



**FOOTBALL CLUB**

## THE MARKET

Flash a badge with a skull and crossbones on it at almost any South African and they will know you're talking Orlando Pirates.

From small beginnings in 1937, Orlando Pirates Football Club has become more than just one of the most recognisable brands in South Africa: it is ingrained in the culture of the country. For around eight to ten million fans, there's no grey area. It's black and white!

Soccer is more than a sport in South Africa: it's a religion. With an estimated 22 million supporters, it is far and away the most popular sport in the country. According to a recent report released by the South African Broadcasting Corporation (SABC), Orlando Pirates is the most-watched soccer team in the country with a market share of 9.2 percent. A slice of the pie this size indicates the interest and vibe generated by the Pirates brand. So powerful is the brand today that even supporters of other teams will watch the Superbrand Pirates.

One would be hard-pressed to find a South African who didn't visualise the skull and crossbones - and a soccer ball - when mentioning the word "Pirates".

## ACHIEVEMENTS

In its long and colourful history, Pirates' achievements have been many. Not least of these is the spawning of some of football's favoured sons, the legends that have encouraged the belief that "Pirates is football and football is Pirates". Names like Kaizer Motaung, Jomo Sono, Keith Broad, Chippa Moloi and Nick Sishweni come up when fans around the globe talk football legends. In South Africa being a Pirates fan, supporter

or club member brings the kind of status only consistent high - and very public performance can achieve.

Orlando Pirates is proud of its history and singling out achievements is difficult. One that deserves the club's obvious pride, however, is its Youth Development Club, which in 2002 was victorious in all age categories it played in. Pirates houses 160 youngsters from disadvantaged backgrounds whom it is grooming to be the Pirates of the future. The club is responsible for their expenses, schooling and, of course, their football training.

From winning the League, the Life Cup, the BP Top Eight Club and the Champions of Champions in the famous 1973 Clean Sweep to becoming the Castle Premiership League Champions in 2003, Pirates' list of achievements is vast.

One of the club's biggest achievements is undoubtedly winning the African Champions competition in 1995. Pirates is the first and only club in sub-Saharan Africa ever to have won the continental competition, which pits the best clubs in Africa against each other.

A year later Orlando Pirates achieved another first by winning the African Super Cup trophy. This achievement resulted in the Pirates being honoured by the first president of the newly democratic South Africa, Nelson Mandela - another first for any South African sporting team.

## HISTORY

The small band of teenagers who formed a soccer team at the Orlando Boys Club back in 1934 could not have foreseen the impact their actions would

have on football - and indeed culture - in South Africa by 2005. Andries 'Pele Pele' Mkhwanazi was a boxing instructor at the Boys Club who knew football talent when he saw it. He encouraged the formation of a team in 1937 and a year later the youngsters were competing - barefoot and without colours or kit - in a minor division of the Johannesburg Bantu Football Association (JBFA).

In 1939 the boys broke away from the Orlando Boys Club and reconvened at the home of Pele Pele. A strong disciplinarian, Pele Pele commanded the boys respect and dubbed them "amapirates" when they abandoned the Boys Club. Though armed with a fearsome name, it would take another ten years before the skull and crossbones logo appeared, and then only as a badge on black blazers. Popular pirate movies of the time were the inspiration for the insignia, but the logo only became commercially available to fans when Rankus Maphisa started a silk screening business in his back yard in 1959.

As important as the growing strength of the football team was the part it played in its community, motivating people to claim land to live on in an era when black South Africans despaired of having even the most meagre home. The team gave people hope, not only with a "shoe-shine" football style that set its players apart from others, but with its growing power to encourage their upliftment. The club became an "extended family" that offered protection to its members and Wednesday night football meetings became social upliftment events. While never a political force, Orlando Pirates was seen then - as it is now - as a team that cares deeply about its supporters.



Pirates has always used its position to improve the game of football, from forming the Orlando African Football Association in 1945 to help grow the game in the township, to joining the South African Soccer League in KwaZulu Natal because the league was non-racial. Fans believe that it is not by coincidence that the chairman of the organisation that won the 2010 soccer bid for South Africa was also the chairman of Orlando Pirates Football Club. It is an innovative club that believes in investing time in the development of its industry, and current chairman Dr Irvin Khoza is adamant that the club should continue to grow football as a whole.

## THE PRODUCT

The product is soccer, but the service is entertainment. Soccer offers people an alternative form of entertainment and Orlando Pirates sees itself as offering the “feel good factor” for supporters around the country and around the continent. “The feel good factor”, often referred to by club chairman Dr Irvin Khoza gives people a sense of belonging and hope. When people attend a Pirates match, expectations are always high because of the traditional, consistent manner in which the club has treated its supporters.

The “Happy People” slogan recently adopted by the Pirates faithful fans, describes the way the club makes them feel.

The status of having played for Pirates is matched, if only by sheer numbers, by the status of being a Pirates supporter. What the club has created is a culture, an identity that forms part of the social structure of millions of men and women in South Africa.

## RECENT DEVELOPMENTS

Orlando Pirates celebrates its 70th Anniversary in 2007, with a prestigious gala dinner organised by the club to honour the players of yesteryear. The 70th Anniversary is set to surpass the glitz and glamour of the 65th anniversary celebration, which was much talked about in the years that followed. This year Orlando Pirates has plans make the event the biggest ever gala dinner organised by a soccer club in South Africa to date. Top sporting, entertainment and political personalities will be present at the dinner, as bling replaces the ball for the night under the Pirates banner.

In another new development, Orlando

Pirates has partnered with clothing retail company Pep to sell competitively priced branded merchandise to the public. With more than 1,350 Pep stores across nine Southern African countries, the strategic move will ensure that the larger population (LSM 4 and under) will be able to buy authentic Orlando Pirates gear at an affordable price. Orlando Pirates has always been about the people, and this partnership provides Pirates with an opportunity to bring legally-branded products to the majority.

Orlando Pirates has also formed a partnership with the number one soccer brand in the world, Adidas, to design an Adidas/Orlando Pirates Heritage clothing range that will be marketed and sold globally. Other international brands involved in the project are Real Madrid, Liverpool, AC Milan, River Plate and Chelsea. Adidas recognised the Pirates brand as being one that has stood the test of time and is a sustainable brand for the future. Pirates’ brand recognition and strength is unquestionable when placed alongside names like Real Madrid and AC Milan.

## PROMOTION

*Up the Bucs* is a television programme which focuses solely on Orlando Pirates Football Club. This monthly programme is on Supersport 3, a South African satellite channel that is broadcasted to over 50 countries in Africa. This allows Orlando Pirates exposure to the wider African market and promotes the Pirates brand beyond South African shores.

The “Show your Passion in Black & White” campaign was created by Orlando Pirates to cater for Pirates supporters of all ages who creatively exhibit their enthusiasm in the “Black and White” colours of the club. The new initiative is aimed at recognising and rewarding supporters who get actively involved during Orlando Pirates matches. The most passionate and visible supporters are featured on the big screen at Ellis Park Stadium during all home matches. Standard Bank, the Official Banking Partner of Orlando Pirates Football Club, is also participating in the campaign. The best dressed supporter of the day at the match stands a chance of winning the



Standard Bank “Inspired. Motivated and Involved. Supporter of the Match” award. Winners will be selected from three categories: male, female, and juvenile. Adult winners will walk away with R5,000 each, and juniors R1,000.

The “Show your Passion in Black & White” campaign ran throughout the 2006/2007 Castle Premier Soccer League season.

## BRAND VALUES

The values most closely associated with Orlando Pirates are spiritual ones. Other values which the Pirates brand stands for are:

- P - Performance
- I - Innovation
- R - Resilience
- A - Accessibility
- T - Togetherness
- E - Elegance
- S - Spirit

The Pirates brand represents the people, and therefore understands the importance of sticking to its essential values. Dr Khoza concurs with this notion and believes that the three elements of a Superbrand are history, culture and tradition - Orlando Pirates epitomises all three.

## THINGS YOU DIDN'T KNOW ABOUT ORLANDO PIRATES

- The golden star above the Pirates logo signifies one of the greatest moments in the clubs history, when it became the first team in the southern hemisphere to win the African Championship trophy
- Orlando Pirates’ longest serving player in the PSL is William Okpara having played 375 official matches. Okpara also holds the record for most games played in a season which is 51 games in 1995
- One of Pirates’ greatest stars, Jomo Sono, walked out of his wedding service to rush to a game where his team was losing against Highlands Park - and scored two goals to win the game!

