



MARKETING STRATEGY

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RED STAR FC?



HISTORY

- Founded in 1897 by Jules Rimet
- Currently 4th in Ligue 2 BKT
- Strong social and cultural identity, diversity and accessibility.

STADIUM

- Iconic Stade Bauer
- Northern in Paris
- Currently modernized for growing fan base and reflect club's ambitious

VALUES AND CULTURES

- Inclusion and diversity
- Strong community
- Art & Cultural dimension
- Deep connection with working class
- Family

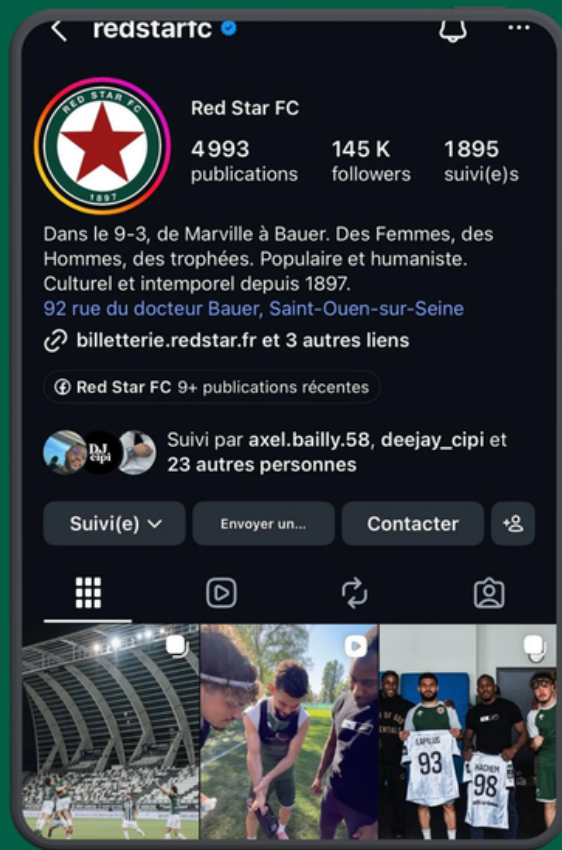
FAN BASE AND TROPHIES

- 5 French Cup
- Unique fans cultures in France
- Combining football with activism, music, art
- Strong atmosphere at home games

SOCIAL MEDIA



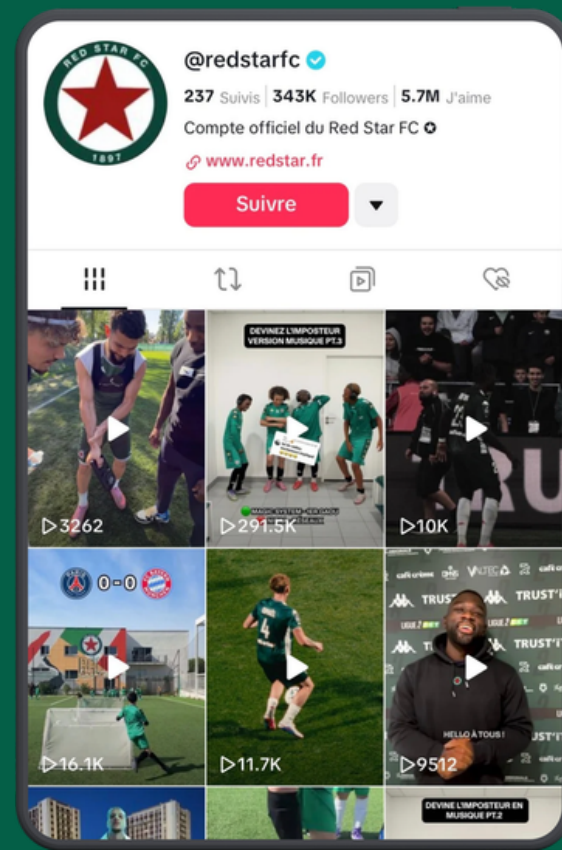
4 MAJOR PLATFORMS TO BE USED FOR CONTENT



INSTAGRAM

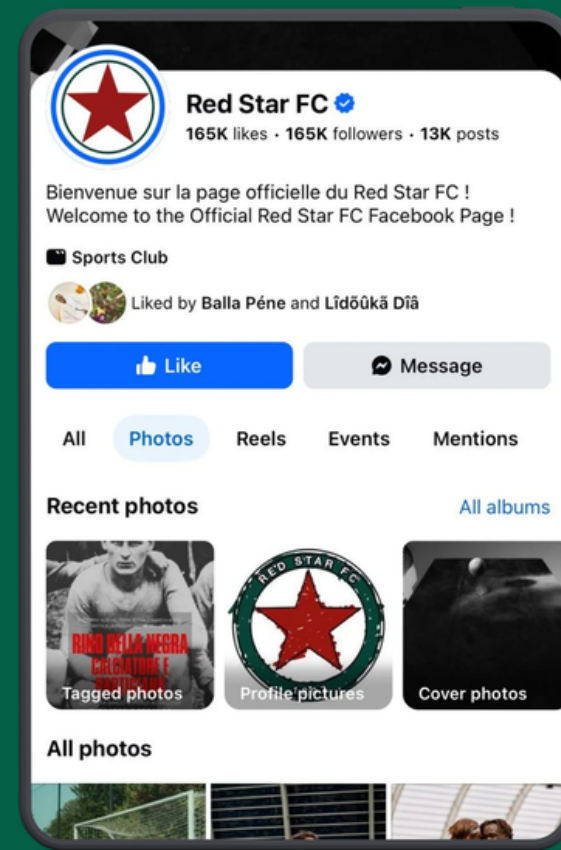
145K Followers
Contents to reach out Gen

Z



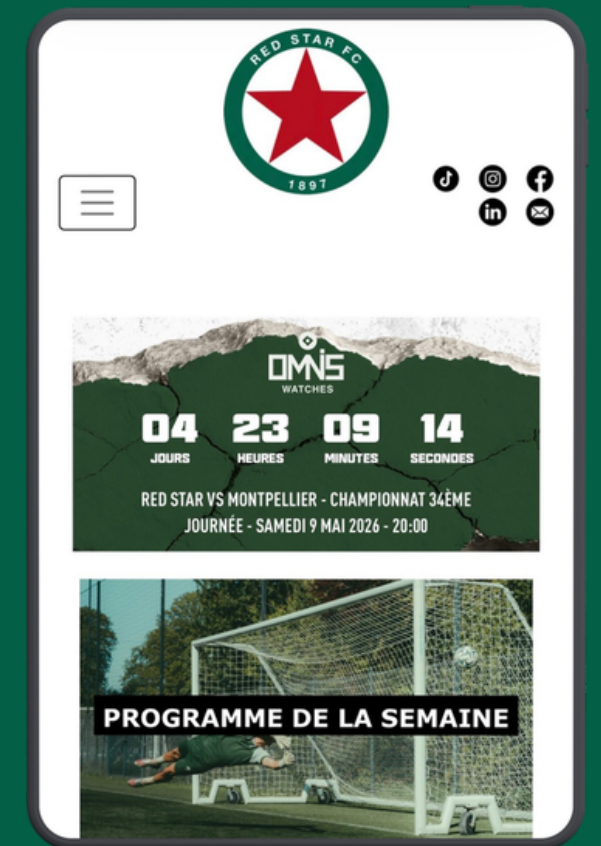
TIKTOK

343 K Followers
Most used platform



FACEBOOK

Large Target informations



WEBSITE

Everyday informations

2 BESTS CONTENTS



RED STAR FC X BANLIEUES CHERIE

RED STAR FC "TRUST'HER"

REWARDED AS A BEST ACTIVATION



Collaboration with the Palais de la Porte Dorée (National Museum of the History of Immigration) Red Star FC is promoting the "Banlieues Chéries" exhibition



To celebrate International Women's Day, with the support of principal sponsor TRUST'IT, Red Star replaced its jersey branding with "TRUST'HER" — a message celebrating women.

Each collector jersey sold supports the Women's Foundation, with €10 donated per purchase.

MARKETING ACTIVATION 1

"93 MADE US"

DURING J34 VS MONTPELLIER - MAY 9
2026

- Promote the Seine-Saint-Denis area
- Highlight local talents from Seine-Saint-Denis
- Strengthen Red Star FC's local roots
- Make Bauer the place to be
- DJ, Artists, Politics of Seine-Saint-Denis will be invited
- Guest artist GAZO from 93



MARKETING ACTIVATION 2

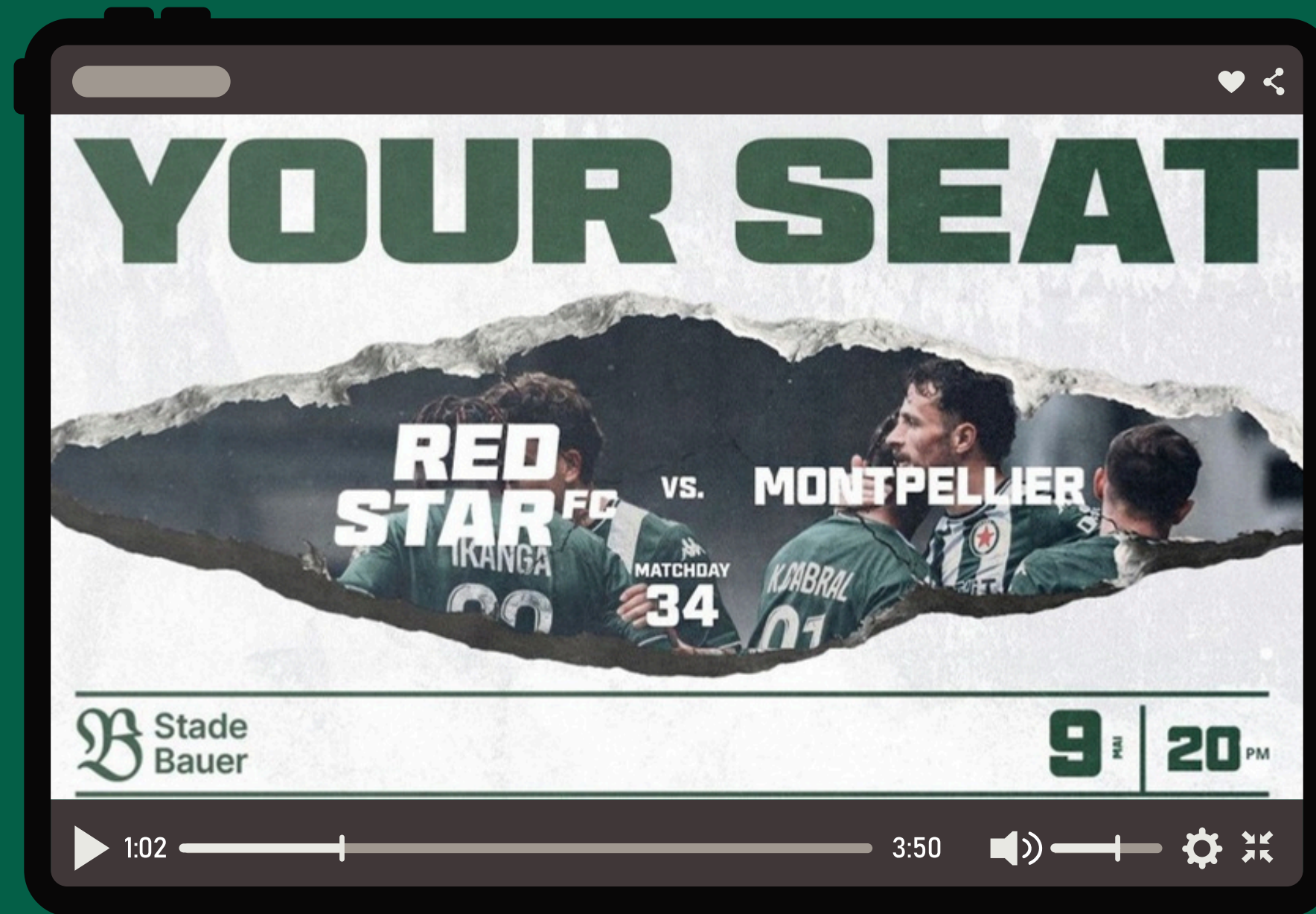


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"HUNT YOUR VIP TICKET"

AHEAD OF J34 VS MONTPELLIER - MAY 9

① Official website



② Registration



MEDIA PLAN



OWNED MEDIA



INSTAGRAM

145K followers — Gen Z content



TIKTOK

343K followers — viral clips, reels



FACEBOOK

165K likes — broad audience info



WEBSITE

Matchday news, ticketing, schedules

EARNED MEDIA



PRESS & MEDIA COVERAGE

L'Équipe, Le Parisien SSD, sports media partnerships



FAN-GENERATED CONTENT

UGC from supporters, match-day posts & shares



HASHTAG CAMPAIGNS

#93MadeUs, #TrustHer viral organic reach



PARTNER ACTIVATIONS

TRUST'IT, local brands co-creating content

KEY PERFORMANCE INDICATORS



REACH

+2 million

Total impressions across all platforms during activation week



ENGAGEMENT RATE

> 5%

Likes, comments, shares on activation posts (Instagram + TikTok)



UGC & MENTIONS

200+

Fan-generated posts using #93MadeUs on matchday



VIP TICKET HUNT

20 Winners

Registrations via official website form for the giveaway



ATTENDANCE

Record

Full capacity at Stade Bauer - strengthen matchday atmosphere



FOLLOWER GROWTH

+2K

New followers on Instagram & TikTok during activation week



THANK YOU !!



OUUUUH AAAAAHHH!
BANLIEU ROUGE!!

★ RED STAR FC FANS

THE BRAIN RUNS ON FUN