

CASE "SUPERLIGA"

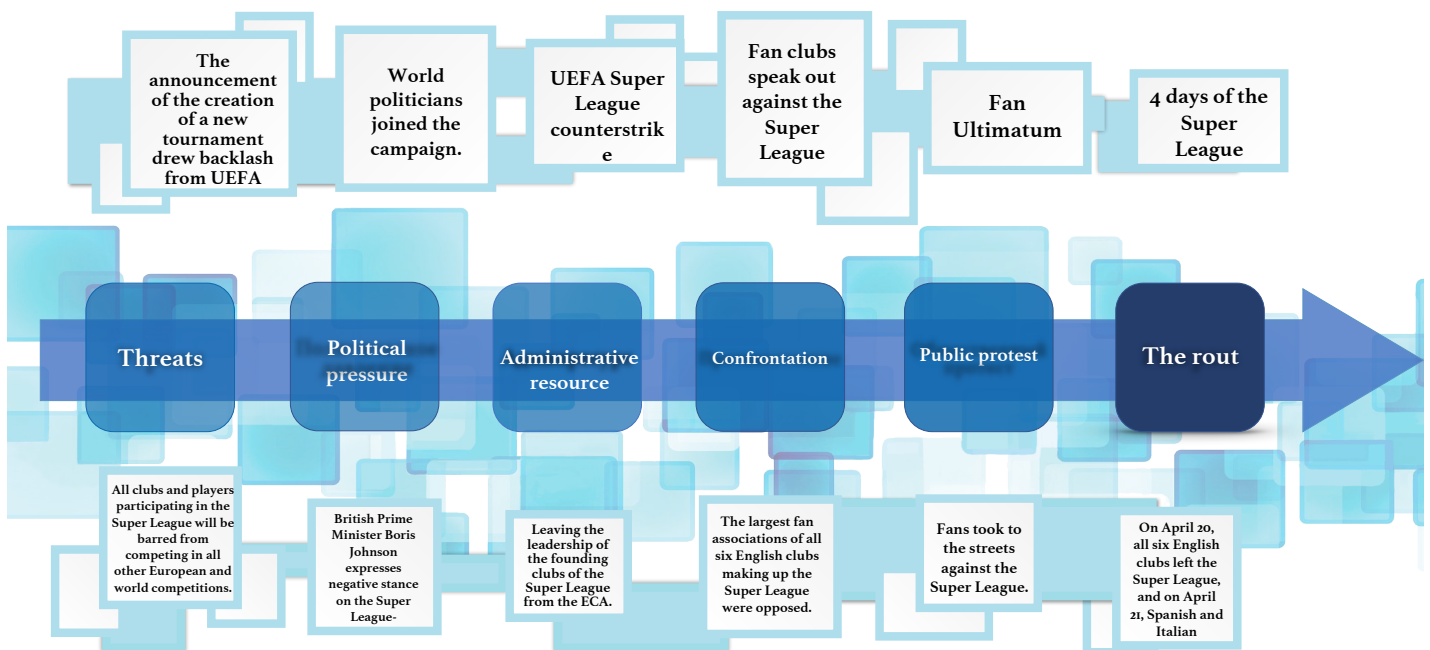
In April, English elite clubs started talking about the need for a revolutionary approach to football.



Florentino Perez talked about creating a tournament where the top clubs will enter, and in 2021, after much speculation, the proposal was accepted. The Super League was to become the football counterpart of the NBA and NHL. The reasoning was convincing enough:

- the COVID-19 epidemic has hit finance, which is destroying football, as there are fewer and fewer spectacular matches;
- the fan wants to see the Messi / Ronaldo confrontation more often;
- the greedy football officials of UEFA and FIFA are mired in corruption, an outdated model suits them, which brings them millions of dollars, but at the same time does not allow football to develop.

On this wave, a new tournament is being established. On April 18, the European Superleague was created by 12 teams: 6 English clubs, Spanish giants, and elite Italian clubs.

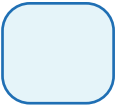




The Superleague case demonstrates to us the classic failure of the implementation of the top-down tactics, when, in pursuit of obvious benefits, the decision was made at the level of the club management. Nobody bothered to prepare a project “from below” and in an expert environment.

Due to this mistake, UEFA officials managed to break the idea of the Super League through fan movements.

It was football fans who were supposed to become the main instrument of pressure and protection of the Super League from UEFA, who were demanding beautiful football and picketing the offices of functionaries.

Using a set of activities, it was necessary to create a narrative: “UEFA functionaries only want money”.

-  Statements, flash mobs, and challenges of ex-footballers and legends would create a general illusion of support for the Super League.
-  Using the Spiral of Silence technology, it was necessary to create excitement among the fans who wanted to see the superstars' confrontation every week. This idea would be difficult to criticize.
-  As a result, the functionaries who initiated the project received layoffs instead of excess profits. So the executive vice president of Manchester United Ed Woodward will leave the club by the end of 2021.