

Hibs launch 2015/16 Season Ticket campaign



Hibs have launched the club's 2015/16 Season Ticket campaign complete with a promotional video which has already proved to be popular with the fans.

The campaign, titled 'We are Hibernian FC', centres around a promotional video filmed at Easter Road Stadium and the Hibernian Training Centre which allows fans to see the Club from angles never seen before.

The video, featuring stunning drone footage, and a more traditional brochure are hosted on a campaign microsite – www.wearehibernianfc.co.uk.

The campaign attempts to capture the energy and efforts being put in on and off the field to rebuild the club.

The promotional video contains music from local band and Hibernian supporters, The Dark Jokes, who agreed their single, 'Holding On', could be the inspiring soundtrack to accompany the footage.

After conducting a full review of the Season Ticket pricing structure, Hibs have committed to reduce prices by an average of 5%. The only ticket category that has not seen a reduction have been the child tickets in the Famous Five Lower, which still remain at £25.

An early bird promotion is also available with supporters being able to benefit from discounted prices and an 11-month interest free payment plan.

Leeann Dempster, Chief Executive, said: "I'm pleased to

announce that for the 2015/16 season we have decided to reduce prices by an average of 5% across the board.

“This allows us to maintain a competitive playing budget whilst delivering greater value to our season ticket holders.

“We are asking for an early commitment from supporters to allow us to prepare as early as possible for next season. We put a lot of work and attention into our player recruitment strategy, and having greater reliance on our expected season ticket figures will help us to identify suitable signings as soon as possible.”

Alan Stubbs, Head Coach, said: “We’re working hard to build a team that everyone can be proud of. The more fans that commit to next season, the more we can do to continue to develop our team and get ready for the 2015/16 campaign.”

Greig Mailer, Head of Marketing & Commercial Operations, said: “We wanted to create a campaign that our fans could connect with. To do this, we pulled together a small team of young, creative individuals, all based locally here in Leith alongside a number of our internal staff.

“It was really important that we tapped into the creative energy here in the community. We let them loose on the project and hope the fans enjoy both what we published today and what will follow in the coming weeks.”