BREAKOUT SESSION 3
FERENCVAROS TC
FRADI SCHOOL PROGRAMME
Back to the schools

Milestones of a Fair Play Award-winner School Programme
Who we are?

- Magyar Bajnokság: 29X
- Magyar Kupa: 23X
- Szuper Kupa: 6X
- Liga Kupa: 2X
- VVK: 1X
Who we are?

• 118 year-old history
• 18 sport sections
• 29 olympic gold medals
• 37 world championships
• 68 European championships
• ~4000 athletes
Brand awareness of Ferencváros in Hungary

Hazai futballklubok szimpatizánsai számának alakulása

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<td>FTC</td>
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<td>1 684 000fő</td>
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<td>Újpest</td>
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<td>DVTK</td>
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<td>Haladás</td>
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Teljes lakosság 2017. n=800db, 2015. n=1000db, 2011. n=1985db
Brand awareness in 6-18 generation

Very popular in 30 – 49 and 50+ generation, but less trendy in 6-18 generation.

Reasons:

• Lack in domestic and international success
• Scandals
  • Financial problems
  • Fan behaviour & football hooliganism
• Lack of brand building
Time to break out
Early days

Project co-funded by the Erasmus+ Programme of the European Union that lasted 18 months, from 2015 to 2016. Through specific sport events and meetings in schools, the aim was to promote voluntary activities in sport, together with social inclusion and awareness of the importance of health-enhancing physical activity through increased participation in sport for all.
Motivation

- Reaching new target groups
- Values Education through Ferencváros
- Exploration of the new generation of supporters, athletes and consumers
Method & content

• Q & A about Ferencváros – getting presents in case of correct answer
• Image film about Ferencváros
• Launch of a Draw contest about Ferencváros
• Funny exercises
• Live chat with Elite Athletes & players, legends, mascot
• Dedications and photo shootings
• Invitation of students to a Ferencváros match for free
• Giving Club-branded products:
  • stickers
  • School sets
  • scarves
Results and milestones

- 120+ schools, 34.000+ students
- 5000+ vouchers for Ferencváros matches
- 1000+ children returned at least once
- ~200 children became regular visitor of our matches
- Participants of European campaigns (BeActive, Football People)
- Fair Play Award of the Hungarian Olympic Committee
THANK YOU FOR YOUR ATTENTION!