



Leeds United - A New Era?

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Agenda

02

Case introduction

Discussion

Management Decision

Comment on the Teaching Note



Leeds United Football Club

- background and history

03



- Founded in 1919
- One of England's most supported clubs
- Home arena: Elland Road (38,000 capacity)
- Pride of Yorkshire
- Several financial set-backs

Fans at heart of LUFC



"We work very hard as a club to engage fans and the wider community across Leeds. We have seen season ticket sales soar and gates have regularly exceeded 32,000 at Elland Road – we are very grateful for the loyal and unwavering support we receive"

A. Kinnear, Leeds United managing director



New crest design after extensive 6 months consultancy programme

“Updating the crest is not a decision we have taken lightly, but we are proud to have a new crest that is authentic to Leeds United and honours the quality and loyalty of our fans. It is a symbol of ‘strength in unity’ and a proud expression of the club’s identity and history.” - A. Kinnear



The image shows a tweet from Leeds United (@LUFC) dated January 24, 2018, at 1:02 PM. The tweet features a video thumbnail with the new crest and the text "CELEBRATING FANS AT THE HEART OF OUR IDENTITY" and "#MOT". The tweet has 4.1K likes, 11.3K replies, and a link to watch the video.

Leeds United 
@LUFC

 | Our new crest #MOT #LUFC

6 months of research
10,000 people consulted
Ready for the next 100 years

Watch video  bit.ly/2BoRRfI


LEEDS
UNITED
CELEBRATING FANS
AT THE HEART OF OUR IDENTITY
#MOT

1:02 PM · Jan 24, 2018 

 4.1K  11.3K  Copy link to Tweet

Old crest

Traditional design



Proposed crest

Depicts elements of LUFC's core identity such as the Leeds Salute





The incident

Immediate backlash from the fanbase

Fan reactions

08



Twitter is full to the brim with people arguing amongst themselves all day long but the new Leeds badge has managed to unite every single account in agreement that it's utterly shite.

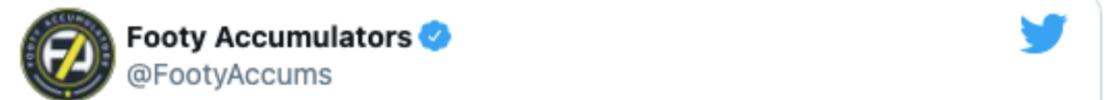
That's quite some feat.



Replying to @LUFC
Every Leeds Fan about the old badge right now #LUFC



Replying to @LUFC
Can those 10,000 fellas turn their location on? I just want to talk



Pretty much...



1:20 PM · Jan 24, 2018

3K 1.2K Copy link to Tweet



Fan-made petition

09

change.org

- More than 30,000 signatures the first hour
- More than 70,000 signatures the first day

"On January 24th, 2018 Leeds United announced a new crest. The design is appalling. 10,000 people were consulted. This petition is to STOP the club from using the design. It makes a mockery of Leeds United and the club's history. It is alienating the fans. It has to go."

Reasons for signing



richard stewart · 3 years ago

I have supported my birth club for 42 years and this badge looks cheap and does not represent the club and city and its history. Personally I will not be buying any merchandise with this badge, Guttled.

♡ 287 · Report



Daniel Lee · 3 years ago

Shocking not Leeds at all. Bring back the Yorkshire rose

♡ 274 · Report

Spontaneous fan designs

10



 **Marching On Together**
@lufcvseverybody



Decided to have a go at designing a new Leeds United badge #lufc #LeedsUnited #allleedsbadge #mot #alaw #leedsunitedbadge



 **nick appleby**
@nicklufc71



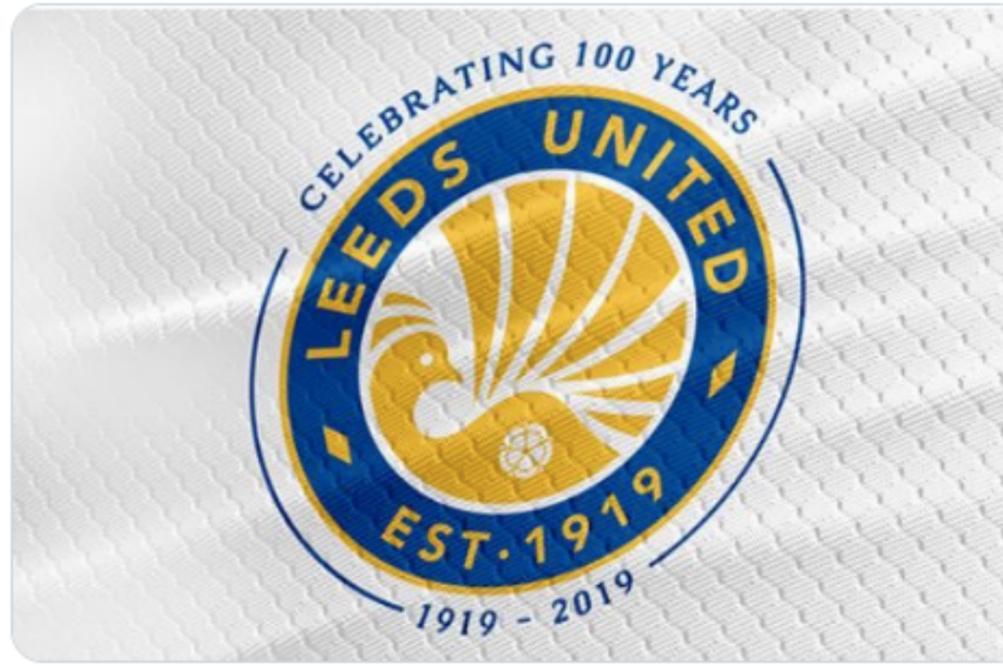
My mates design for new leeds badge?? #mot #alaw #lufc



 **Sam Patton**
@samppatton89



@MrJamesGrundy design for the new #lufc badge is the one, perfect. Has to be done.



Counter-example: Juventus in 2017



Old



New



As a member of the Leeds United board...

Will you vote to implement the new crest, or will you accept the criticism and keep the old one?

How would you explain your decision to the supporters?

Different opinions are clashing

Graphic designers and football dads approve:

- "The new logo is very modern and professional! Shows true team spirit and the strength through solidarity among the fans."
- "Love the new logo because it's authentic and the white colour fits their nickname - the Whites."
- "The old logo doesn't look professional because of the different styles of lines, the font and the different layers."



Mat Kendrick ✓
@MatKendrick



At last! An emblem encapsulating the way I and other dads my age drive with the window down during the summer months [#lufc](#) badge

Former Leeds United players not so much...:



Noel David Whelan
@NoelDavidWhelan



Carnage / car crash / garbage / shocker / monstrosity of a badge , I think u get my thoughts on that one

5:02 PM · Jan 24, 2018



The board decided ...

- to NOT implement the new crest
- & extend the consultation with supporters "to create an identity we can all be proud of" - A. Kinnear
- Competition: fan-made designs



Instead ...

- Special edition crest for centenary season
- Then going back to the old crest without communicating that decision

Centenary crest



Crest from 1998



Evaluation of the management
decision & communication

What do you think about
the management decision
and its communication?



John Bradley
@jbradleymedia

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Options for Leeds Utd :

1. It was a joke
2. It was the work experience kid
3. It was the dog
4. Screw you all, this is your new badge....so you'd better get used to it
5. Sorry, we made a mistake and didn't understand the level of mockery we would face.

Underlying models & theories



- CBIM & CBIRM (Urde, 2013; Urde & Greyser, 2016)
- Heritage brands (Urde, Greyser & Balmer, 2007)
- Corporate communication (Roper & Fill, 2012)

Key learning objectives



- Bloom's Taxonomy

Teaching suggestions



- Best-practice recommendations
- Time plan
- Board plan

Teaching note

Thank you for participating!

