

The background of the slide is a photograph of the Leyton Orient stadium, viewed from behind a goal net. The stadium seating is visible, with red seats in the foreground and white seats further back. The goal net is a dark mesh in the immediate foreground. Overlaid on the bottom left and bottom center are several concentric, wavy orange lines that create a sense of motion or a stylized graphic element. The text is centered in the upper half of the image.

LEYTON ORIENT MARKETING PLAN / REBRAND

CONTENT

- Aims / Objectives / Smart
- Kit Introduction
- Aakers Model + Demographics
- Game Day Activations + New Technology

- Marketing Channels
- Co-Branding, Hospitality + Brand Extensions
- CSR , Ansoff's Matrix
- KPI + Summary

CAMPAIGN AIMS OBJECTIVES



Long term aims:

- To raise more awareness for colour blindness within the UK.
- To attract new people to come to regular matches.
- To have a long term partnership with Enchroma.
- To play a game partnered with Enchroma every season.



Short term aims:

- The game to be a success so future events can happen.
- Have the support of other Leyton Orient support groups in the lead up to the game.
- To create a kit suitable for red/green colour blindness whilst also still targeting loyal supporters.
- To make everyone feel included at Leyton Orient.

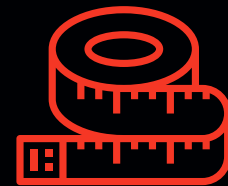
SMART

Taking into account the identified users, we have chosen these brand identity attributes that will be projected on all promotional materials of the campaign.



Specific

Aim for 1500-1700 shirt sales. Based on 20% of average attendance for last season's home games



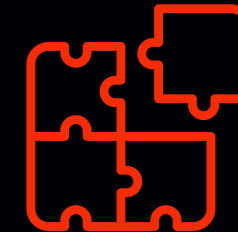
Measureable

Track the sales of the kits digitally to see if they are close to the goal and know when it has been reached.



Achievable

Limited edition kit will give incentive to buy. Kit sponsored by Harry Kane sold over 3,000 in 15 days (Matthews, 2020).



Relevant

Partnership with Enchroma will generate positive publicity, loyal fans will still feel included due to red still being included in the kit.



Time Bound

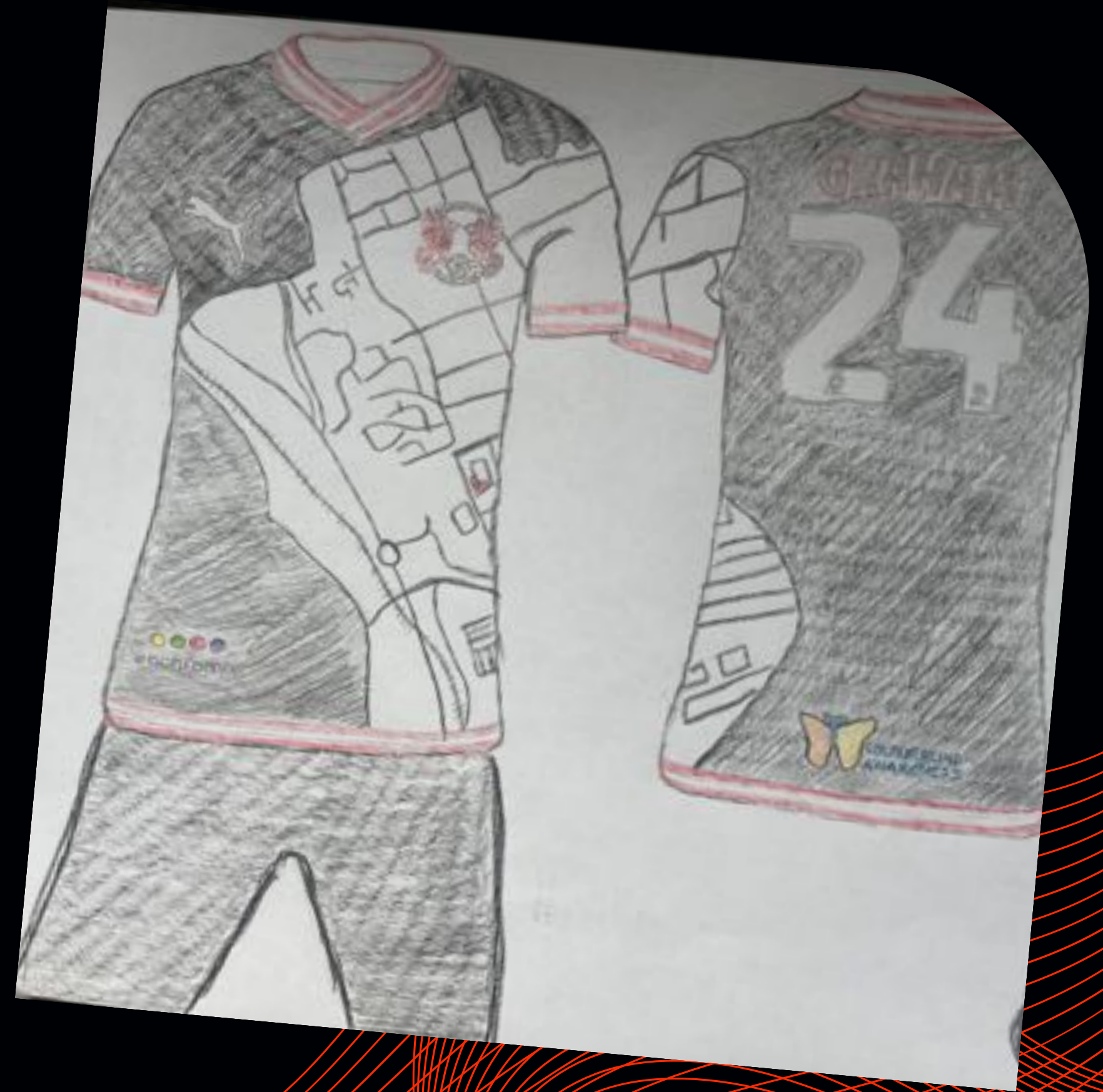
Aim to sell out of the kits within the first two weeks of them going on sale.

KIT DESIGN

The design of the kit was challenging but we believe we have created a unique kit suited to those who suffer from colourblindness

The considerations:

- Colour schemes (high contrast = highly visible)
- A large / unique design to ensure a jersey was recognizable from this feature alone
- Not to abandon the colour red (sleeves / collar + stitching & font)
- Additional smaller details to connect emotionally to fans (Text inside jersey + details on map)
- Create a jersey EVERYONE would want to wear / purchase
- Ideally something that has not been done by anyone in English football to stand out / attract media attention



KIT DESIGN

PARTNERS / SPONSORS

- EnChroma & the Colour Blind Awareness charity were the main focus for partnerships
- Colour Blind Awareness is a UK based non- profit organization (they also launched colour blind awareness day)
- Enchroma provided the opportunity to pursue a more tradition sponsorship or partnership route

KIT DETAILS:

- Paired with black shorts & white and black socks
- Club can run a favourite club chant competition, and the winning chant can be stitched in red on the inner seam of the jersey



AAKERS MODEL

Aakers model defines brand equity as 'a set of assets linked to a brand's name that adds to the value provided by a product or service

(Dawra, J., Gill, S. 2010).

Brand Loyalty

- **No clubs in League One have a kit like this/worked with colour blind charities.**
- **Makes regular supporters happy still keeping red.**
- **Brings in new supporters who are colourblind.**

Brand Awareness

- **Familiarity, still got red stitching on the kit - not completely disassociating with red.**

Perceived Quality

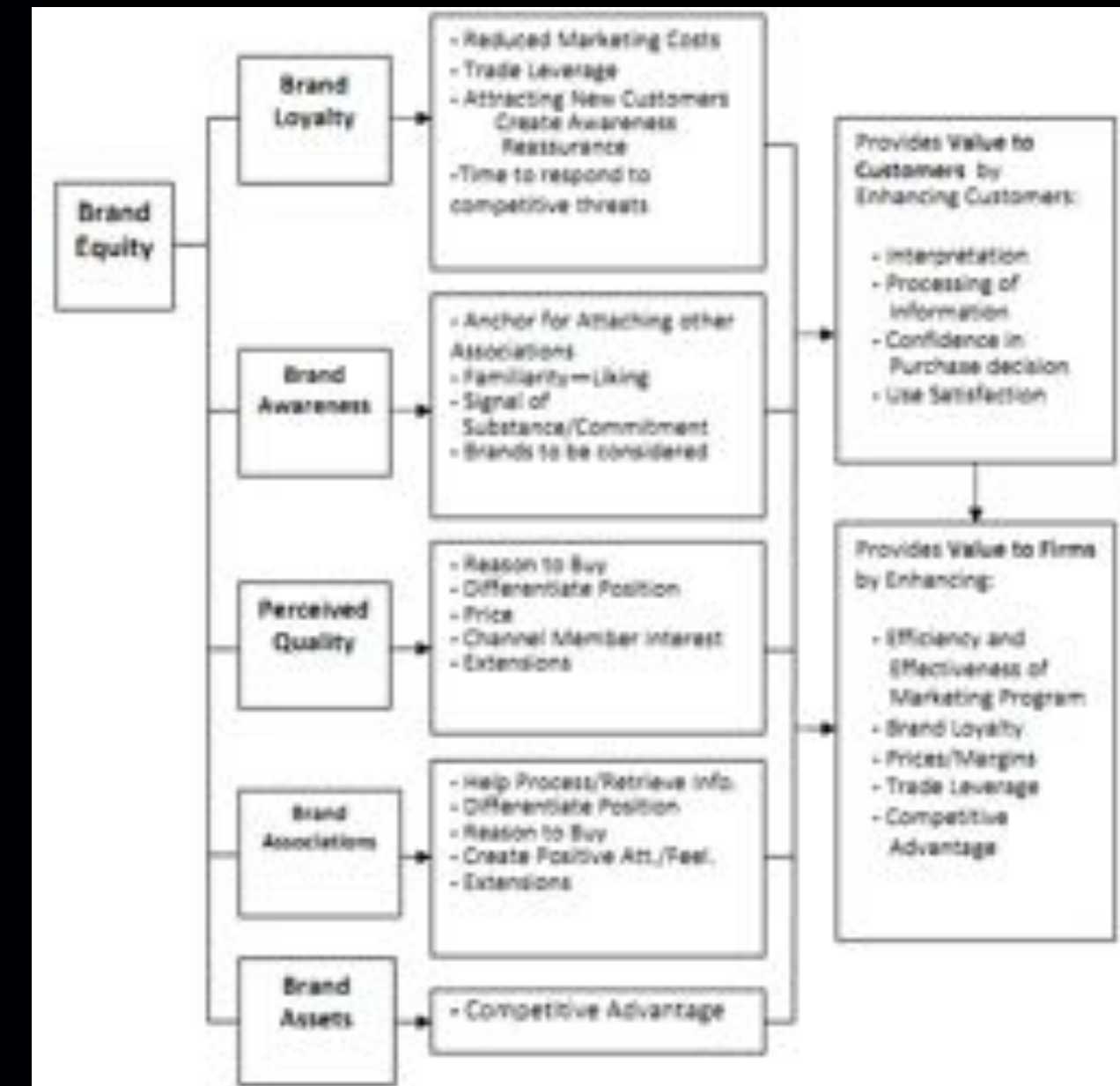
- **Low price high quality - only slightly higher than current kits.**
- **Puma popular company made over 8.47 billion in sales in 2022 (Statista, 2023).**

Brand Associations

- **Some of the money goes towards a charity will gives an incentive to buy.**
- **Positive attitude created around kit - Inclusive for everyone.**

Brand Assets

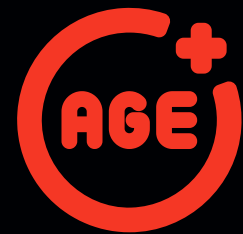
- **Competitive advantage over other teams in league 1 bringing out limited edition kit**



DEMOGRAPHICS

Taking into account the identified users, we have chosen these brand identity attributes that will be projected on all promotional materials of the campaign.

“It leads to better understanding of customer needs and characteristics, allowing a more accurate marketing approach to be made”
(Frank et al,1972)



Age

- For Leyton Orient, the most popular category for supporters was the 61-70 category
- As well as the older generation, we want to make sure we have a marketing strategy that also helps us increase that 21-50 category
- By adding new tech, this helps us keep our brand loyalty but also build our brand awareness



Gender

- The number of Female supporters is also quite low for all ages, for example, of the 769 supporters in the 61-70 category, only 13% are females
- in the 11-20 category, out of the 425 supporters, only 16% are Females



Season Tickets Sold

- For the 2023/24 season, 4,788 season tickets were sold.



Season Ticket Holders

- For the 2023/24 season, there are 4,289 season ticket holders still attending Gaughan Group Stadium



Global Supporters

- 3,468 Supporters in North America
- 29% of online retail orders are from overseas
- With such a number of supporters
- in America, we want to be able to target them also into buying the shirt so look to offer discount to shipping fees.

GAME DAY ACTIVATIONS

Orient x Scrivens

A game booth set up where fans get eye tests / test for colourblindness

Introduction of Game Day Glasses

Fans can now fill out a one time application to borrow enchroma outdoor glasses to watch the game in colour (As part of the Partnership we would ask Enchroma to gift 100 pairs of glasses)

Game Day Activities

AR filters can be designed for match attendees to view the game through the eyes of someone who is colourblind.

My First Game in Colour (Picture Wall)

Similarly to the first game certificate, we think having a picture taken in front of a branded partnership wall to take home will provide a positive experience for fans.

Half Time Show (3D Mapping)

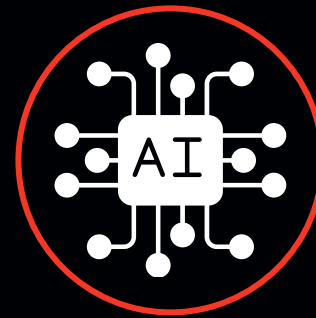
Will be further discussed in marketing.



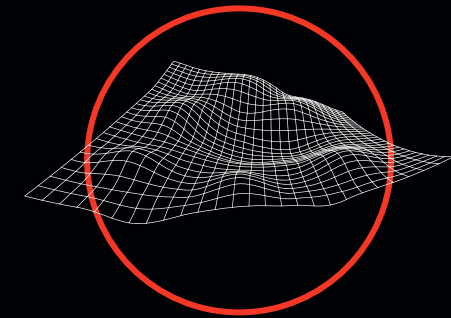
NEW TECHNOLOGY



**Virutal Reality /
Augmented Reality**



Artifical Intelligence

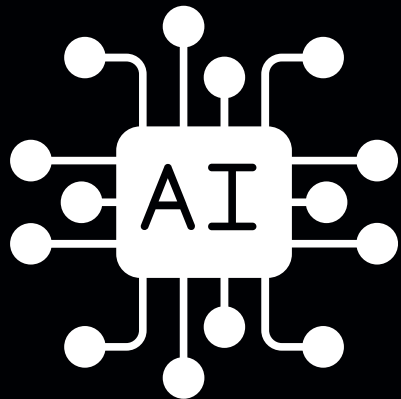


**3D Projection
Mapping**

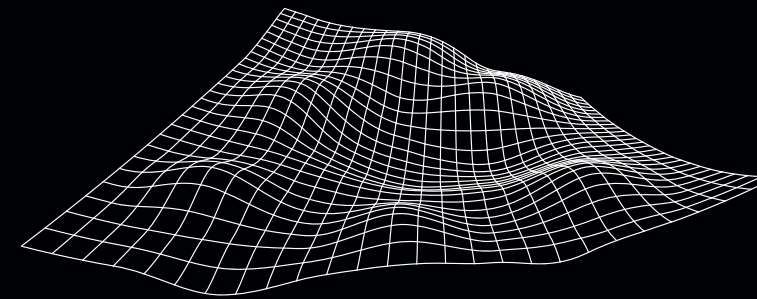
NEW TECHNOLOGY



- VR is an “advanced form of human-computer interface that allows the user to interact with and become immersed in a computer-generated environment in a naturalistic fashion” (Eichenberg, Citation2012, p. 3)
- We have proposed the use of VR /AR through the use of the Metaverse, Interactive wall displays & the app.



- AI is the study or sector of how to build / program computers to enable them to do what a human mind could do (Boden, 1996)
- We have proposed the use of AI into the club website & app to improve user experience



- Projection mapping is a video projection technique in which video footage is mapped onto a surface, turning common objects: such as buildings, runways, stages and even water – into astonishing display (Cumins. (2023)
- We have proposed the use of 3D PM to increase immersive experiences of football consumers

MARKETING CHANNELS:



ONLINE Marketing

- MetaVerse
- Interactive Displays (ON & OFF)
- AI Chatbots
- 3D Projection Mapping
- Social Media & Emails



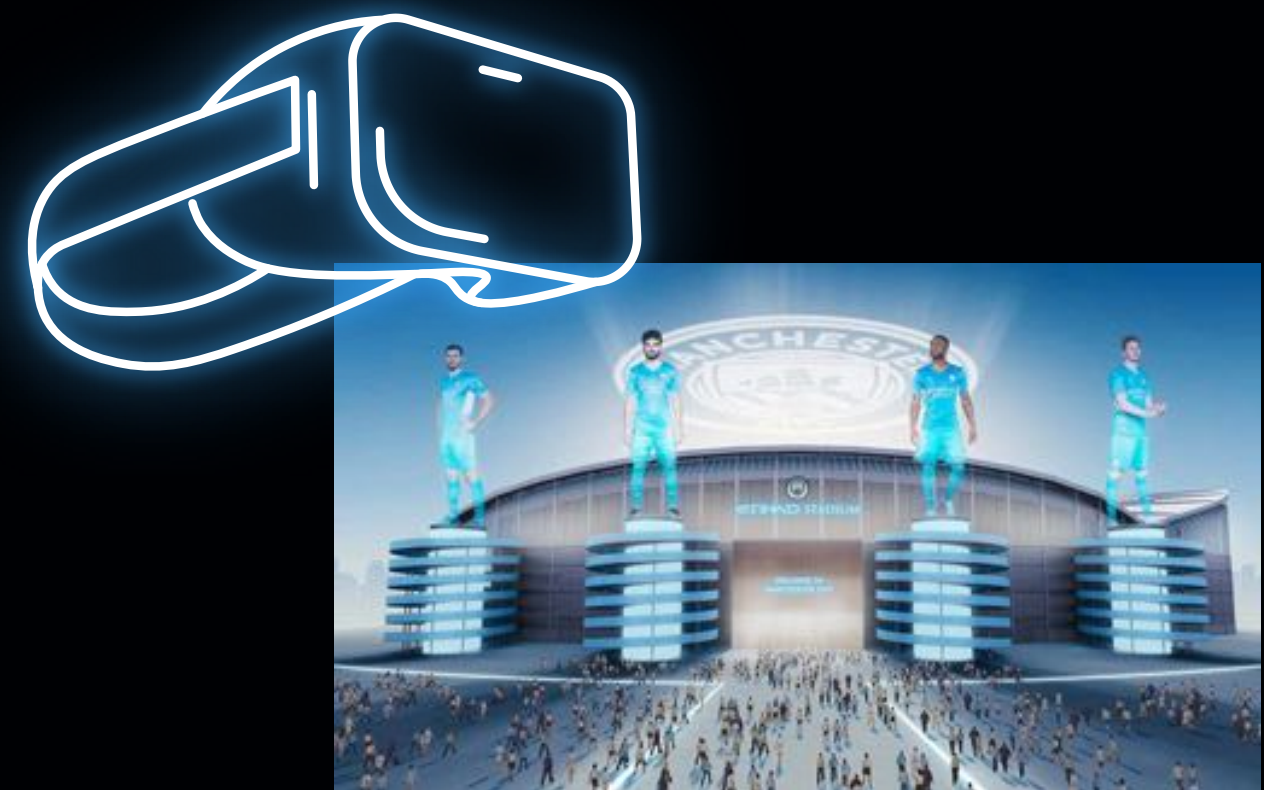
OFFLINE Marketing

- Community Mural
- Guerilla Marketing
- Bill Boards
- Sensory Packs
- Print Articles

ONLINE MARKETING

Metaverse

- First Point of Penetration , MetaVerse Fashion week through the use of our Kit Partners Puma (by attending the fashion show and allowing users to see the kit release + purchase and wear in the meta verse (BL, PQ, BA) (Puma Blackstation (Puma, 2023)
- Following the Fashion show, introduce the concept of virtual experiences for Orient Fans in the metaverse. Environmentally friendly use of crypto to get 'virtual stadium tours' , VIP seating, ability for exclusive meta merchandise.
- Roughly 70% of Gen Z and Millennial fans were interested in a sports VR experience (Jarvis et al, 2023)
- Metaverse provides the opportunity to connect with and engage with younger generations from around the world



ONLINE MARKETING

Interactive Displays (ON + OFF)

- An interactive functionality - Displaying pictures shared with game day hashtags, using a smartphone and the Leyton Orient app to play mini games on the screen competing with friends or others in the stadium, checking in every game can unlock extra plays in mini games / game day competitions, stadium directory, help point.
- This encourages fans to view the stadium as a place for fan engagement rather than just a venue.
- Until screens are put up around the stadium they can utilise what they have and add further details to their app to start incorporating mini games etc



ONLINE MARKETING

Artificial Intelligence

- Utilising AI and a voice tool can help improve overall match day experience.
- Users can use the chat bot in the app while in the stadium (ex - I am in section 109, where is the nearest women's restroom?) and the app can help direct people.
- Adding a voice tool provides accessibility for those who struggle with technology, or are hard of vision. Having a voice tool accessible that people can speak into, or ask for the information to be read out loud again provides an easy and accessible user experience.



3D Projection Mapping

- Create a highly immersive experience for fans & enhance engagement levels.
- As seen in: The Super Bowl, Olympic Games, NBA All Star Game, FIF World Cup (Lumen & Forge, 2023)
- Opportunity to put together a story telling peice to feature at half time that highlights the challenges of colourblindness
- **£13,900 + VAT For a 1 hour show (Julia Charles Event Management, 2023).**



ONLINE MARKETING

Social Media

- Current matchday graphics are very orientated around the colour red.
- This is a mock up matchday poster, the red has not totally gone to keep loyal supporters happy.



Emails & Newsletters

- The current pre-match emails are largely orientated around the colour red. Therefore, to support red/green colour blindness an option to have the same emails in black and white will be provided to make it easier to read.





WEEK 1 CONTENT CALENDAR



WEEK 2 CONTENT CALENDAR

[illegible]

OFFLINE MARKETING

Billboards

- Location : A12 between Leytonstone and Leyton
- 78,318 vehicles pass through this section daily. (roadtraffic.dft.gov.uk, 2022)
- Two week rental from 24th Feb - 9th March 2024



Vehicle Vinyl Wrapping

- High Visibility (Increasing Brand Awareness + Recognition)
- Mobile Advertising, a moving billboard
- Cost Effective & Non-intrusive
- 2022 Brit's averaged 324 hours a year travelling (53 min per day) (Department for Transport,(2023).
- For the 23/24 season, LO will travel an average of 270miles per away day totalling roughly 6,202 miles for the league one season (Jones, 2023).



OFFLINE MARKETING

Sensory Packs

- Colour coded seating maps
- contrast filters that can be placed over informational materials
- Assistant cards to make staff aware of the colour blindness

Community Mural

- A community based initiative focused on increasing BL & BA
- Empty wall opposite Leyton Station which receives an average of 41,839 exits a week (Rail Way Data Centre, 2022)
- Utilize Wood Street Walls to help find a local artist to commission the work
- Work with supporters groups + receive fan feedback on aspects they want included (BL)
- Host a reveal / community day to cultivate community engagement (Player or Coach to help reveal, supports groups invited & get picture taken with it, Theo, giveaways)
- Murals can increase brand revenue: sharing images on social channels, inviting people to visit your business, creating an experience (Altschuler, 2020)



OFFLINE MARKETING

Radio:



Phoenix Radio work with Leyton Orient, they have the Orient Hour live on their radio stations every Wednesday from 7-8pm that is also later available to stream and they have a reporter at every home game doing a half time and full time match report. One of the presenters could mention the kit launch on the radio show to advertise it to supporters who do not use social media.

OFFLINE MARKETING

Print Articles

- Due to Leyton Orients Demographics, we want to keep in print media
- Print media, like the industry itself depends on market needs (Novita, S et al, 2022,p3)
- The market needs for Leyton Orient as mentioned tends to be the older generation who receive their news in print



Interactive Wall Display

- Offline: a screen that shows replays, footage from the game, adds, social media content
- By adding information such as live game stats into helps improve the fan experience
- According to Deloitte, 51% of Gen Z and 49% of Millennials look up player or team statics while watching sports at home (Jarvis, et al. 2023)



CO- BRANDING

Matchday Graphics examples:

- In game action shots
- Player arrivals

How to execute

- Graphics will be posted onto Instagram as a paid partnership with Enchroma
- Aligns with brand cohesion



HOSPITALITY

- Exclusive AR and AI filters via QR code in Hospitality programme
- History Walk up to the Boxes to including important dates in clubs history/ important moments leading up to 2023.
- Photo Booth opportunity with Enchroma as a replacement for the 'my first game certificates'

This increases the perceived quality of the hospitality section.



BRAND EXTENSIONS

A brand extension is a marketing strategy in which an organisation extends its current brand name to a different product category (Deng and Messenger, 2022).

- The Os Opticians
- Take over Scrivens on the High Street
- Offer discounted eye and hearing tests to season ticket holders
- Produce Orient branded frames in shop exclusive
- Increases brand awareness for Orient
- Also increases brand loyalty due to potential increased season tickets



The Os Opticians
Provided by Scrivens Est.1938



CORPORATE SOCIAL RESPONSIBILITY

★ A form of self-regulation that can be expressed in initiatives or strategies, depending on an organization's goals (Stobierski, 2021)

1 Environmental

- Prioritizing the use of environmentally friendly options for Crypto / NFT (Lacey, R. (2023)
- Ex: Hedera Hashgraph, IOTA, Cardano, Nano, Solarcoin
- Pledge to work with London Borough of Waltham Forest to plant one tree within the council for the sale of every limited edition shirt or every season ticket holder next year

3 Philanthropic

- Offering supports with colourblindness the option to rent glasses and opt into friendly marketing messages considering the difficulties they face
- Donating to Charity (Kits) + Orients own charity

2 Ethical

- Considering supporters disabilities / deficiencies
- Ex. Renting our colourblind glasses, fans can fill out a one time application and then save it to their profile so they can rent glasses with ease in the future
- The form ensures the club knows who has them & prevents misuse, but by allowing people to save their application it saves them time and hassle

4 Economic

- Increasing the price of the jersey by 3.01 to pledge 3 of each sale going to our charity partner but still within the kit range for League one + Championship

Market Penetration

-Offer current season ticket holders early release to the kit
- Partnership with

Product Development

Customisation options for those purchasing the kit, being able to mark specific locations on the map of the kit design

ANSOFF'S MATRIX

“A tool for managers to identify strategies for growth in a variety of ways, ranging from low risk to high risk”
(Zugay .B,2023,p1)

Market Development

Offer a discounted price for shipping for those who aren't able to physically get to the club shop to buy the shirt.

Diversification

Related: T-shirt with the kit design on it and sunglasses
Unrelated: Phone cases, portable chargers and a glasses case



Ideas to consider:

- Golf range (branded balls + tees)
- BBQ range
- Hair Claw Clips
- Phone Charms

KEY PERFORMANCE INDICATORS

Metrics	Target Number to indicate success
Social Media Insights	1,000+ Likes
Feedback from Supports Groups	A reply from each supporters group (eg a statement from each)
Shirt Sales (Limited Edition Kit)	1500-1700 Shirt Sales
Interactions with AI Chatbot	20% of those who interact with the wbsite/apps



A KPI is “a quantifiable measure of performance over time for a specific objective. KPIs provide targets for teams to shoot for, milestones to gauge progress, and insights that help people across the organization make better decisions” (Qlik, 2023)

An abstract background featuring a series of flowing, wavy lines in various shades of blue and green. The lines are thin and numerous, creating a sense of movement and depth. They originate from the left side and curve towards the right, with some lines crossing each other to form a grid-like pattern in the center-right. The overall effect is reminiscent of a liquid or smoke-like texture against a dark, almost black, background.



In this rebrand we wanted to:

- Keep the brand loyalty with keeping accents of the kit red.
- Bringing the community together with a map design on the kit.
- Making sure our marketing tools suit all demographics but targetin new audiences with them.



- Making sure we work alongside brands that help Orient as a club which adds to Leyton Orient's perceived quality.
- Having that competitive edge on competitors in and around League One with marketing strategies we have applied.

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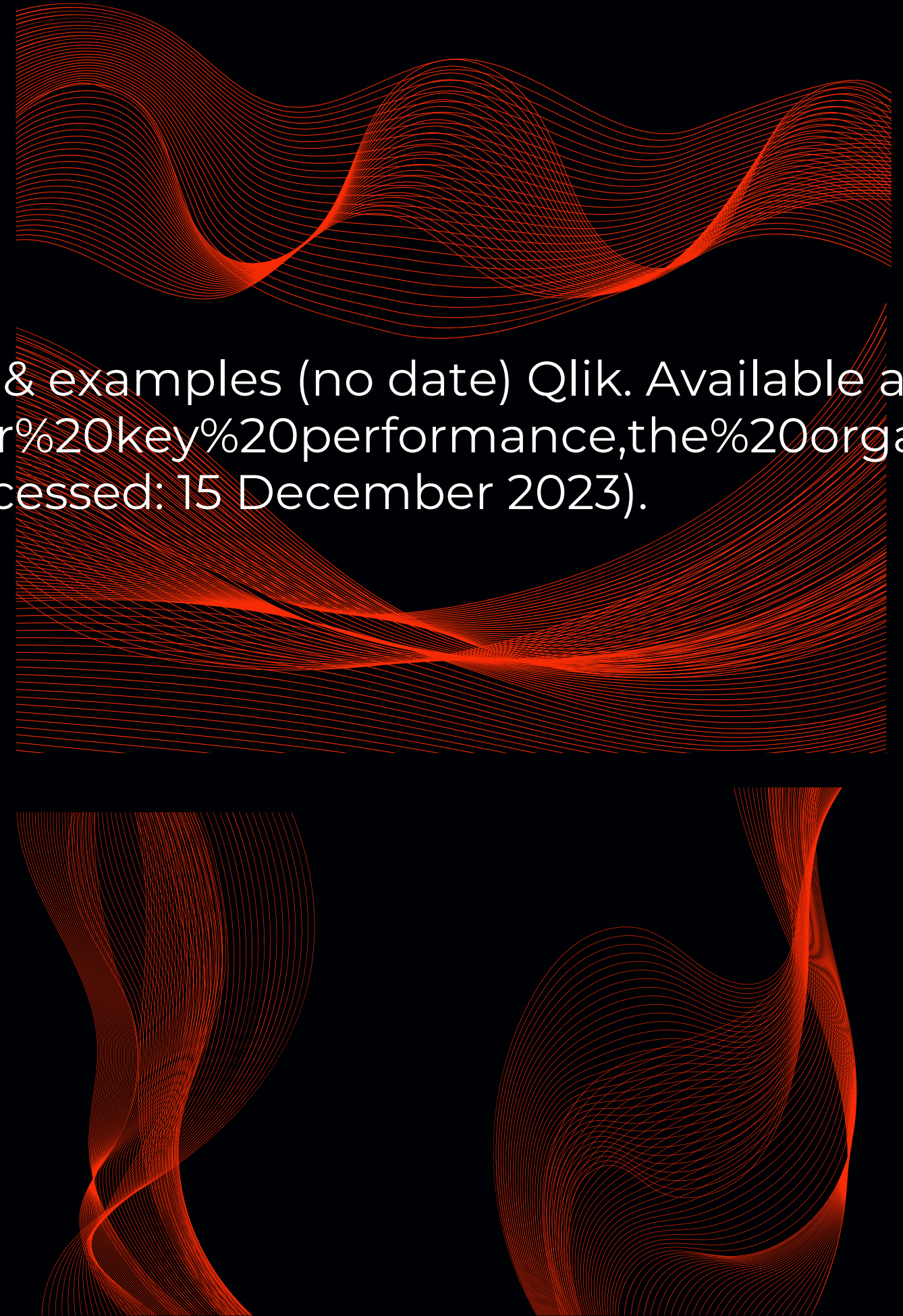
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