

Séminaire

DE RECHERCHE

This study explores the transformative role of storytelling in shaping football clubs as cultural brands and enhancing fan engagement. By examining narrative elements such as characters, struggles, and purpose, it evaluates their impact on brand associations, fan commitment, and behavioural engagement intentions. Using AS Saint-Étienne (French club) as a case study, the research implements an experimental design with four promotional videos and a survey of 624 real supporters. The findings reveal that narrative messages significantly outperform descriptive messages in fostering stronger brand associations and fan commitment. As a persuasion process, fans' perceptions of a club's attributes and benefits, along with their attitudes toward the club, play a significant role in shaping their level of commitment, which subsequently influences their intentions to develop a strong engagement with the club. The study also highlights the moderating role of fandom intensity in that persuasion process. This research contributes to the literature on sports marketing by empirically validating the efficacy of narrative communication and offering actionable insights for football clubs.



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More than a Club:
How Storytelling Shapes
Football Brands
and their Fan Engagement

19 juin 2025

12h15 - Salle 103 (IAE SMB) - Comodal

Zoom / Calendrier