culture,
not just fan behaviour

PLAYMAKERS FIND AND CREATE OPPORTUNITIES. WE PLAYED IN FOOTBALL CULTURE, FAN CULTURE AND BRITISH CULTURE.

FOOTBALL CULTURE

FAN CULTURE

BRITISH CULTURE

DAY 1: CULTURE LEADER PANEL



LYDIA GARNETT
PHOTOGRAPHER AND DIRECTOR

JUSTIN HAMMOND
FOUNDER OF OOF GALLERY

BELLA ANDREWARTHA
CREATIVE

GETTING RIGHT INTO THE THICK OF THE ACTION VIA FANS IMMERSI



MUFC ROTTERDAM 91 | RICHARD DAVIS



**“RAVE AND DANCE CULTURE WAS MASSIVE AT THE TIME
ENCOURAGED FOOTBALL FANS TO APPROACH GAMES
WANTING TO HAVE A GOOD TIME. PEOPLE WANTED TO**



PLAYMAKERS: HOW WE DID IT

A BLEND OF FASHION DESIGNERS, PHOTOGRAPHERS, RAPPERS, HISTORIANS, WOMEN'S GAME PIONEERS, 5-A-SIDERS...

IDENTIFY THE SPACE



MISSION ROOM

Fresh Hypotheses + Truths

KNOW THE SPACE



CULTURE MAPPING

Signals and Shifts



DIVERSE EXPERTS

Cultural Myths



FAN DYNAMICS

Playing; Talking; Observing

DOMINATE THE SPACE



PLATFORMS AND STRATEGY

Concept and Creative

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jump!

**WHEN FANS WANT
BELONGING, BUT THE
GAME IS BECOMING MORE
DISTANT, SOMETHING
HAS TO GIVE.**

There's a tension here: the game's getting bigger but fans want to get closer.

PP.

jump!

FROM INSIGHT TO ACTION.

FOOTBALL IS FAITH, CHAOS, AND PARTICIPATION AND BRANDS NEED TO DO EVERYTHING THEY CAN TO KEEP THE DRAMA GOING AND BRING FANS INSIDE THE GAME, ANY WAY THEY CAN.

1. Football is Faith, Not Formula.
2. Fandom is Inherited, Not Chosen.
3. Chaos Connects.
4. Humour Needs Heart.
5. Authenticity Beats Irony.

PP.



jump!



RECORD-BREAKING COMMERCIAL & BRAND RESULTS AND A BLUEPRINT FOR FUTURE SPORTS RESEARCH.

MORE VOLUME

+9%

growth in new customers

MORE VALUE

+21%

vs target in stakes



MORE CONSIDERED

+6%

in Brand Consideration

MORE EFFECTIVE

5.0

System 1 Rating of Exceptional

PP.

jump!

**HUMOUR, HEART AND
EARNING OUR RIGHT
TO PLAY.**

**MOVING PP FROM A
BOOKMAKER
TO A CULTURAL
PLAYMAKER.**

PP.



jump!

'PLAYMAKERS': WINNING IN FOOTBALL CULTURE

Inside the Game.

PP.



jump!