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A Stunt Marketing Proposal for Red Star FC

Red Star FC is one of the oldest and most culturally distinctive clubs in French football. Founded in Saint-Ouen-sur-Seine in 1897 by Jules Rimet, the club has spent 127 years embedded in the working-class society of northern Paris. Currently competing in Ligue 2, Red Star possesses something far more valuable than its league position: a documented history of resistance, a globally recognized cultural identity, and its original home stadium just ninety seconds from one of the world's most visited landmarks. This proposal leverages all three in a two-tier stunt marketing campaign anchored to the opening home match of the 2026-27 season, targeted for the weekend of August 14-16, 2026.¹²

The central thread connecting both tiers is the Marche aux Puces de Saint-Ouen, the world's largest flea market, founded in 1885 covering 17 acres, and drawing five million visitors per year. The Puces sits directly adjacent to Stade Bauer (Red Stars current home stadium). Red Star and the market share the same DNA: both were built on the margins of Paris, both were initially excluded from the city proper, and both became defining destinations of the working-class north. No other football club in the world has access to this kind of built-in cultural infrastructure, and this campaign exists to exploit that advantage completely.³

¹Red Star FC. Official Club Website, 2026, <https://www.redstar.fr/>.

²Holmes, Jack. "The Paris Rebel Club." The Football Weekend, 2 Jan. 2026, <https://www.thefootballweekend.com/p/red-star-paris-rebel-club-psg>.

³"Les Puces de Paris Saint-Ouen, Since 1870." Official Website, <https://www.pucesdeparissaintouen.com/en/>.

Tier 1: "The Puces Drop" Grassroots Activation



Estimated Budget: \$10,000-\$15,000, Timing: Saturday Morning, August 15, 2026

The concept is simple: 200 numbered, individually wrapped Marche aux Puces special edition kits are hidden across five specific vendor stalls inside the Puces on the morning of the opening home fixture. Starting at 9:00 AM, a series of social media clues are released on Red Star's Instagram and TikTok stories, one every 30 minutes, each pointing to a different market within the Puces. Followers race to the market, find the stalls, and claim one of the limited kits. Kickoff at Stade Bauer follows in the afternoon, with kit holders encouraged to wear their find to the match.

The five stall locations are chosen deliberately, each one mapping onto a layer of the brand's identity. Marche Vernaison: the oldest market at the Puces, known for workwear and linen textiles. Marche Malik: the streetwear and casual market, affordable and youth-oriented,

speaks directly to the demographic buying the Kappa tracksuit. Marche Le Passage: the vintage capital of the Puces, rare and collector-grade, reinforces the scarcity and numbered drop narrative. Marche Dauphine 1st Floor: the pop culture area, home to the largest concentration of record vendors in Europe, positions the kit as a cultural object, not just merchandise. Marche Dauphine 2nd Floor: high-end antiques and art galleries, elevates the limited drop to collector-tier status.⁴⁵

The activation requires zero paid media. Every element is organic: the clue drops generate story engagement and shares, the hunt creates user-generated content as participants post their search through the market, and the kit worn at Bauer in the afternoon becomes a live advertisement inside the stadium. The 200 numbered kits at \$150 retail also generate secondary market activity, with resale values projected at 3 to 4 times retail, producing earned media and social proof that multiplies the campaign's reach long after matchday ends.⁶

Target Demographics: Tier 1 speaks to three overlapping audiences: existing Red Star supporters in the Saint-Ouen community, fashion-forward Parisians who frequent the Puces on weekends, and international tourists visiting the market. The Saturday morning timing captures all three simultaneously. The social media aspect skews younger (18-34), while the market setting draws the 35-55 collector demographic that pays premium prices for limited pieces.⁷

⁴"Marche Dauphine." Marche Dauphine, <https://marche-dauphine.com/en/>.

⁵"Saint-Ouen Flea Market: Complete Guide." One Journey, <https://onejourney.com/blog/saint-ouen-flea-market-guide>.

⁶Boxall, George. "More Than a Football Club." Red Star Rising, 14 Oct. 2025, <https://georgeboxall.substack.com/p/more-than-a-football-club-a-review>.

⁷"Marche aux Puces de Saint-Ouen in Paris." Paris Select, 30 Oct. 2025, <https://www.parisselectbook.com/en/2025/10/30/marche-aux-puces-de-saint-ouen-in-paris-the-worlds-largest-antiques-market-7-hectares-and-150-years-of-history/>.

Tier 2: "The Green Line"



City-Wide Activation

Estimated Budget: \$100,000-\$150,000, Timing: Full Weekend, August 14-16, 2026

Tier 2 takes the energy of the Puces Drop and moves it across the entire city. The centerpiece is a full Metro Line 13 brand takeover running the complete length of the line from Porte de Saint-Ouen, one stop from Stade Bauer, through the heart of Paris, connecting Saint-Denis, Saint-Lazare, Champs-Elysees, Invalides, and Montparnasse before terminating in the southern suburbs. Line 13 is the fifth busiest line in the Paris Metro network, recording 131.4 million passengers annually across 32 stations. It is the single line that connects Red Star's working-class northern suburb to every demographic zone in the city.⁸

⁸"Paris Metro Line 13." Wikipedia, https://en.wikipedia.org/wiki/Paris_M%C3%A9tro_Line_13.



The Line 13 takeover runs three elements simultaneously. First, a fully wrapped Red Star FC branded train car, forest green with the Marche aux Puces kit's engraving across the exterior, "Saint-Ouen / Depuis 1897" on the side panels, and Kappa Banda tape detailing. Second, full-format poster advertising at all 32 stations on the line. Third, a matchday free travel offer for supporters holding a Stade Bauer ticket, activated through a QR code printed on the match poster at every station.

The second component of Tier 2 is a Kappa x Red Star FC pop-up store in Le Marais. Kappa has no permanent Paris flagship, making the pop-up format the best option in the city. In September 2025, the Kappa x Helas collaboration ran a pop-up from September 12-20 at 139 rue du Temple. It was a pop-up celebrating 90s Italian football heritage through branded tracksuits and accessories, selling out immediately. The Red Star activation mirrors this format exactly, a weekend long pop-up at the same Le Marais location. The Kappa x Red Star tracksuit drops as a

numbered limited release on Day 3 (Sunday, August 16). The space also functions as a brand experience: Red Star visual storytelling on the walls and the full kit line on display.



Target Demographics: The Metro Line 13 takeover reaches 131 million annual passengers across Saint-Ouen's working-class core, central Paris's professional and tourist population, and the southern suburbs. The Le Marais pop-up targets the 18-35 fashion-forward consumers while the tracksuit drop's limited numbered format draws collectors and resellers who amplify the brand on secondary market platforms. Together, Tier 2 takes Red Star from a Saint-Ouen institution to a Paris-wide brand conversation in a single weekend.⁹

⁹Binns, Simon. Red Star Paris: Punks, Politics and Power Struggles in the Fight for the Coolest Club on Earth. Pitch Publishing, 2025.

KPIs and Measurements

Engagement: Tier 1 targets 50,000+ organic impressions through Instagram and TikTok clue drops, user-generated content from the kit hunt, and matchday posts from kit wearers at Bauer. Tier 2 targets 10-15 million impression opportunities through the Line 13 takeover, based on 131 million annual passengers across 32 stations, combined with pop-up foot traffic and influencer content. Combined follower growth target across both tiers, 15,000-25,000 new Red Star social followers by close of activation weekend.¹⁰

Athletes and Partners. The activation formalizes the existing Kappa partnership through a documented pop-up collaboration. The pop-up creates a natural content environment that premium fashion and football accounts will post organically, generating estimated earned media value of \$50,000-\$80,000. David Bellion, Red Star's creative director and the architect of the club's existing visual identity, attends the pop-up on Day 2 as the face of the campaign for the press.¹¹

Sales. Tier 1 projects full sell-through of 200 numbered kits at \$150 retail (\$30,000 gross) within hours of launch, with secondary market resales at 3-4x generating additional brand noise. Tier 2 projects 600 tracksuit units at \$180 retail (\$108,000 gross) through the pop-up drop, plus sustained e-commerce uplift from full-weekend Line 13 exposure. The free travel matchday offer is projected to generate 500-1,000 incremental attendees for the Bauer opener, adding gate revenue and concession spend. Total projected direct activation revenue: \$150,000-\$200,000 across both tiers, before downstream e-commerce and brand equity impact.¹²

¹²"Les Puces Saint-Ouen Flea Market: 10 Best Shopping Tips." Paris Discovery Guide, <https://www.parisdiscoveryguide.com/paris-flea-markets.html>.

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