

Powered by Passion

Raelene Castle



BULLDOGS. BORN & BRED

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BULLDOGS. BORN & BRED

Who are Bulldog Fans?



BULLDOGS. BORN & BRED



80 Years of History, Passion and Shared Stories



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Our Vision

Bulldogs, the family club that unites and inspires

Our Values

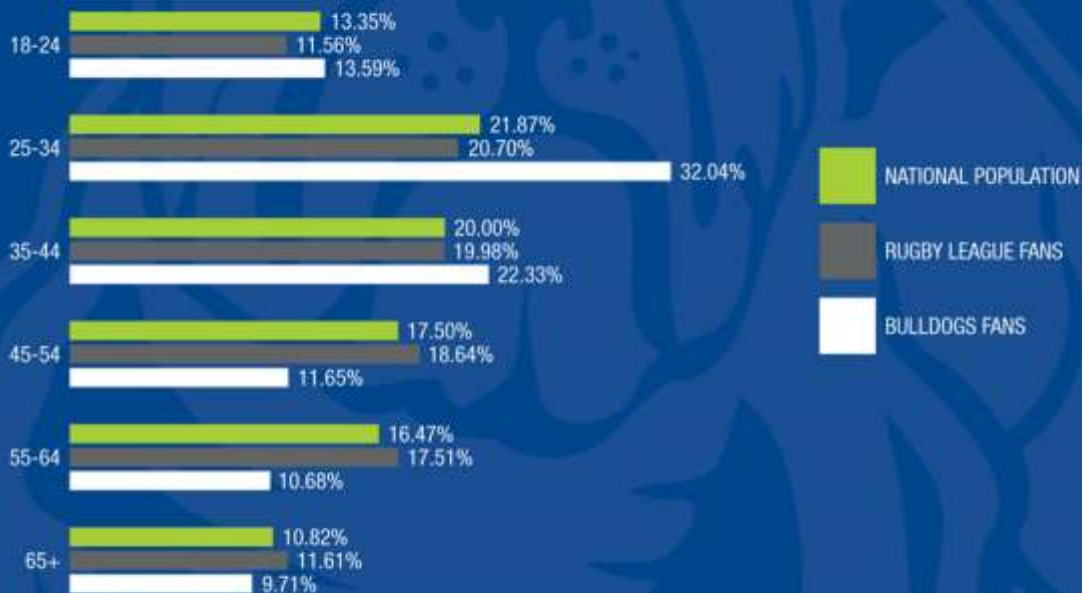
- Tough
- Resilient
- Family



OUR FANS

AGE AND GENDER

AGE



NATIONAL
POPULATION



52%



48%

RUGBY LEAGUE
FANS



40%



60%

BULLDOGS
FANS



44%

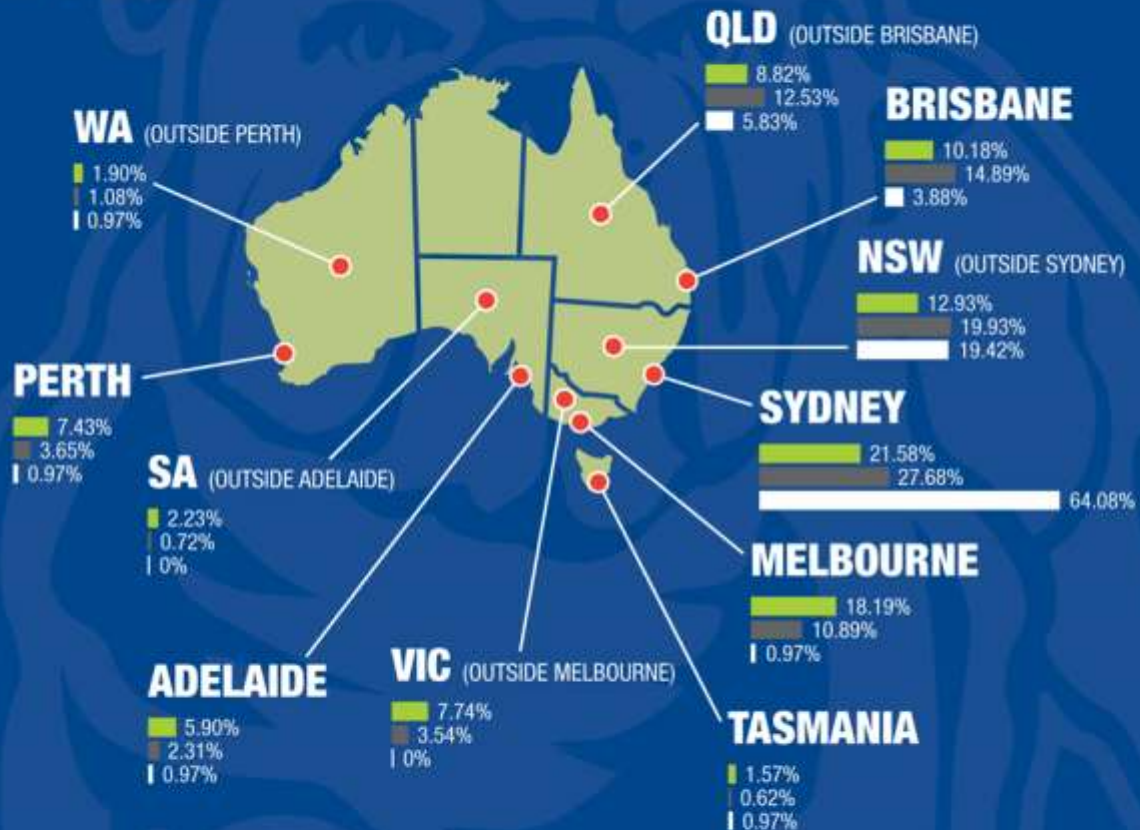


56%



OUR FANS

LOCATION



OUR FANS

EMPLOYMENT



MANAGER OR ADMINISTRATOR



PROFESSIONAL



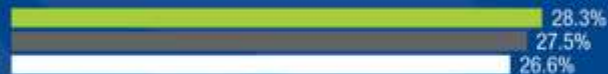
ASSOCIATE PROFESSIONAL



TRADESPERSON & RELATED WORKERS



CLERICAL, SALES & SERVICE



INTERMEDIATE PRODUCTION & TRANSPORT

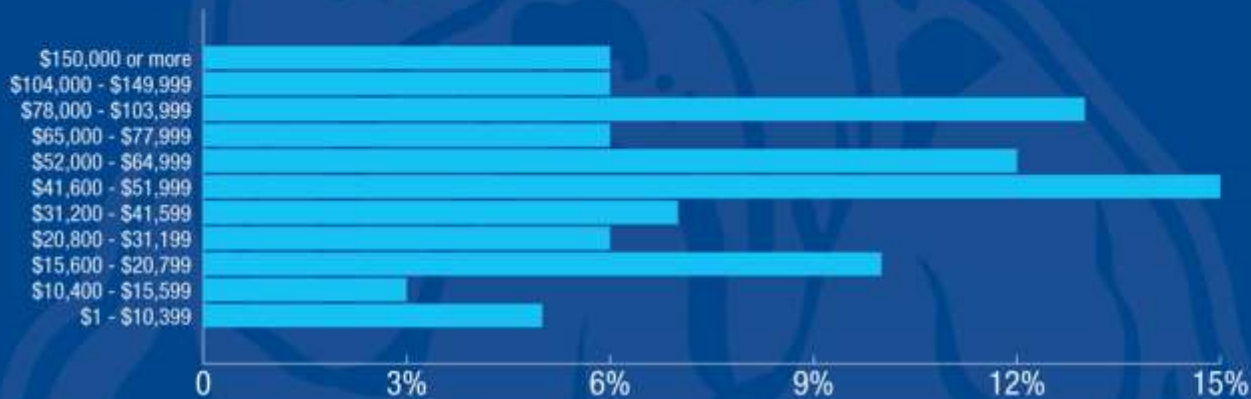


EMPLOYMENT STATUS



OUR FANS

INCOME



OUR REACH

WHERE OUR CUSTOMERS ARE



255,000



37,000



50,000

TICKETEK

10,000



50,000



3,000



50,000



Facebook Fan Distribution

Australia	180 000
New Zealand	28 992
Papua New Guinea	8175
Fiji	7631
UK	3936
USA	3606



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TV AUDIENCE IN
THE NRL IN 2014

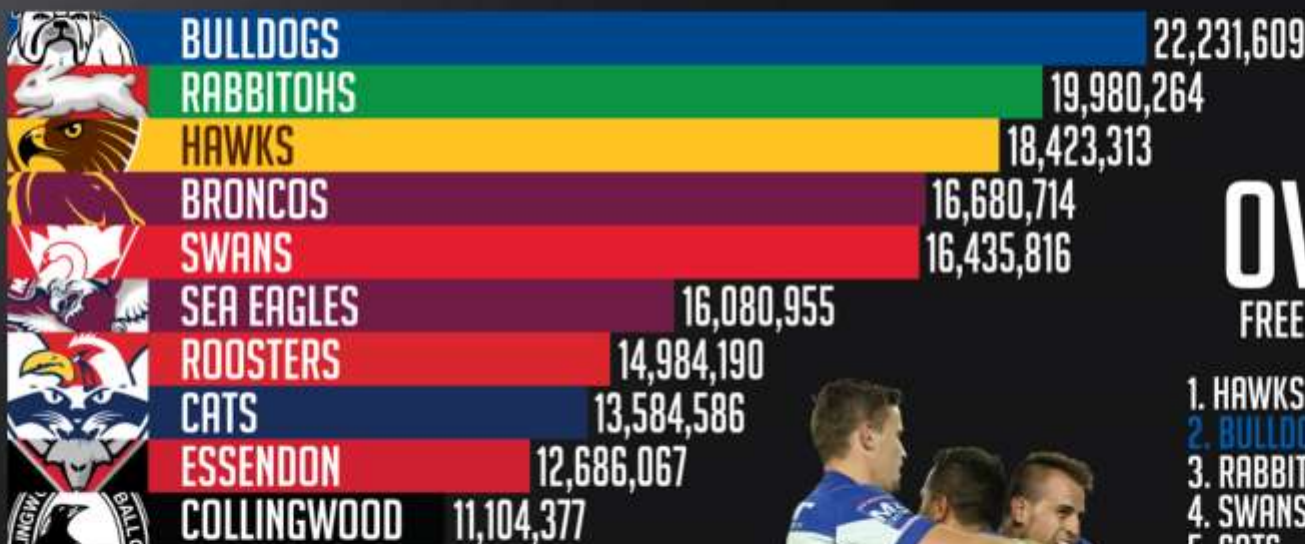


12 OF 18 FREE TO AIR
GAMES IN 2015



FREE TO AIR AUDIENCE ACROSS
ALL FOOTBALL CODES IN AUS

FREE TO AIR AUDIENCE



OVERALL
FREE TO AIR AND FOXTEL

1. HAWKS 24,623,043
2. BULLDOGS 24,448,942
3. RABBITOHS 22,927,547
4. SWANS 21,922,250
5. CATS 19,370,023
6. SEA EAGLES 18,427,325
7. BRONCOS 18,332,958
8. ESSENDON 18,178,819
9. ROOSTERS 17,874,083
10. COLLINGWOOD 16,579,805



TOP 5



Staff Dedicated to Fan Engagement

Division	Staff
Football	32
Membership	5.5
Web, Digital and Graphic Design	3
Merchandise	4
Communications and Social Media	2
Game Day and Events	2.5



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Membership



18000
Members

17 Packages



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Membership



HELP ME DECIDE

Will you attend **LESS THAN 3** ANZ Stadium Games in 2015?

- QUEENSLAND SUPPORTER
- NZ / ACT / VIC / WA
- INTERSTATE SUPPORTER
- INTERNATIONAL SUPPORTER
- PASSIONATE PLEDGE

Will you attend between **3-5 GAMES?**

- PLATINUM FLEXI 3 & 5
- GOLD FLEXI 3 & 5
- BLUE ZONE FLEXI 3 & 5
- K5 & K3

Will you attend the **MAJORITY OF GAMES?**

- PEDIGREE PLATINUM
- PEDIGREE PLATINUM +
- PEDIGREE GOLD
- THE KENNEL
- BLUE ZONE

Are you looking for a **BABY** or **PET** MEMBERSHIP?

- TODDLER MEMBERSHIP
- BABY MEMBERSHIP
- PET MEMBERSHIP

Want a package with **ALL THE BENEFITS?**

- PEDIGREE PLATINUM +

Want to sit amongst our **MOST PASSIONATE FANS?**

- THE KENNEL

Do you live **OUTSIDE AUSTRALIA?**

- INTERNATIONAL SUPPORTER

CAN'T MAKE IT to the game?

- PASSIONATE PLEDGE
- DIGITAL DOG

12 **BULLDOGS. BORN & BRED**



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Membership

18 LOYALTY PROGRAM

Each year our Loyal Members prove they are #proudtobeabulldog by staying with the Club. Before the first game of 2007 the Bulldogs announced the retirement of the number 18 and its dedication to the Members.

The Captain, Andrew Ryan, explained, "Every week we have 17 players named. When we play at home, it feels like we have an extra player with us – an 18th player. This player is you, our Members. Only you can wear the number 18."

The 18 Loyalty Program therefore recognises and rewards all loyal Members for consecutive years of Membership since 2007.

ROOKIE <i>1ST YEAR</i> Rookie Member Certificate		WHITE <i>2ND YEAR</i> White Keyring		BLUE <i>5TH YEAR</i> Blue Keyring		BRONZE <i>10TH YEAR</i> Bronze Keyring	
SILVER <i>15TH YEAR</i> Silver Keyring		GOLD <i>20TH YEAR</i> Gold Keyring & Scarf		PLATINUM <i>25TH YEAR</i> Platinum Keyring & Scarf		DIAMOND <i>50TH YEAR</i> Diamond Keyring & Gift	

10

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Membership



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Merchandise



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Merchandise

The screenshot shows the Bulldogs Teamstore website. At the top, it says "BULLDOGS TEAMSTORE" and "MENU". The main banner features a "2015 BASKETBALL JERSEY" with a "SHOP NOW" button. Below the banner are several product categories:

- ON-FIELD RANGE:** Includes a white and blue jersey with "paycom" and "BULLDOGS" branding.
- SUPPORTER:** Includes a blue polo shirt.
- HEADWEAR:** Includes blue and white caps.
- EQUIPMENT:** Includes a blue and white soccer ball.
- GIFTWARE:** Includes a blue cap and a blue and white striped shirt.
- MEMORABILIA:** Includes a blue and white striped shirt.

Prices for some items are listed: \$320.00, \$220.00, \$60.00, \$29.00, \$70.00, \$25.00, \$60.00, and \$115.00.



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Web, Digital and Graphic Design



- 35 pieces of content per week
 - Injury Report
 - Team Announcement
 - Match Review/Prievue
- All include video content



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Web, Digital and Graphic Design



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DRAGONS VS BULLDOGS

LAST 10 MEETINGS

SUNDAY ARVO FOOTY

Sunday
12 April 2015
Kick-off 4:00pm AEDST
ANZ Stadium

5 OUT OF THE LAST 5

The Bulldogs have won the last five matches against rivals St George Illawarra.

OVERALL RECORD

Games 27
Won 17
Lost 10
Draw 5

06

— HALF TIME: 00 —

LAST TIME WE MET

RD 9 ANZ STADIUM

38

— HALF TIME: 22 —

ROUND 5 BEST

JOSH DUGAN

Minutes:	77
Tries:	01
Runs:	18
Metres:	157
Tackle Breaks:	07
Line Breaks:	01

CANTERBURY END DRAGONS ERA

After 11 successive premierships, Canterbury-Bankstown produced a strong defensive performance to win the 1967 semi final 12-11 and ultimately end the reign of the mighty St George team. Captain and Coach, Kevin Ryan, superbly led the Berries from the front while praising hooker Col Brown for his dominant display. Canterbury went on to lose to Souths in the final.

ROUND 5 BEST

DAVID KLEMMER

Minutes:	43
Runs:	19
Metres:	205
Tackle Breaks:	04
Tackles:	24
Errors:	00

Communications and Social Media



5 Facebook Posts per day

40 Tweets per day +
retweets and favourites

4 Instagram post per day



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Media



80 Journalists capturing content for 20 Newspapers, TV, Radio and Online

Bulldogs
45 to 50 articles per week

Influences fans perceptions everyday



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Communication



BLOGGING WITH THE BOSS

4 Times per year

A chance to interact directly and have direct dialogue



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Game Day

WEEKLY CONTENT PLAN

MONDAY

THEME
WRAP UP PREVIOUS ROUND
CONTENT
COMIC REVIEW
PLAYS OF THE MATCH
ANY JUDICIARY CHARGES
INJURY UPDATE
MATCH STATS
RESULTS FROM LOWER GRADES

TUESDAY

THEME
LAUNCH NEXT ROUND
CONTENT
MID WEEK MEDIA (3 PLAYERS)
SAPPHIRES WEB STORY
TEAM ANNOUNCEMENT
GAME DAY PREVIEW
EDM - MEMBER DATABASE

WEDNESDAY

THEME
TEAM RIVALRY
CONTENT
MID WEEK MEDIA (3 PLAYERS)
LAST TIME WE MET
PLAYER HIGHLIGHTS V OPPONENT
GAME DAY TICKET OFFER
OPPOSITION PLAYER TO WATCH

REVIEW → PREVIEW → GAMEDAY

THURSDAY

THEME
INDIVIDUAL RIVALRY
CONTENT
PLAYER FEATURE STORY
NRL MATCH PREVIEW
NSW CUP MATCH PREVIEW
COACHES INTERVIEW
EDM: NON MEMBER DATABASE

FRIDAY

THEME
HISTORY AND IMPORTANCE
CONTENT
FLASH BACK FRIDAY
CLASSIC MATCH
TICKETING AND TRANSPORT INFO

GAME DAY

THEME
MATCH CENTRIC INFORMATION
CONTENT
LATE MAIL (X2)
MATCH REPORT (X2)
HIGHLIGHTS
PRESS CONFERENCE
PHOTO GALLERY
IN THE SHEDS WITH



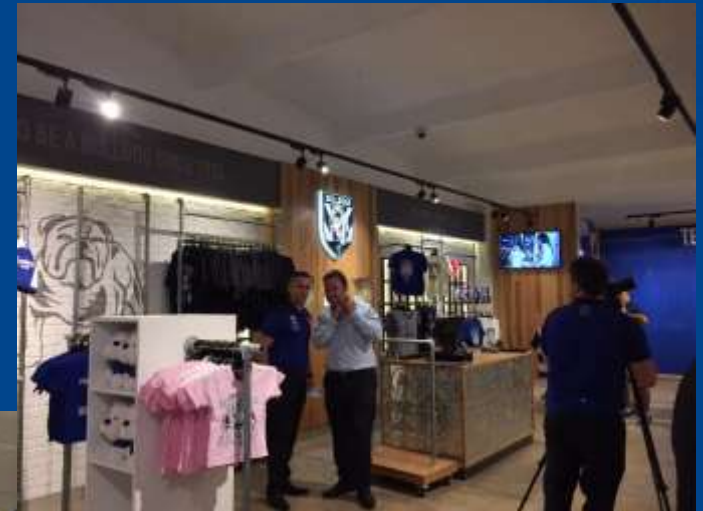


Game Day Entertainment



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“The Bulldog” Belmore



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Thank You



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