

## Terrier 7s Initiatives



The Terrier 7s program aims to increase the number of kids under 7 attending Huddersfield town matches. The initial brief I was given for this project was how we can promote this and what other bundles I could include in the deal to further incentivize the purchasing of the ticket. So, the bundle initially consists of an adult ticket, junior ticket, and a kids replica shirt for £15. This is a bundle at a reduced price when bought as a bundle.

I thought it was a substantial value incentive for parents to get their kids into the club and sport. Giving the kids something tangible like a shirt is a wonderful way to make them feel like they fit in and belong among the other fans. I mentioned the fact that the club could do more to promote family stands' accessibility, atmosphere, and obvious family friendly environment. As this would help to target and persuade those families or single parents that are not into football of Huddersfield inclusivity and the stereotype of football hooliganism in all football stands.

I also suggest different bundles that parents could purchase, depending on their preference as well as increase the chances of returning to another game because of a different bundle. Because once you have bought one replica kids' shirt you will not want another.

- Adult ticket, kids' ticket and photos with Terry and Tilly the terrier-£20

This not only gives parents a different option when purchasing bundle tickets but entices a second visit to further build that affiliation with Huddersfield Town.

- Adult ticket, junior ticket, and signature opportunities with players-£15

This is to ensure the kids get a tangible product from going to the games and give them something they will be able to keep as a reminder of the game and club. This original idea seemed easy and straightforward in my head. However, after talking to Johnathan about it I realised it is not logistically viable. This is because guaranteeing a fan a signature from a player can be tricky as players have pre-game and post-game mentality and their focus is not the fans at that moment in time.

- Adult ticket, Junior ticket, and £10 gift card for town store £25

I believe this to be my best idea for the bundle so far. As it ensures an adult and junior ticket is purchased like the others, it maintains the tangible element of the kid being able to keep the gift card after the purchase which younger kids often like to do. It also makes the parents go into the store with a lot of towns most popular products being over £10 means parents will still likely have to pay an albeit reduced price but still bring money into the club.