

## case study

## Fremantle Dockers Football Club

**client**

Fremantle Football Club  
PO Box 381  
Fremantle WA 6959

[www.fremantlefc.com.au](http://www.fremantlefc.com.au)

**time**

Ongoing (since February 2002)

**scope**

Magazine and Year Book  
Sponsorship  
communications  
Media and community  
communications  
Signage  
Event collateral

**overview**

The Fremantle Dockers Football Club rebranded in 2010 following their successful negotiation with Levi Strauss to *officially* use the word 'Dockers' in their name. Despite the club having only a relatively short history in the Australian Football League (AFL), its fans have shown enduring loyalty and passion for the Fremantle Dockers and it is one of the clubs with the highest number of adult memberships in the AFL.

**objective**

Scout Creative produced the club's membership magazine and year books from 2002 to 2012. Following the rebrand, launched in October 2010, the club required its main membership communications to be updated to reflect its new look and corporate identity.

**outcomes**

Working closely with the Dockers' communications department Scout Creative developed a new design for the *Docker* magazine and *2010 Year Book* that followed the updated brand-style and helped to announce the changes to the 40,000+ members of the club. The booklets are produced to a tight deadline and to a high standard of creativity as they are the 'flagship' publications of the club.

Further collateral is also created on an ad hoc basis as the club heads through the off-season, pre-season and season proper and continues to convert its public face to the new identity. Scout Creative works on this with both the Communications and Sponsorships departments at the club.

