



VfL BOCHUM 1848

HOW TO CREATE A RECORD-BREAKING
JERSEY CAMPAIGN



OUR PLAN FOR THE FUTURE SINCE 2018

- Consolidation
- Spin-off process (VfL Bochum 1848 GmbH & Co. KGaA)
- Establishment amongst the top 25 german clubs
- Club brand development
- Growth of digital club media
- Content marketing

MEASURE PLAN

INFRASTRUCTURE

- Invest in staff (content production & distribution, customer relationship management)
- Expansion of social networks (instagram, youtube, linkedin)
- Distribution: social hub & content stadium
- Expansion of direct marketing (newsletter services)
- Digital marketing & eCommerce
- Content cooperationen (onefootball, transfermarkt.de)
- Expansion of the eSports department

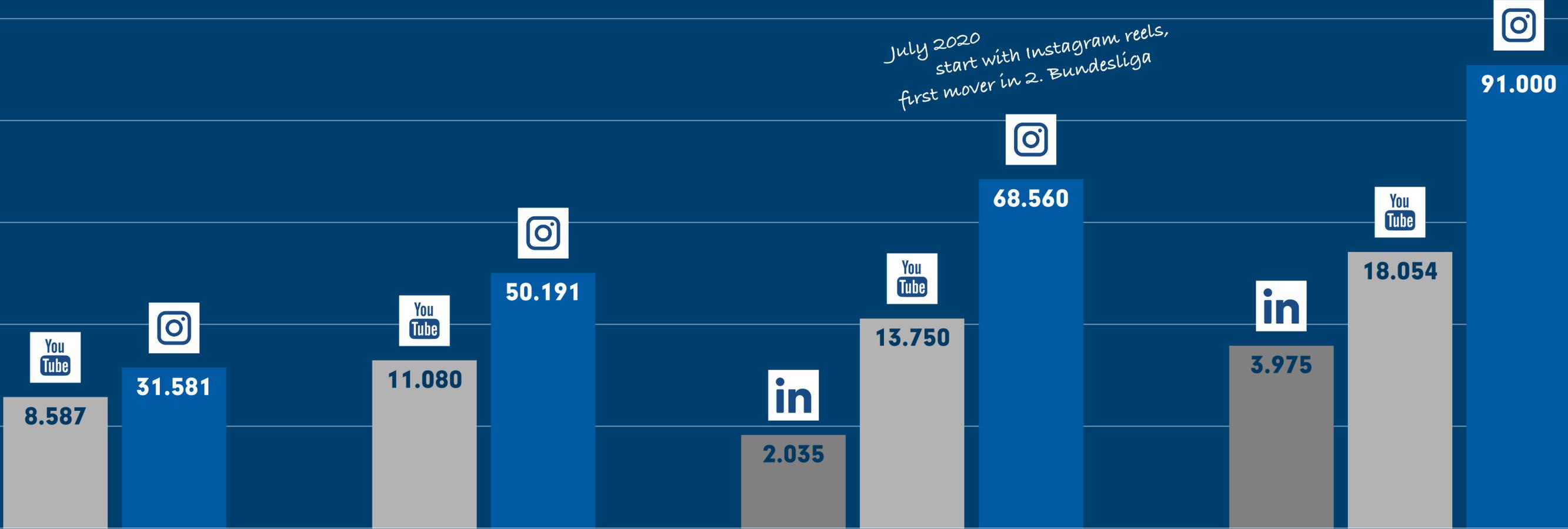
TOOLS

- Relaunch of club website & mobile application
- Online shop
- Brand management & Storytelling in merchandising
- Club podcast (9,200 on average)
- Development of new club formats (during the pandemic): acoustic home match, digital partner cooking
- Digital member's assembly
- Cashless payment
- Digital ticketing
- Club video platform (OTT platform)
- Single sign-on
- Customer relationship management system(40,000 registrations)

NEXT MILESTONES

- TikTok
- Relaunch of the mobile application (interaction & engagement)
- Digital membership
- International social networks (WeChat & Sina Weibo)

MORE CONTENT ON SOCIAL MEDIA



July 2020
start with Instagram reels,
first mover in 2. Bundesliga

2018

VfL Bochum 1848 establishes content unit for internal content & video production and distribution

2019

2020

2021

MERCHANDISING SALES

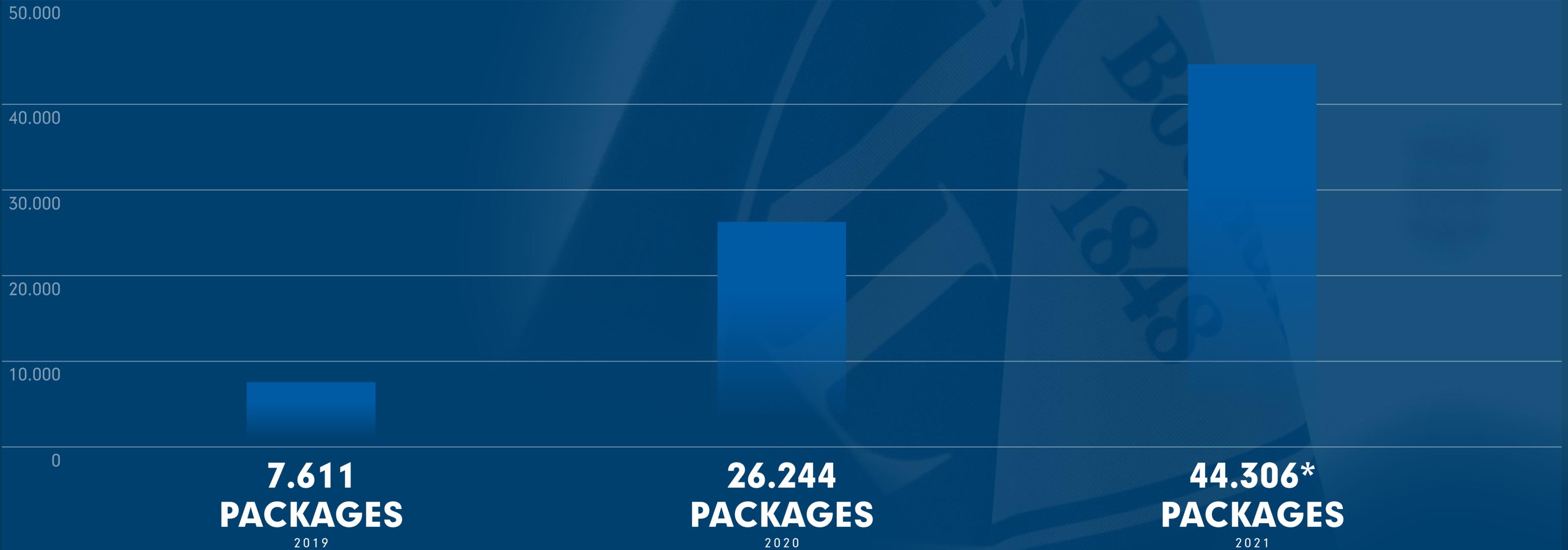
TOTAL



*UNTIL 31.12.21

E-COMMERCE/SHIPPING

DEVELOPMENT (BY CALENDAR YEAR)



*UNTIL 31.12.21

CAMPAIGN STARTED IN 2019

floodlight
light blue

floodlight
dark blue

floodlight

JUNE 2019

Definitions of colors for home and away jerseys



SEASON 2020/21

first major digital campaign

individual SMU-Jerseys
for home and away

Story: Integration
of stadium details,
in this case: floodlight

JANUARY 2021

continuation of the
campaign from 2019



SEASON 2021/22

individual SMU-Jerseys
for home and away

historical details and look

Story: Integration
of stadium details,
in this case: lines

KEIN BRIMBORIUM



CAMPAIGN

SEASON 2021|22

- Brand management campaign
- Storytelling floodlights/stadium
- Color definition floodlight blue



CASTROPER STRASSEN FUSSBALL

Trikot-Meister 2021/22: BVB abgeschlagen – Bayern nur Fünfter

Donnerstag, 05.08.2021 | 10:45 Uhr



Platz 1: VfL BOCHUM – 3,51 Punkte



19 / 19

SPOX

Platz 1: VfL Bochum (7/10)

ONEFOOTBALL



Platz 1: VfL Bochum (7,5/10)

ONEFOOTBALL



Der VfL aus dem Norden sorgte für stehende Ovationen, der VfL aus dem Westen wiederum löste in unserer Redaktion einen derart tosenden Applaus aus, dass auch im benachbarten Büro die Wände wackelten. Denn nach jahrelanger Bundesliga-Abstinenz melden sich die Bochumer mit einer echten Granate eines Trikots zurück. „Flutlichtblau“, wie die Farbe offiziell heißt, verdient allein schon für diese Bezeichnung einen Titel. Erst recht, da die feinen, weißen Applikationen perfekt gesetzt sind. Gratulation, Bochum!

JERSEY RANKING LEADER



JERSEY SALES TOTAL

12.500

10.000

7.500

5.000

2.500

0



7.569

SEASON 2019|20



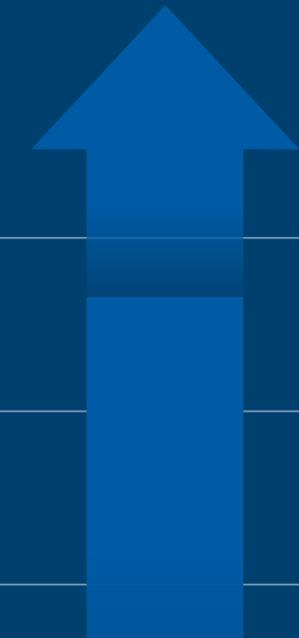
10.337

SEASON 2020|21



13.907

SEASON 2021|22
(STATUS 31.01.22)





10.337
JERSEYS TOTAL

SEASON 2020|21

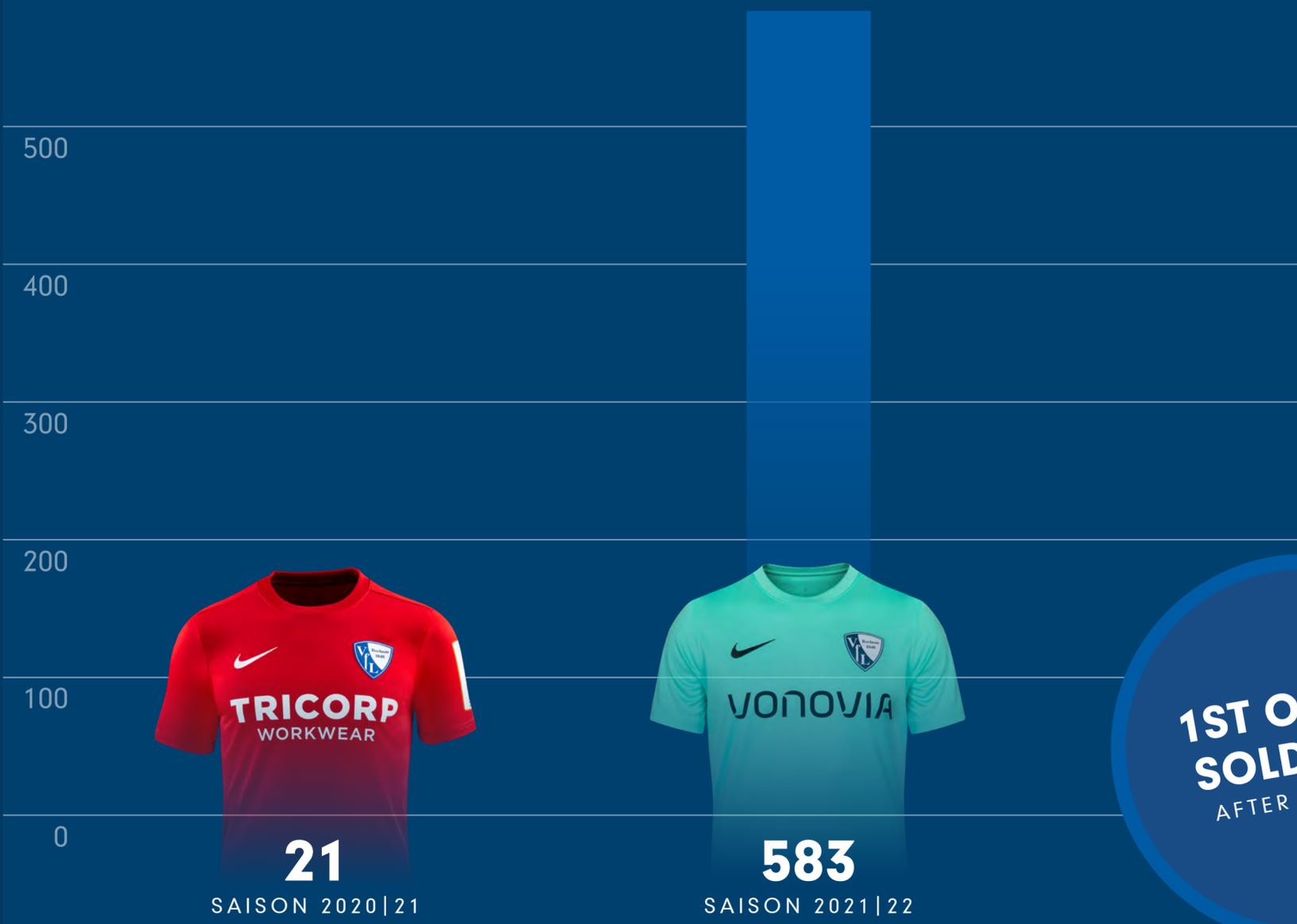
7.569
JERSEYS TOTAL

SEASON 2019|20

WITHOUT SPECIAL JERSEY

3RD JERSEY

MORE FANCY, MORE SALES



21
SAISON 2020|21



583
SAISON 2021|22

**1ST ORDER
SOLD OUT**
AFTER 3 WEEKS



COVID 2019 | 20



700
YEARS
OF
BOCHUM
2020 | 21

SPECIAL JERSEYS

4.630
JERSEYS TOTAL
WITHIN 6 WEEKS

8.481
JERSEYS TOTAL
WITHIN 1 WEEK





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