

CASE STUDY TOPIC:

REPORT WRITING & INTERVIEW

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:

TRANMERE ROVERS FC

DATE:

AUGUST 2022 - MAY 2023

THE BRIEF

In 2022, Tranmere Rovers Football Club, then playing in Sky Bet League Two (the fourth tier of English professional football), were looking for a writer to report on ongoing at the First Team of the football club. From pre-match and post-match interviews through to match previews, match reports and opposition guides, the football club needed a partner who was reliable, thorough within the work that was completed, fact checked and most importantly, an engaging report writer who was interested in football and could create pieces of content through games of football.

THE SOLUTION

Strive Group came up with a solution which involved sending a Strive Media member of staff to the football club for interviews, matchdays and more, to report on the team. Within this, consistent weekly content which included match previews, match reports, pre-match interviews, post-match interviews with the First Team manager and First Team players, plus an opposition guide, was produced by certain, strict deadlines in order to publish this according to the football club content plan. Linking in directly with the Head of Media, Tranmere Rovers were happy with the work produced by Strive Media across the course of the 2022-2023 campaign.

EXAMPLE WORK

Example Work that we have created that you can see on our website and Social Media platforms that we would like to highlight include:

- Match Report - Tranmere Rovers v Sutton United - Sky Bet League Two
- Interview - Kane Hemmings, Tranmere Rovers Club Captain
- Interview - Micky Mellon, Tranmere Rovers First Team Manager
- Match Preview - Tranmere Rovers v Stockport County, Sky Bet League Two

INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

