

FC BARCELONA

**Study of awareness and global
perception of the Barça brand**

November 2017



STRATEGIC PLAN 2016-2021

TO BE MOST ADMIRERD,
LOVED AND GLOBAL
BRAND IN THE WORLD OF
SPORT

BARÇA BRAND STUDY

OBJECTIVES

- Level of awareness.
 - Level of emotional connection.
 - Attributes and values of the brand.
 - Positional map vs. other brands.
 - What we represent/are.
 - Identify those aware of the brand.
 - Level of awareness of projects:
Foundation , la Masia, BIHUB...
-

WHO ARE

MILLWARD BROWN?

-
- **KantarMillwardBrown** are leaders in strategic analysis of brands and communication.
 - More than **19,000 studies** of
 - **Brand Equity carried out.**
 - Helping **90%** of leading global brands.
 - Belong to **WPP group**, specialists in advertising, media planning, PR, Brand identity, promotion and related **marketing and consulting.**
-

METHODOLOGY



SAMPLE PROFILE

- Adults interested in sport (16 years and over)
- Additional group 10-15 years of age, reduced questionnaire.

PERIOD

September

12.400

interviews

10

 strategic markets

1. Catalonia
2. Spain
3. USA
4. China
5. Turkey
6. Brazil
7. Mexico
8. India
9. Japan
10. Indonesia

METHODOLOGY

Comparison with football and other leading sporting clubs in the world



FC Barcelona



Real Madrid



Manchester United



FC Bayern Munich



AC Milan



Juventus



Chelsea FC



Manchester City



PSG



Los Angeles Lakers



Golden State Warriors



Cleveland Cavaliers



Chicago Bulls



Boston Celtics



Dallas Cowboys



New York Yankees



New England Patriots



Boston Red Sox



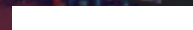
New York Giants



All Blacks

METHODOLOGY











Comparison with global brands





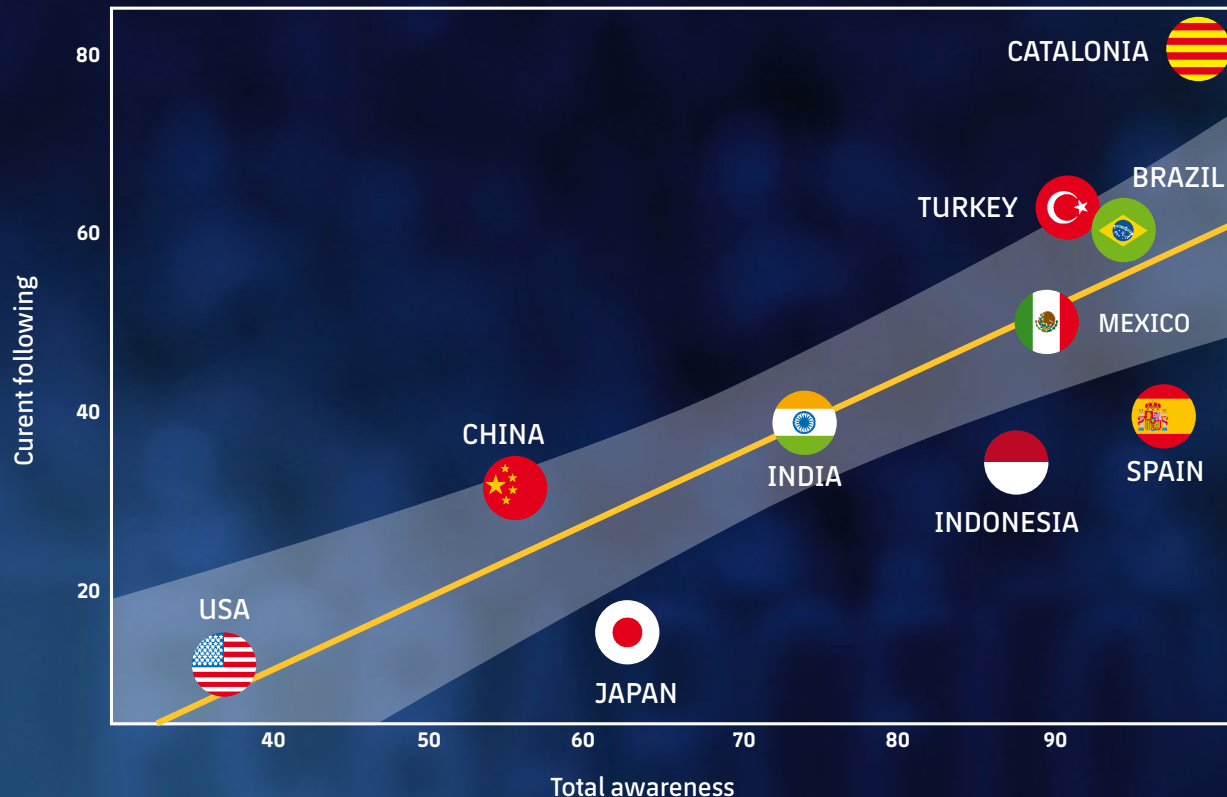
MAIN RESULTS

LEVEL OF AWARENESS AND CURRENT FOLLOWING OF BARÇA

	% TOTAL TARGET			RANKING SPORTS TEAMS	
	SUGGESTED AWARENESS %	CURRENT FOLLOWING %	RATIO: AWARENESS VS FOLLOWING %	SUGGESTED AWARENESS	CURRENT FOLLOWING
 SPAIN	96	46	48	1-2	2
 CATALONIA	98	81	82	1	1
 USA	36	11	31	8	6
 CHINA	55	31	57	1	1
 BRAZIL	93	60	65	1	1
 MEXICO	88	50	57	1-2	1
 JAPAN	62	15	25	2-3	2
 INDONESIA	86	34	39	2	2
 TURKEY	90	62	70	1	1
 INDIA	73	39	53	2	2

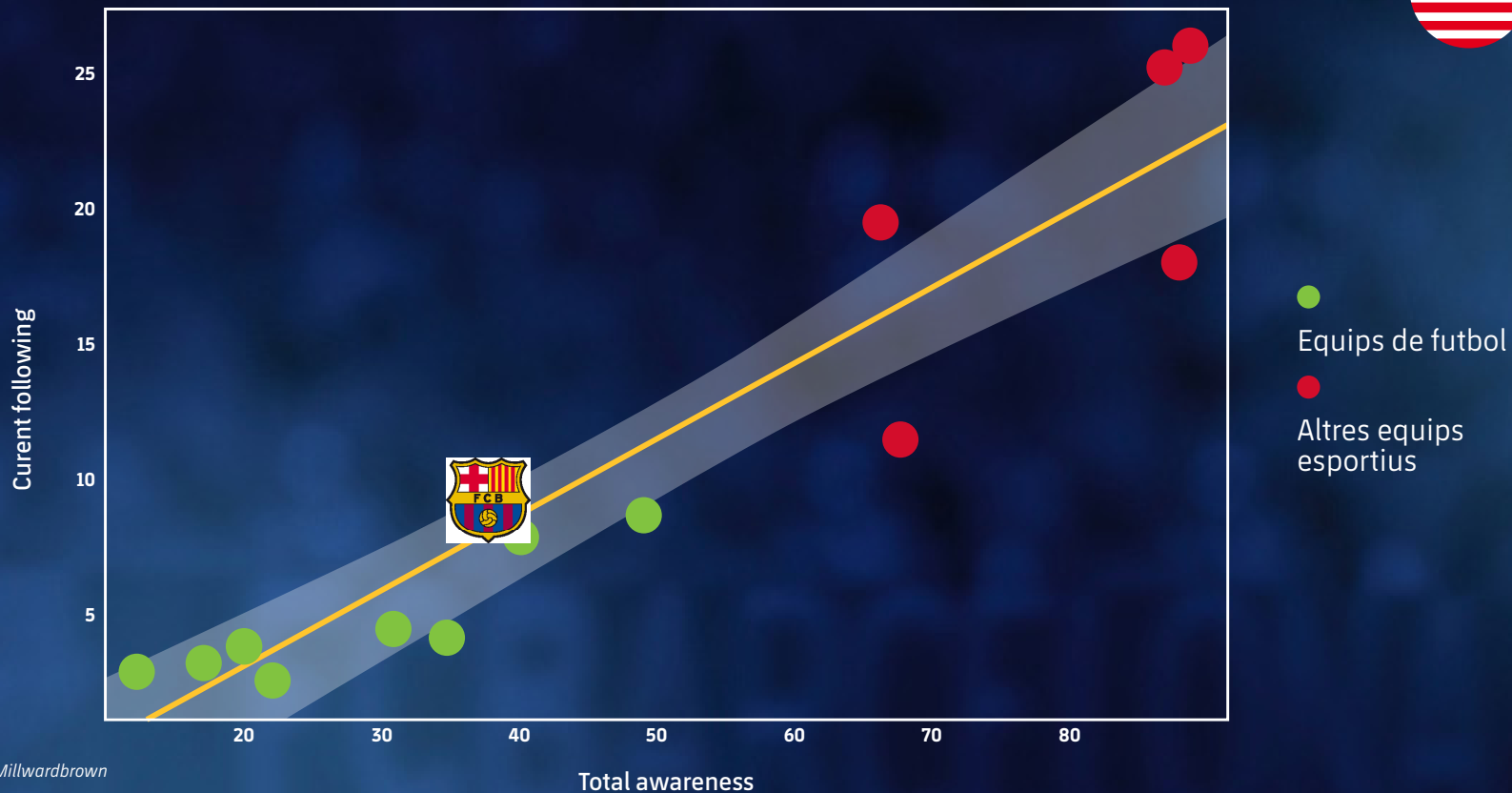
Source: Kantar Millwardbrown

AWARENESS AND SUGGESTED FOLLOWING



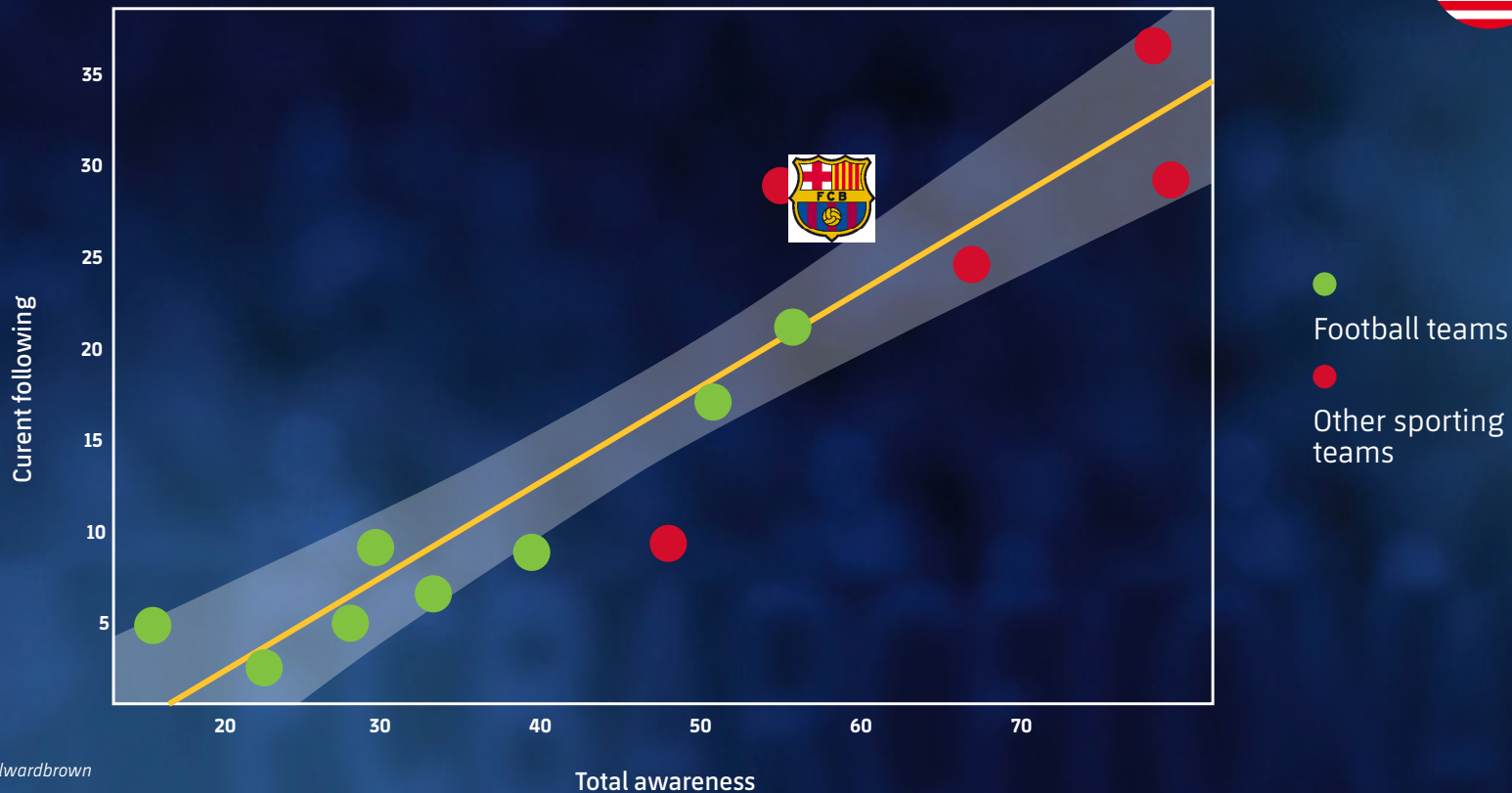
Source: Kantar Millwardbrown

us



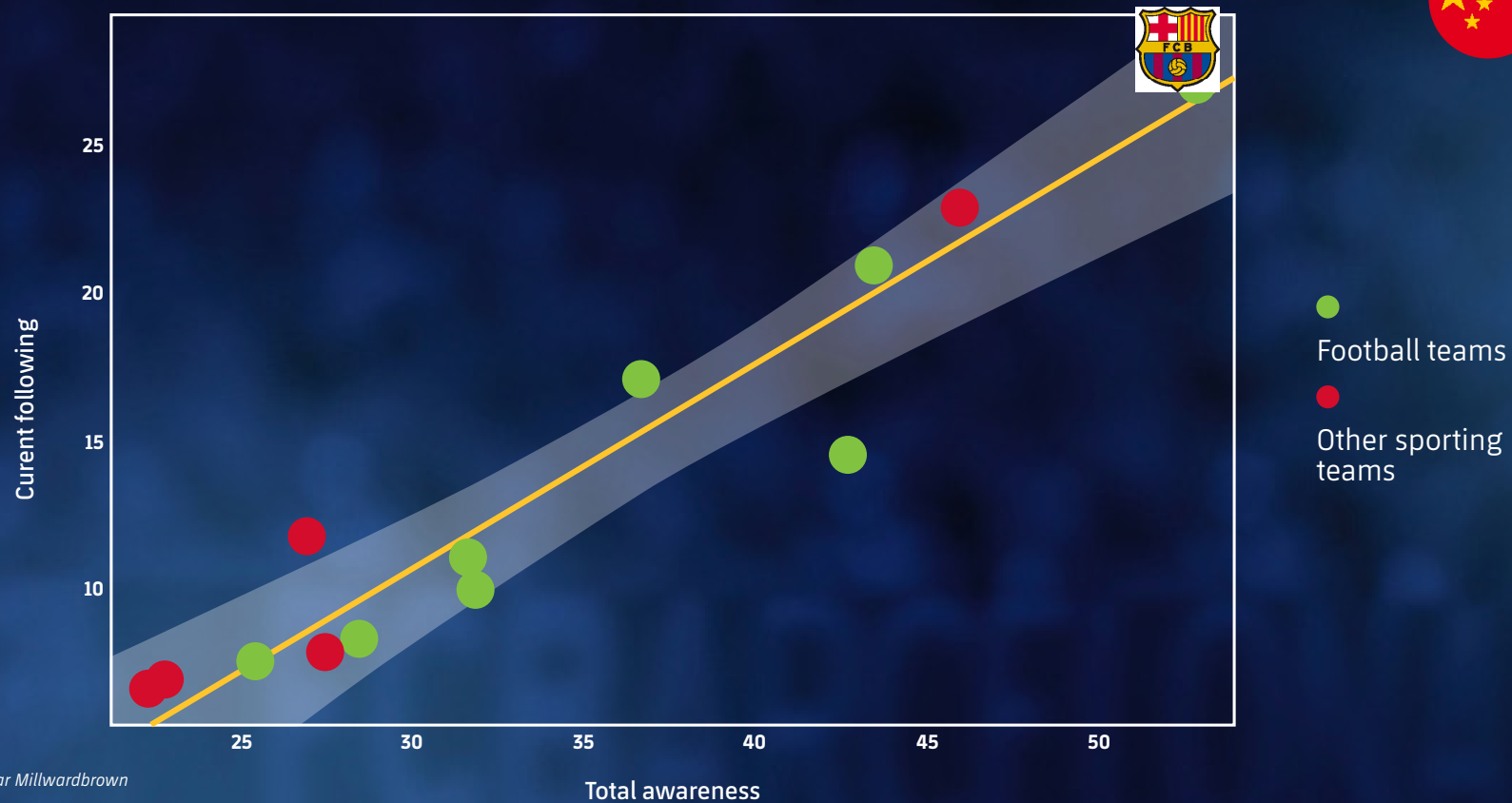
Source: Kantar Millwardbrown

UNITED STATES: HISPANIC MARKET



Source: Kantar Millwardbrown

CHINA



Source: Kantar Millwardbrown

RANKING OF CURRENT FOLLOWING VS FOOTBALL CLUBS

FIRST POSITION



USA



Brazil



Turkey



China



Japan



Mexico



Catalonia

SECOND POSITION



Indonesia







India














Spain

PERFIL DE LOS FANS DEL BARÇA

EN %	 SPAIN	 CATALONIA	 USA	 CHINA	 BRAZIL	 MEXICO	 JAPAN	 INDONESIA	 TURKEY	 INDIA
Adult male / boy	60	60	71	58	62	62	69	61	60	57
Adult female / girl	40	40	29	42	38	38	31	39	40	44
Under 15 years	19	15	35	26	28	28	36	32	28	35
16 to 35 years	28	30	41	35	35	38	22	35	39	39
36 to 50 years	29	30	17	27	22	20	22	22	20	17
51 to 65 years	24	25	7	12	16	14	20	11	13	10

Source: Kantar Millwardbrown

YOUNG TARGET (10-15 YEARS)

	 TOTAL PREFERENCE	RANKING VS. FOOTBALL CLUBS
 SPAIN	57%	2
 CATALONIA	84%	1
 USA	22%	1
 CHINA	48%	1
 BRAZIL	78%	1
 MEXICO	73%	1
 JAPAN	44%	1
 INDONESIA	50%	2
 TURKEY	67%	1
 INDIA	56%	2

Source: Kantar Millwardbrown



**THE BARÇA STYLE AND
PLAYERS** ARE THE
MAIN REASON FOR
FOLLOWING BARÇA

WE HAVE A COHERENT AND TRANVERSAL IMAGE

In the different markets we stand out for,

1

WE HAVE THE BEST
PLAYERS IN THE WORLD

2

WE ARE MORE
THAN A CLUB

WE HAVE OUR OWN
STYLE OF PLAY

BRAND LEADER

WE ARE A BRAND
YOU LIKE TO SEE

3

WE ARE LOOKING FOR
EXCELLENCE ADMIRE

WINNING BRAND

CHARISMATIC



BARÇA IS LOVED EVERYWHERE

										
	SPAIN	CATALONIA	USA	CHINA	BRAZIL	MEXICO	JAPAN	INDONESIA	TURKEY	INDIA
Love for the brand	72	492	173	119	168	157	172	148	185	136








Source: Kantar Millwardbrown

AWARENESS OF THE IDENTIFYING ELEMENTS OF BARÇA

	IDENTIFICATION		AWARENESS			
	BARÇA	FC BARCELONA	ANTHEM	ELEMENTS	PLAYERS	CAMP NOU
 SPAIN	●		●	●	●	●
 CATALONIA	●		●	●	●	●
 USA		●	●	●	●	●
 CHINA		●	●	●	●	●
 BRAZIL	●		●	●	●	●
 MEXICO	●		●	●	●	●
 JAPAN		●	●	●	●	●
 INDONESIA	●	●	●	●	●	●
 TURKEY	●	●	●	●	●	●
 INDIA		●	●	●	●	●

Source: Kantar Millwardbrown

BARÇA AWARENESS VS GLOBAL BRANDS

	 SUGGESTED AWARENESS BARÇA	RANKING VS GLOBAL BRANDS
 SPAIN	96	1
 CATALONIA	98	1
 USA	37	24
 CHINA	56	12
 BRAZIL	93	1
 MEXICO	88	4
 JAPAN	62	20
 INDONESIA	86	1
 TURKEY	90	1
 INDIA	73	15

Source: Kantar Millwardbrown

LEVEL OF AWARENESS OF STRATEGIC PROJECTS

FIRST LEVEL

BARÇA FOUNDATION



SECOND LEVEL

LA MASIA



BARÇA INNOVATION HUB



BARÇA ESCOLA



BARÇA WOMEN



ESPAI BARÇA





NEW BRAND ARCHITECTURE

BRAND ARCHITECTURE

WE HAVE 2 WAYS OF EXPRESSING BRAND

FC BARCELONA

BARÇA

Institutional brand	FC BARCELONA							
Area	INSTITUTIONAL	PROFESSIONAL FOOTBALL AND YOUTH FOOTBALL	SERVICES TO MEMBERS, SUPPORTERS CLUBS AND FANS	PROFESSIONAL SPORTS	AMATEUR SPORTS	AWARENESS	ENTERTAINMENT/ COMMERCIAL	SOCIAL CHANGE
Brand expression								
Sub-brands								 
Extensions of the brand		  	 	    	 		          	 

Institutional brand	FC BARCELONA		
Area	INSTITUTIONAL	PROFESSIONAL FOOTBALL AND YOUTH FOOTBALL	SERVICES TO MEMBERS, SUPPORTERS CLUBS AND FANS
Brand expression	<div></div>		
Sub-brands			
Extensions of the brand		<div></div> <div></div> <div></div>	<div></div> <div></div>

Institutional brand	FC BARCELONA				
Area	PROFESSIONAL SPORTS	AMATEUR SPORTS	AWARENESS	ENTERTAINMENT/ COMMERCIAL	SOCIAL CHANGE
Brand expression					
Sub-brands					 
Extensions of the brand	    	 		          	 

© FC BARCELONA

