



The most successful club in English footballing history, Liverpool Football Club is among the most recognisable and aspirational sport brands in the world. Founded in 1892 and supported by millions of fans globally, the Club has a reputation for passion and authenticity. As the seventh most valuable club in the world, Liverpool FC is recognised as one of the true giants of the game.



Market

While football remains the world's most popular sport, the Barclays Premier League is widely recognised as its most professional, exciting and competitive football league. With an annual television audience exceeding three billion people, it is watched in more than 600 million households across more than 200 territories, making the Barclays Premier League and Liverpool Football Club ubiquitous globally.

Product

Alongside its burgeoning trophy cabinet, Liverpool Football Club (LFC) is a profitable business off the pitch with a variety of product extensions and assets for engagement with its fans. Anfield is one of the most iconic stadiums in world football and is regularly sold out on match days, filling its 45,482 capacity, while average annual footfall in the Club's UK retail outlets has grown to 3.5 million.

The Club uses international tours as a platform to engage with its fans around the world and is the only Barclays Premier League club to distribute a weekly magazine, keeping supporters across the globe up-to-date on Club news and stories. LFC TV, launched in 2007, provides Club content to almost three million viewers in the UK.

In 1998 Liverpool FC launched the Official Club Credit Card and between 2000 and 2006, annual revenue grew by a staggering 1,700 per cent as the number of credit card holders grew by 750 per cent. In accordance with the Club's ambition to develop young talent, a percentage of the proceeds contribute to the Club's Academy programme.

The Club's Official Website, liverpoolfc.tv, was launched in 2000 and currently receives up to 2.9 million unique visitors per month, with 1.6 million registered users and 52 million

monthly page impressions. It is also home to the most successful football club video subscription service in the world, the e-season ticket. In 2008, liverpoolfc.tv was the most searched for football club website in the UK according to Yahoo!, the number one football website in the UK according to Hitwise, the second most frequently visited sports site in the UK according to comScore (second only to BBC Sport) and the fourth most searched for item on MSN UK.

Achievements

A British icon, Liverpool Football Club's accolades include 11 major European trophies and 18 League Championships, but its triumphs extend beyond the pitch with an enviable history of media firsts also to its name. For example, LFC appeared in the first edition of the BBC's Match of the Day in 1964, was the subject of the first colour football TV transmission, and was the first top



division team in England to have a shirt sponsor (Hitachi).

Football has changed considerably – both commercially and on the pitch – since Liverpool FC's 'golden age' of the 1970s and 1980s when it established itself as a truly global sporting institution, dominating competitions at home and in Europe. It's testament to the Club's business acumen that its brand is still recognised for being as passionate and spirited today as it ever was. 'Anfield', 'The Kop' and 'You'll Never Walk Alone' are considered valuable club assets, enjoying international fame and enabling Liverpool FC to extend its reach further. The Club's goal remains to replicate the golden age of footballing success and to match it with first-class commercial results.

Recent Developments

The Club's Official Website was redesigned and relaunched in May 2009, and a new user generated content channel called 'The Kop' provides even more opportunities for fans to interact with the Club.

Liverpool Football Club invests significantly in research to understand the needs of its



fans. Recent customer insight led to the restructuring of its Official Club Membership Scheme and the benefits received by Members. The Club relaunched its Membership Scheme in July 2008 and has since seen growth of 150 per cent year-on-year.

A new stadium is planned which will allow Liverpool FC to fulfil its potential for match day income while providing a world class facility for its fans and partners.

Promotion

With its strong brand values and diverse fan base, Liverpool Football Club presents an attractive proposition for brand association. Mutually beneficial partnerships see LFC further increase brand visibility while delivering measurable results for its associates in return.

Partnerships include the world's largest credit card issuer, MBNA/Bank of America; one of the UK's largest travel groups, Thomas Cook; and leading sports drink, Lucozade Sport. In addition, the official launch of the 2008 home kit in association with supplier adidas was named Best Club Marketing Campaign at the Northwest Football Awards.

Brand Values

Liverpool Football Club aims to maintain a reputation for being friendly, entertaining, exciting and passionate. The Club is committed to upholding its brand values of authenticity and community responsibility and seeks to remain one of the most valuable, powerful and enduring global sport brands.

liverpoolfc.tv

Things you didn't know about Liverpool Football Club

The Liverpool FC fans in the Kop end of the stadium are widely credited with starting the now ubiquitous practice of rhyming chants and songs in the late 1950s.

Bill Shankly's most famous quote is often miscited, his actual words being: "Some may say that football's a matter of life and death to you, and I'd say listen, it's more important than that. And that's true."

Carlsberg has been Liverpool Football Club's official shirt sponsor for 16 years – the longest such agreement in the Barclays Premier League.

Many fans that write to, or email the Club sign off with 'YNWA', the acronym for 'You'll Never Walk Alone'.

1892	1901	1928	1959	1964	1965
Liverpool Football Club is formed by John Houlding when the board of his previous creation, Everton Football Club, walk out of Anfield stadium.	Liverpool FC wins the First Division League Championship for the first time.	The official Spion Kop Stand opens, replacing its predecessor of the same name. This soon becomes one of football's most famous stands – and sets of supporters.	Bill Shankly becomes manager; successful and charismatic, he plays a key role in creating a close bond between the Club and its fans.	The famous all-red strip is worn for the first time, in a European Cup game against Anderlecht at Anfield.	Shankly and his team win the Club's first FA Cup, beating Leeds United at Wembley.

1973	1977	1989	2005
With the clinching of the UEFA Cup, the Club triumphs in Europe for the first time.	Bob Paisley takes Liverpool FC to Rome to win the first of five European Cups, watched by the 'travelling Kop'.	Tragedy strikes as 96 innocent fans lose their life at the Hillsborough Stadium disaster. Never forgotten, an eternal flame still burns at Anfield in their memory.	Under Rafa Benitez's management, Liverpool FC claims (and keeps) the Champions League Trophy after recovering from a three goal deficit against AC Milan to win on penalties.