



AFCB X BU CONTENT COMPETITION

COMPETITION OVERVIEW

AFC Bournemouth are offering you, the students of BU, the exciting opportunity to collaborate with us for our upcoming match against Bristol Rovers! Social media marketing is a powerful tool for any business, we want you to use your creativity to make an engaging social media campaign and help us beat our record attendance!

Objectives

- Raise student awareness for the match
- Help us increase student attendance
- Showcase your creativity to maximise engagement
- Elevate the profile of our Women's team

Why take part?

- The opportunity to collaborate on a live project with a Premier League Football club
- The chance to feature on our official club channels!
- Tickets to a men's **Premier League fixture** to the winning participant!



THE BRIEF



What to do

We want you to create your own social media campaign, promoting AFC Bournemouth v Bristol Rovers at Vitality Stadium on Sunday 23rd March (2pm KO).

You may work individually or in groups of up to three.

Think outside the box and be creative, we are open to all styles of media content. From a singular Instagram graphic to a short-form TikTok series, the choice is yours.

Once you've created your content, post it on your chosen platform/s with the hashtag **#AFCBBU** and tag AFC Bournemouth. Your content will be reviewed by AFC Bournemouth's marketing team, with the winning submissions being contacted shortly after the deadline.

Deadline

The submission deadline for content is Friday 28th March at 5pm. Please note, all pre-match promotional content should be posted before the match takes place.

Please make sure all content is live and public with a content submission form completed before the above date and time to be in with a chance of winning.

THINGS TO CONSIDER

Target Audience	Where to Post	Time and Frequency	Campaign Objectives
<ul style="list-style-type: none">-Target your campaign to appeal to <u>students</u>.-Think about what would persuade you to attend the match.-Where are they most likely to see your content?	<ul style="list-style-type: none">-All platforms are in play, so use each channel as you see fit.-Think TikTok, Instagram, X and Facebook-What style of content will suit each platform?	<ul style="list-style-type: none">-How can this impact the reach of your content?-Will posting at certain times increase views and engagement?-Will scheduling posts lead to a more successful campaign?	<ul style="list-style-type: none">-The goal is to raise awareness for the match.-Content with greater reach is more likely to achieve this.-How can you convert awareness into attendance?

Tip: We advise you to post any pre-match promotional content as soon as it's ready to maximise engagement. Any matchday/post-match content should then be posted promptly after the game.

EXAMPLES

We want you to take initiative on this project, but here's some ideas we think may work;

- Match promo video; explain why other students should attend and show their support
- Student interviews; ask students on campus if they're aware of the match, and if not why they should be!
- Matchday graphic; showcase your design skills to create a bespoke graphic
- Matchday vlog; review your experience of the game
- Utilise trends; a new sound is trending on TikTok? How can you spin this to promote the match
- Join our pre-match press conference* and create a match preview explaining the managers thoughts

**subject to availability*

SUBMISSION GUIDELINES

- All submissions must be family friendly.
- The deadline for submission's is Friday **28th March** at 5pm.
- All pre-match promotional content should be posted before the match takes place.
- Ensure you use the hashtag **#AFCBBU** and tag AFC Bournemouth in your post. Once your post/posts are live, please also fill in the content submission form below so we can make sure nothing is missed.
>>> <https://forms.office.com/e/gKMvS9nvj6>
- Please note, all submissions must be posted on a public account, otherwise we will be unable to view.

FINAL THOUGHTS

We can't wait to see where your creativity takes you with this project, make sure you use the hashtag **#AFCBBU** and tag us before Sunday 23rd March to be in with a chance to win!

Useful Links;

- [AFC Bournemouth v Bristol Rovers article](#)
- [Ticket purchase link](#)
- Any questions? Email us here; marketing@afcb.co.uk



TOGETHER ANYTHING IS POSSIBLE

