



Brand Extension Premier League Soccer Club



www.affinitymaker.com

The Challenge

A UK Premiership soccer club, was looking for opportunities to:

- Generate significant revenue on an ongoing basis
- Capitalise of the fans passion for the club
- Provide fans with services they needed

Research had shown that fans would value financial services; even grudge purchases like insurance, brought to them by the club.

Affinity Maker™ was briefed by the club to find a general insurance partner who reflected the club's brand DNA and could bring branded insurance products (home & contents, motor, emergency roadside assistance and travel) to their members and supporters.

The Task

Using the membership and supporter base numbers as a starting point, Affinity Maker™ approached a number of insurance providers to gauge their interest. This club wanted a fully branded offering – from web quote through phone sales and service. On reviewing the market, full-branding capabilities were paramount – as well as fully branded online quote.

Affinity Maker™ developed the tenders and managed the tender process, establishing the ability, performance and competitiveness of the insurance providers and negotiating the split of costs and revenue.

The club became closely involved again during the final provider selection.

The Results

Affinity Maker™ managed the relationship with the provider on the clubs behalf, ensuring that the service is meeting supporter expectation and generating the revenue predicted.

Conservative estimates by the insurance provider showed revenue of over £600K in a three-year time frame.

A proportion of the first year's revenue was received as an up front payment to the club. As part of the inventive pack, Affinity Maker™ negotiated exclusive 'money cannot buy' offers for fans.