



TribeAgency Delivers OneUnited North America Membership Program for Manchester United Soccer Club

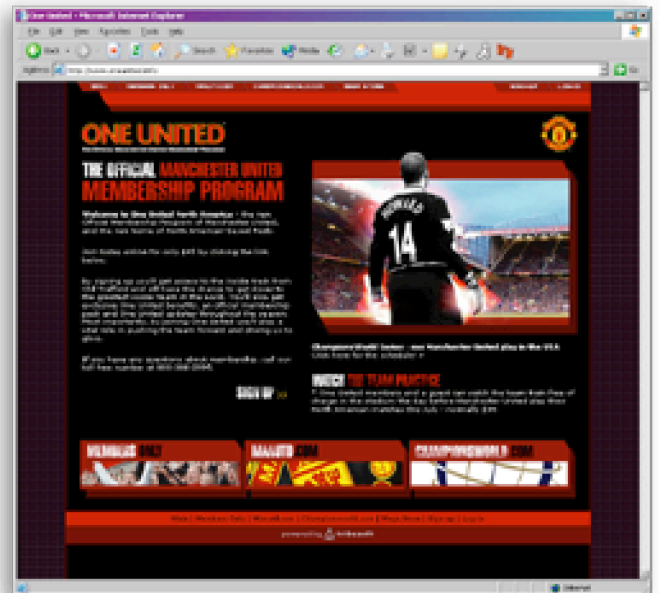


Market Outlook

Football (soccer for those stateside) is the single largest and most popular sport with fans worldwide. In international football there is one team that has developed a universal respect and enormous following that crosses all borders; this team is Manchester United. Quite simply, Manchester United has set the standards by which great football clubs are judged.

Opportunity

Through TribeAgency's strong partnership with ChampionsWorld (North America's gateway to European football clubs) came the opportunity to design and develop the North American online portal for Manchester United - OneUnited North America. The OneUnited portal was destined to be North America's most valuable resource for football fans interested in Manchester United. The OneUnited site also gives fans a chance to join the OneUnited Membership Program.



This program provides exclusive benefits such as official membership packs, tickets for the team's 2004 United States tour or priority seats at the club's historic stadium, Old Trafford.



ONE UNITED.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solution

Seeing the potential for a tremendous amount of web traffic due to the Manchester United fanatic popularity, TribeAgency's strategic team knew that this site must be rock-solid in development and streamlined for optimal performance. So when TribeAgency's creative team stepped up to the plate for the design of OneUnited North America, they were under the guidance and expertise of TribeAgency's systems and technical teams. The creative team expanded on the current brand identity of Manchester United by coupling it with action photography taken at Manchester United matches.

After OneUnited's Design phase was complete, it was time for TribeAgency's technology team to take the interface concepts and shape them into a realized site. Through the utilization of a combined solution of Active Server Pages (ASP) and a Microsoft SQL database, the technical team crafted a solid and dependable web environment. This was a crucial factor in the success of the OneUnited North American portal as it allowed an expanded number of site-goers to access it simultaneously.

The creative team expanded on the current brand identity of **Manchester United** by coupling it with action photography taken at **Manchester United** matches.



Results

The launch of the program allows OneUnited members to experience the history, passion and excitement of Manchester United through an online portal that offers some truly special benefits. This unique program brings stateside fans closer to the Manchester United and the success can be measured by the large amount of fans that have registered since the launch of the site.



2039 W. WABANSIA AVE.

CHICAGO, IL 60647

P. 773.227.2200

INFO@TRIBEAGENCY.COM

WWW.TRIBEAGENCY.COM