MATCH STORY SHEET

Marketing Strategy · Chapter 5 · The Match, the Umbrella Product

Choose one match from your calendar (Section 5) and answer eight questions, starting from the season narrative. Check: the emotion is from the same family, the symbols come from the library, the characters are the same people in a new situation.

The match

1. Type of chapter: beginning · opportunity · test · rivalry · crisis · turning point · revenge · climax · resolution

2. Stakes: what is won, what is lost, why it matters

3. Conflict: which question does the match answer?

4. Emotion (same family as the season)

5. Characters: protagonist · secondary · antagonist · surprise

6. Symbols (1–3 from the library)

7. Theme of the match

8. Narrative statement: the idea the supporter takes home

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

The match

Home derby, October, a week after the foundation day

1. Type of chapter: beginning · opportunity · test · rivalry · crisis · turning point · revenge · climax · resolution

Rivalry, and a test

2. Stakes: what is won, what is lost, why it matters

The city's pride; staying in the promotion places

3. Conflict: which question does the match answer?

Are the young ones of the depot ready for the big nights?

4. Emotion (same family as the season)

Pride, at its most intense

5. Characters: protagonist · secondary · antagonist · surprise

Protagonist: the captain from the city. Secondary: the 18-year-old academy striker in his first derby. Antagonist: the rival club and its expensive striker. Surprise: the oldest depot supporter, 91, gives the captain the armband.

6. Symbols (1–3 from the library)

The depot whistle; the old locomotive

7. Theme of the match

"Our tracks, our city"

8. Narrative statement: the idea the supporter takes home

"The city belongs to those who built it. Tonight the young ones of the depot defend it in front of the people who built the club."