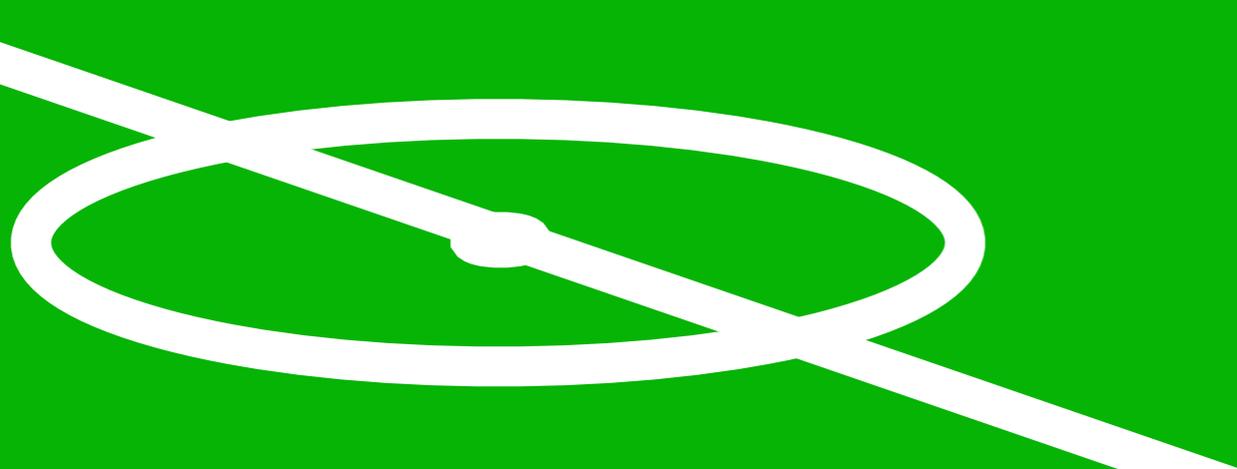


# CANASSA

**A QUICK INTRODUCTION TO  
OUR SERVICES IN ASIA**

**SEPTEMBER 2021**

v. 1.0



# About us



- ⚽ Ganassa was founded in Japan in 2016, and today has three offices in Tokyo, Shanghai and Singapore; plus editorial teams in Seoul, Hanoi, Bangkok and Jakarta, and resident editors in Germany, France and Italy.
- ⚽ We are a team of digital football media experts, specialized in the creation, localization, development and maintenance of websites and social media networks.
- ⚽ We work in Japan and across Asia with a crew of local producers and editors, and we have a close relationship with the fans and the football community.
- ⚽ We offer top quality services at affordable prices.
- ⚽ Our mission is to create a bridge between the football cultures in Asia and those across the rest of the world...
- ⚽ ...because we love football!



# Our People



For our projects, we are selecting specialized personnel that features the following skills:

- ⚽ A high level of knowledge of football – present and past
- ⚽ A good knowledge of local Social Networks environment and their audience
- ⚽ A proficient control of English, plus –of course– impeccable writing skills in the respective Asian native language
- ⚽ Availability to work tirelessly every day of the year
- ⚽ Experience (at least three certified years on a football digital platform)
- ⚽ Eagerness to support the vision of our clients in Asia
- ⚽ If needed, availability to network on short notice with our client for editorial meetings, analysis, projects, etc.



# Our Main Clients

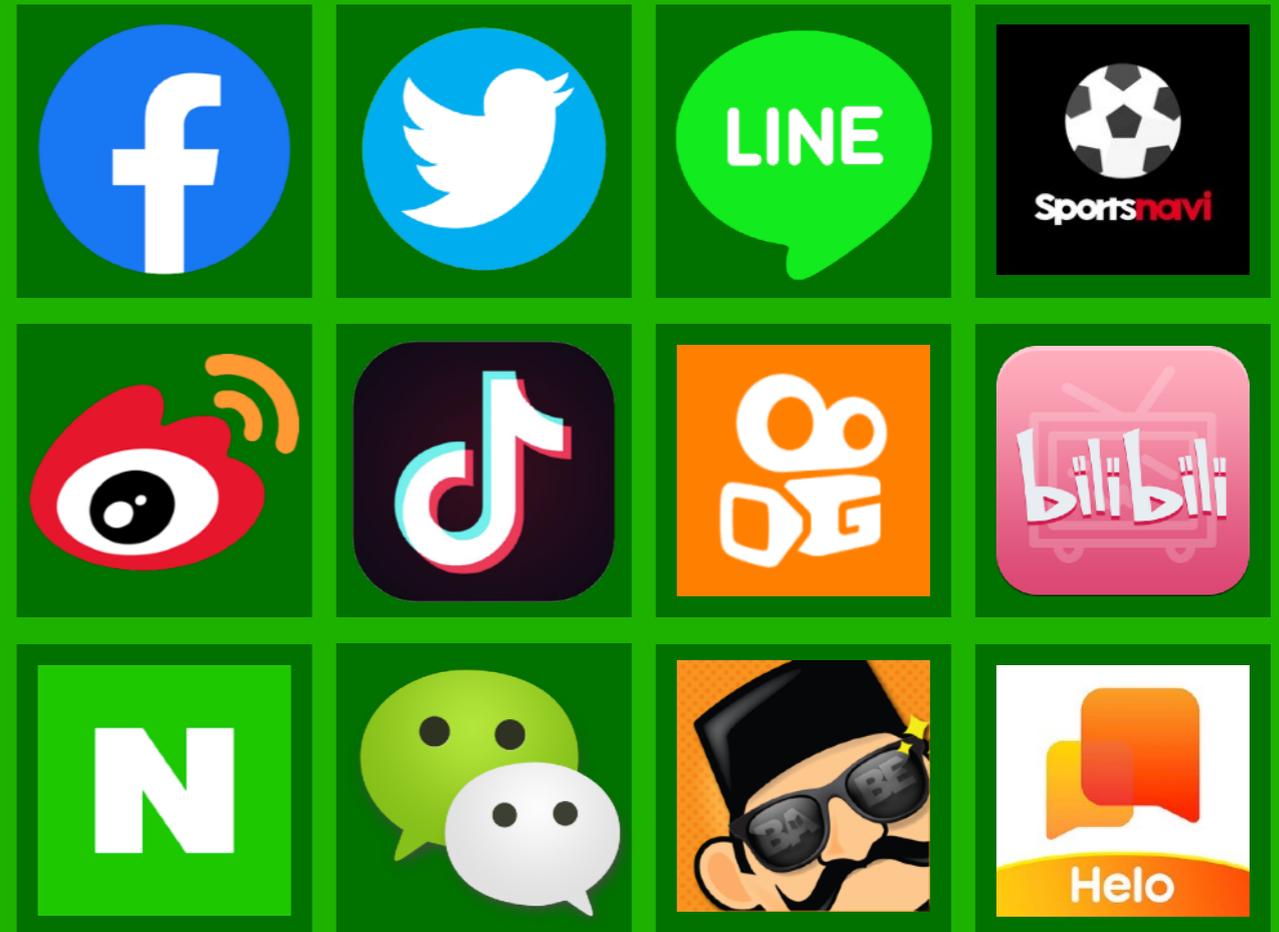



# Social Media Platforms

## Our Services



- ⚽ Social media are today's main way of communication between football clubs and their supporters, and Asia is no exception.
- ⚽ We are specialized in planning, launching and maintaining social media channels, fostering an organic synergy between the clubs and the Asian fans.
- ⚽ With several years of experience in this field, we know which social media works in each country, and we can offer solutions and plans for every specific need.
- ⚽ Check the engagement on the accounts we manage to get an idea of how we interact with the fans!



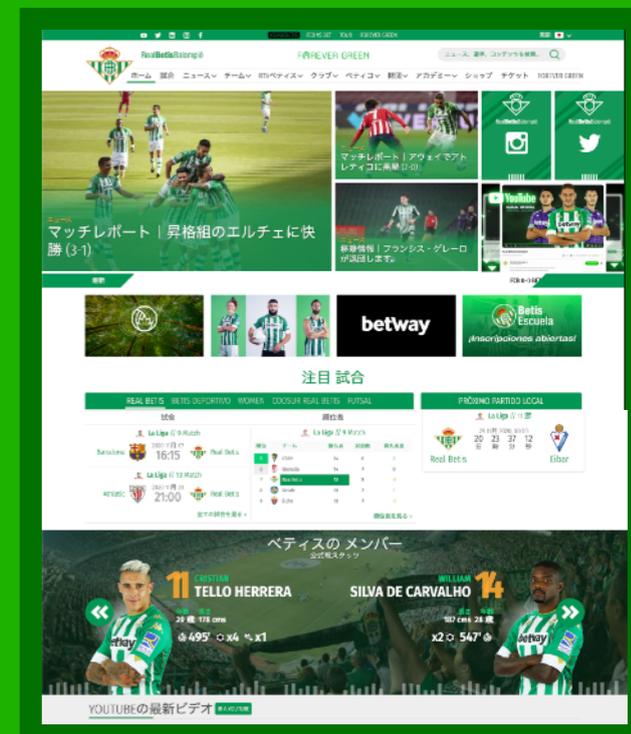
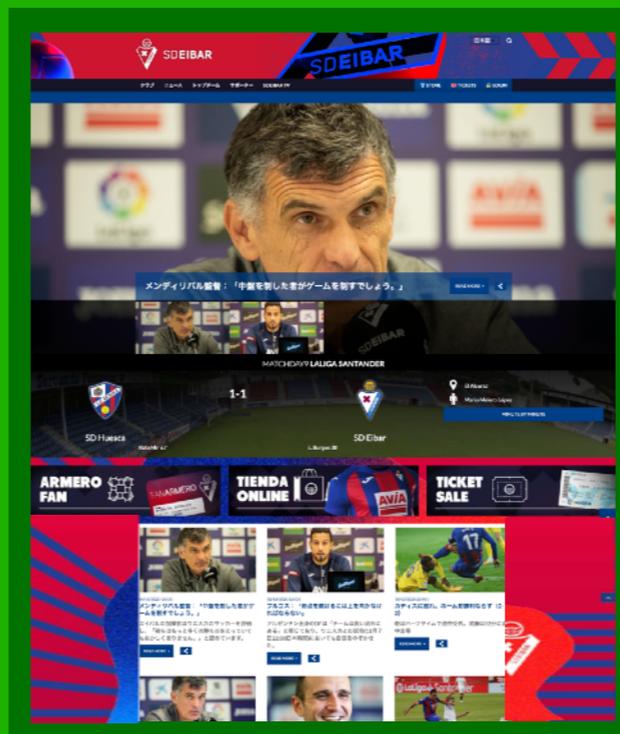
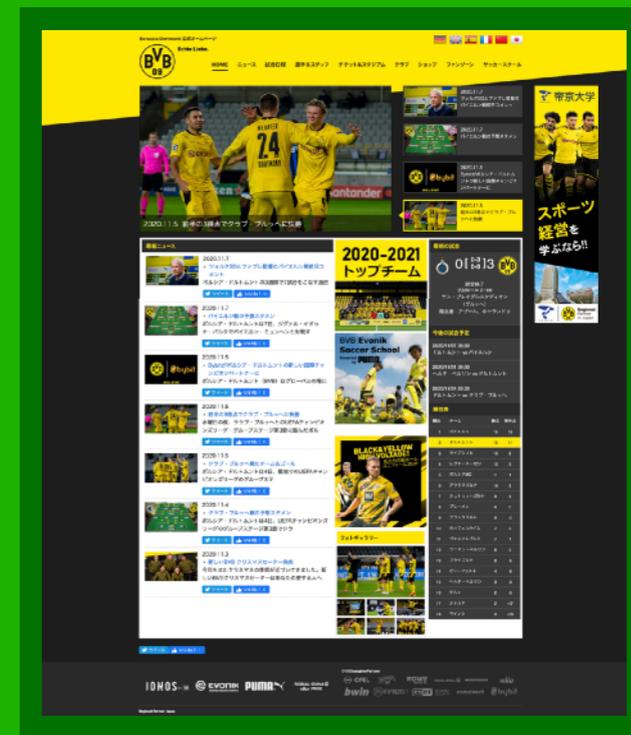
# Website and Online Store



## Our Services

- While social media are ideal to reach fans on daily basis, a website offers several more opportunities, such as:
  - Weekly Match Reports
  - Exclusive interviews
  - Editorials on the club's history
  - Info on how to reach the stadium and buy tickets
  - Articles by and about local fans
  - Editorial content to support local sponsors or partnerships
  - Online Store in local language

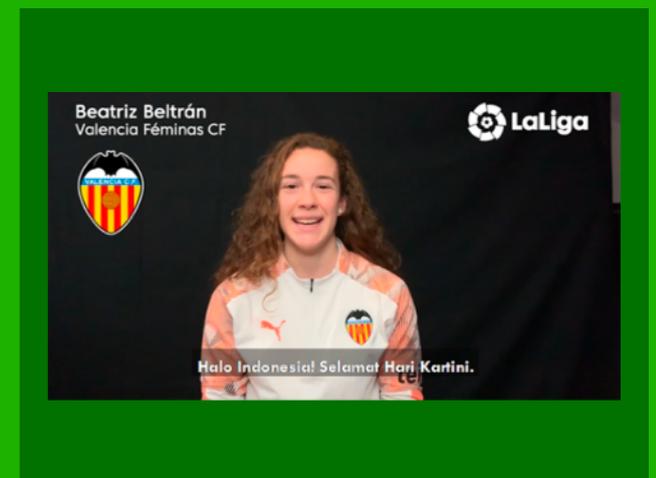
We manage localized websites for some of the top European clubs, such as Juventus FC, Borussia Dortmund, etc.



# Video Production

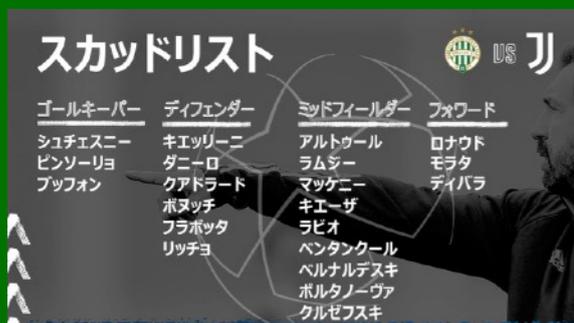
## Our Services

- 🏆 Video is the ultimate media when it comes to creating awareness for a club and engage with fans across the world.
- 🏆 We have a video production team that works across Asia to create, film, and edit clips for our clients.
- 🏆 Moreover, all our editors have standard video-editing skills, meaning they can quickly cut, rearrange and subtitle footage in order to optimize it for the local markets in Asia.
- 🏆 Likewise, our staff regularly edit graphics in local languages.  
(...see next page)



# Graphics Localization

## Our Services



# Data Research and Analysis

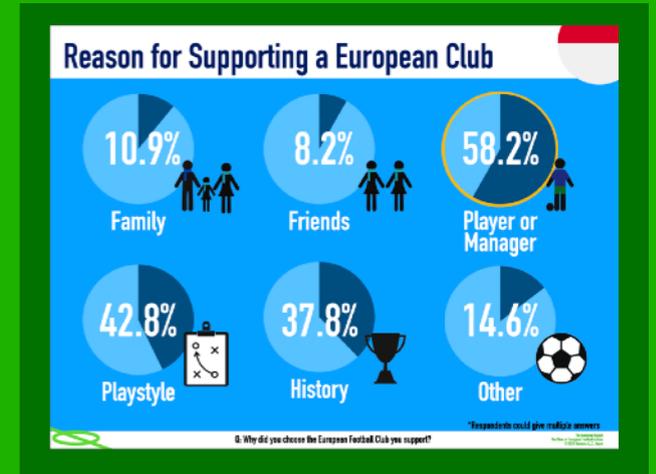
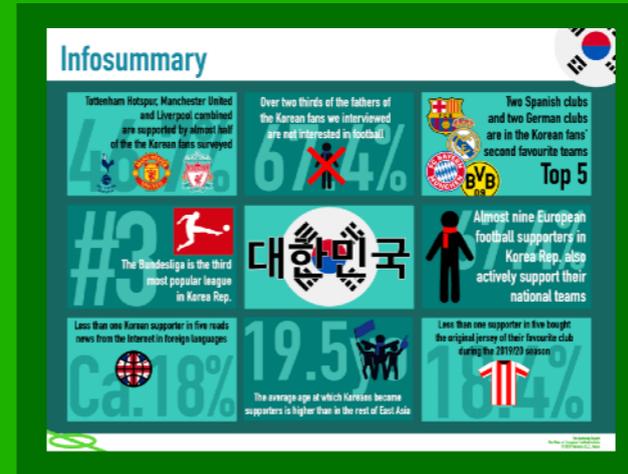
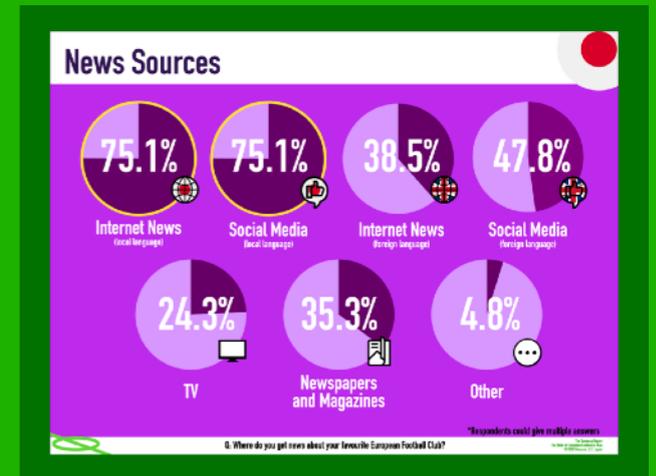
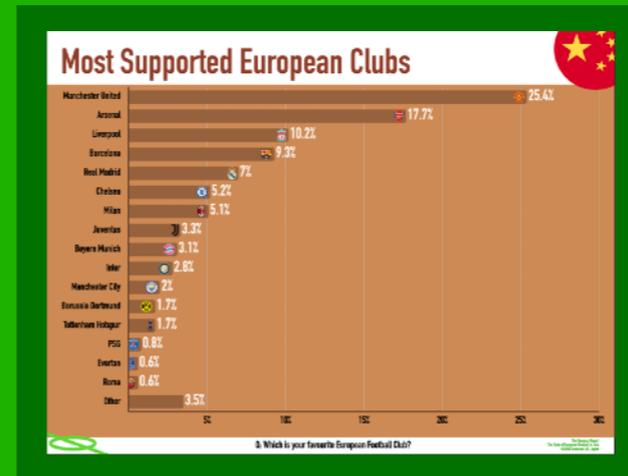


## Our Services

Many make superficial assumptions on how Asian supporters experience their passion for European Football... We actually talked with the fans directly, both online and in the streets.

Between 2019 and 2020 we have interviewed some 5,500 football supporters across six countries in Asia, and generated 130,000+ individual data that are now conveniently organized in over 200 pages of report.

The Ganassa Report 2020 is the first in-depth research on fan-behavior in Asia, and it is available to be downloaded for free from our website.



# Local Fans Services



## Our Services

- ⚽ While most of our activity takes place online, we also love to work offline with the local fans.
- ⚽ Through the years, we have helped several European clubs to create and consolidate a local fan clubs in Asia.
- ⚽ Activities included public events such as match viewing, dinners, and futsal tournaments that often saw the participation of local sponsors.
- ⚽ We are now in the process of creating a European Clubs' Official Fan Clubs Association in Japan, which will become a blueprint for the rest of Asia.



# Esports

## Our Services



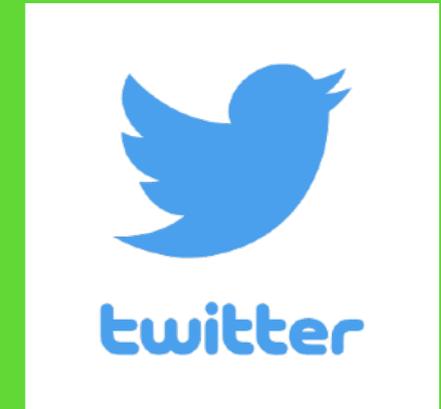
- ⚽ We see esports as a tool to connect football clubs with the millennials and Gen-Z audiences, creating new marketing opportunities for our clients.
- ⚽ To facilitate this process, we help clubs and leagues to design and implement a solid esports platform, in order to improve brand awareness and commercial achievements globally.
- ⚽ To develop your esports environment (team, staff, website, social media, etc.), we partner with Bundled, one of the world's leaders in this field.



# Our Partners



- ⚽ Ganassa is always looking for partners who share our vision in order to better serve our clients:
- ⚽ Weibo Sports is our official strategic partner for rights holders' digital assets promotion and monetization in China; while Twitter assists us as official football and eSports verticals strategic partner in APAC
- ⚽ Through Sponavi (Yahoo! Japan) we have the support of the most popular website in Japan when it comes to delivering news and videos to a large audience.
- ⚽ Bundled is our mentor when it comes to esports.
- ⚽ Finally, FBIN help us to amplify our message through their publications and summits.



# Our Motto



“Bridging Asia and  
the Global Football Community”

