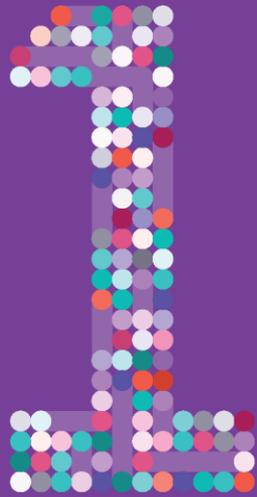




# YouGov<sup>®</sup>FootballIndex

## BRAND HEALTH





# Recognise where you stand in the market place

Every club has its own unique profile – from Geordie fan passion, to Liverpool heritage. By polling the public on clubs every day, our tools help you to quantify that profile and track how it changes over time.

- Does your club have an unusually young fanbase?
- An unusually affluent one?
- Is it thought of as likeable, as successful, as traditional by the public or by fans?

**Knowing this can help you target the right sponsors and provide them with the data they need to sign on.**



# Monetise your strengths

We track the public's perceptions of football clubs every day against 16 separate brand health metrics.

Knowing where you out-perform other clubs helps you turn your strengths into sponsorships.



# Address your weaknesses

Whilst every club has its strengths, each also has weaknesses. Brand health data can help you understand and quantify those flaws, giving strategic, commercial and marketing teams the chance to address them – and avoid any commercial trip-ups.



# Retain more

Under the COVID-19 circumstances, commercial teams are putting much more emphasis on retaining existing partnerships – as well they might.

Brand health tools give clubs better tools to do just that.

By being able to show progress (or even status quo), you can prevent existing sponsors from having their heads turned.



# Retain longer

The beauty of football is the changing of the guard, the competition. But that also means that you can't always stay a winner. Yet a club's brand can retain value long beyond its on-pitch glory.

Driven by values, culture and organisational performance, a club's brand endures. So if you can't sell your club as a winner of silverware, you can still sell your brand – if you know where you stand.



# Prove the value

Current and potential sponsors want to believe your claims about the club, but they also want proof.

Credible brand health data is gold dust, but for football clubs it has been historically difficult to come by – until now.

**The business of sport is no longer a guessing game.** Our syndicated data tools are used by our clients who want stay ahead of the competition in both strategic planning and brand/performance tracking.

**YouGov**FootballIndex

Brand strength is a football club's most valuable asset.

The commercial marketplace demands that you know precisely where your club brand stands.

And now **YouGov FootballIndex** provides a daily measure of how club brands – yours and the competition – are performing.

