BARONY × ASSE

Modernising the image of an iconic club through co-creation with its supporters

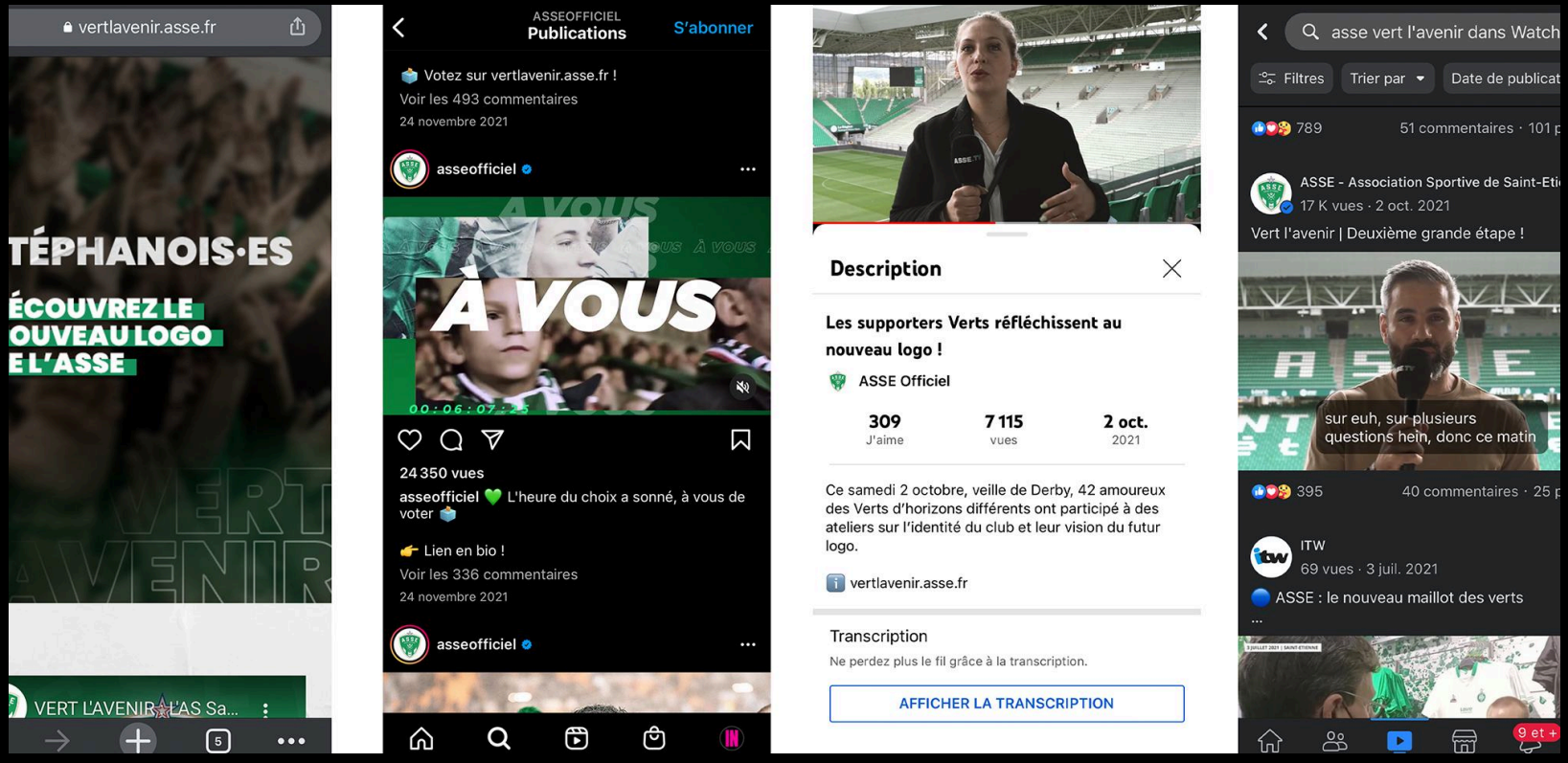
Modernising an identity without erasing its history

Ahead of its 90th anniversary, AS Saint-Étienne — one of France's most legendary football clubs — set out to renew its visual identity in a way that would resonate with a new generation of supporters while staying true to the club's founding values.

The true challenge in the strategy entrusted to Barony was to steer this visual transformation through a co-creation process involving the entire "Green People" and the ultras.

Breaking new ground in french football

Thanks to this participatory approach — unprecedented in French football — ASSE reinforced its local roots and significantly boosted its media visibility, becoming the centre of attention across national outlets and fan discussions. Massive engagement from fans across France and internationally gave this transformation a unique resonance, confirming the club's ability to unite generations far beyond its home territory — all around a renewed identity built on respect and high standards.



A three-stage approach to engage, unite, and last

1. **Generating emotion and putting supporters at the heart of the project with a launch film.**
   By revealing the creative process behind the new logo, the film celebrated the club's history and human values, creating a shared sense of pride and emotion. It offered every supporter the opportunity to embrace the project and amplify it.

2. **Activating ongoing engagement through community management.**
   A dedicated strategy turned social media into a space for meaningful dialogue. This activation helped reach both lifelong fans and new audiences, strengthening the collective spirit around the club.

3. **Establishing a long-term reference point with a brandbook.**
   To ensure lasting consistency, Barony delivered a comprehensive brandbook to ASSE. This document safeguards the club's visual and editorial identity, enabling it to communicate with cohesion and fidelity to its values and mission.

Why did this approach work?

- **With nearly 16,000 people participating in the vote, this initiative proved successful thanks to its transparent, inclusive, and participatory approach.**
  Each step was carefully designed to strengthen the bond between the club and its supporters, while ensuring long-term strategic consistency.

- **Legitimate voices were involved from the start.**
  A broad consultation campaign was led through co-creation, combining both quantitative and qualitative research — including a symbolic panel of 42 people (a nod to the Loire department). Club ambassadors and ultra representatives were invited to share meaningful insights that gave the process both depth and legitimacy.

- **Updating a strong identity without compromising its heritage.**
  The visual identity was modernised with deep respect for the club's legacy. The objective was to preserve ASSE's DNA while opening it up to new aspirations, particularly those of younger generations. Barony's guidance ensured the right balance between innovation and tradition, securing continuity in the club's image while projecting it forward.

- **Turning co-creation into an engaging experience.**
  This immersive initiative became a powerful moment for fans, reinforcing their emotional bond with the club and creating a shared memory across the community.

This methodology illustrates how active community involvement can power meaningful brand transformation — far beyond the world of sport.

Interested in learning how experiential marketing can support your next transformation?
Let's talk.

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