

## CASE STUDY

# How Tampa Bay Lightning used Blinkfire to maximize sponsorship exposure & increase value

## OVERVIEW

Tampa Bay Lightning based in Tampa Bay, Florida, have won three Stanley Cup titles, most recently back-to-back titles in 2020 and 2021. The team has more than 2.16 million social media followers (as of Dec 30, 2021) and a strong fan base across Tampa, St. Petersburg, and Clearwater. With new sponsorship assets like the helmet, the Lightning are creating innovative ways to increase engagement across social media while also driving value for brand partners.

## CHALLENGE

Blinkfire Analytics has been the Lightning's social media and sponsorship valuation provider since 2016. For the past 18 months, the Lightning rethought their sponsorship, social media, and content strategies, as COVID-19 created challenges. From the 2020 Bubble Playoffs, with no home games to a shortened 2021 season, with limited fans, the Tampa Bay Lightning knew their social and digital channels would prove invaluable for sponsors. The organization looked to use data and real-time insights to create engaging and valuable partner activations and content across social and digital.



We love Blinkfire Analytics – the platform and the team behind it! While we use the platform and reports almost daily, one of the greatest assets is the Blinkfire Customer Success team; they were integral in our helmet sponsorship last season. I can go with any question and know that what they provide will be above and beyond, including valuable industry and league insights that help our team build content, value digital activations, and create new strategies. Blinkfire's proactive, hands-on approach gave us new inventory opportunities plus data we wouldn't have thought to capture. Those proactive moments offered clutch value back to our partners, especially during renewal talks. Blinkfire's CS coupled with their technology gives the Lightning real-time sponsorship data and automatic insights – something we wouldn't get from another vendor.

Allie MacLeod

Senior Manager of Market Intelligence, Tampa Bay Lightning

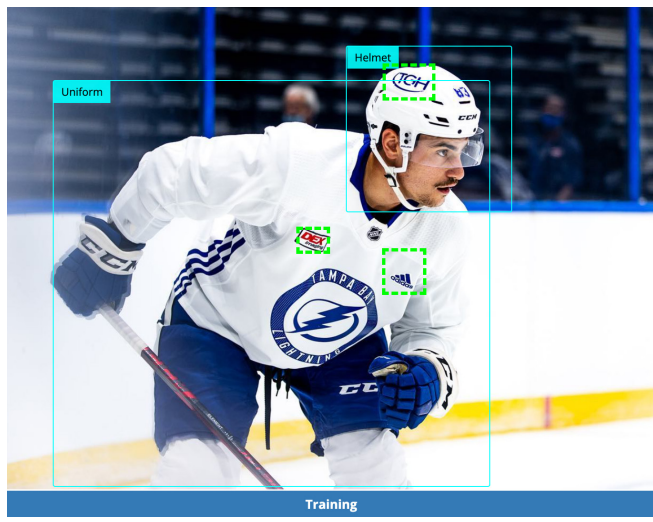
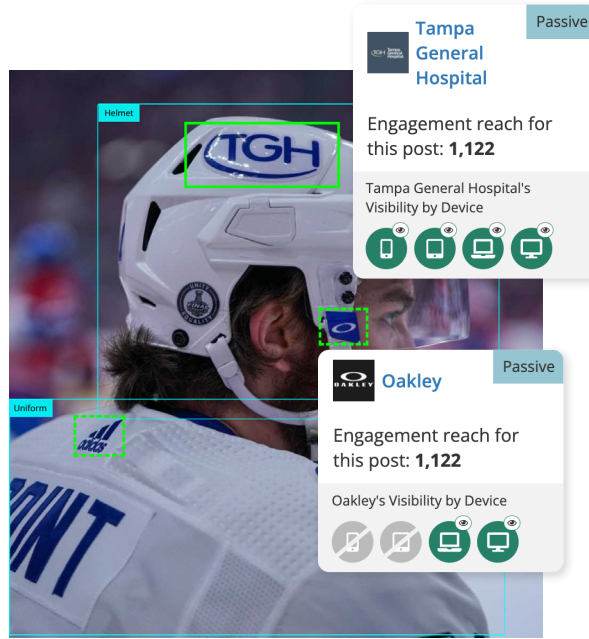
## SOLUTION

The Lightning took advantage of Blinkfire's real-time valuation engine to provide sponsors key insights and media value.

**1. Strength Meter™** With the new helmet asset for the 2021 Season, the Lightning reported weekly on exposure for DEX Imaging and Tampa General Hospital (TGH). Blinkfire's Strength Meter™ shows brand visibility by device (smartphone, tablet, laptop, and desktop). The Lightning realized TGH's logo was not visible on most smartphones. By changing the logo entirely from "Tampa General Hospital" to "TGH", the team grew the brand's engagement and valuation.

**2. Digital Activations** The Lightning made sure specific activations, such as score graphics and training posts, showcased helmet sponsors TGH and DEX Imaging.

**3. COVID-19 & Video** Like many other teams during the time of COVID, the Lightning looked to video and new content to grow engagement, value, and fandom.



## 2020 BUBBLE PLAYOFFS

**"Recharge":** Behind-the-scenes YouTube series documenting the team's 2019-20 Stanley Cup winning season.

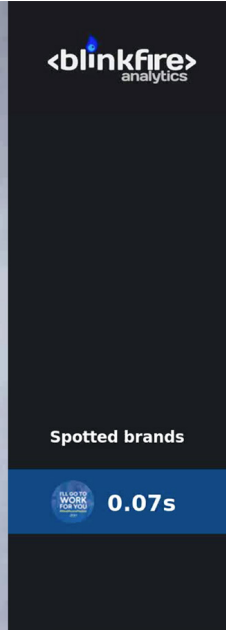
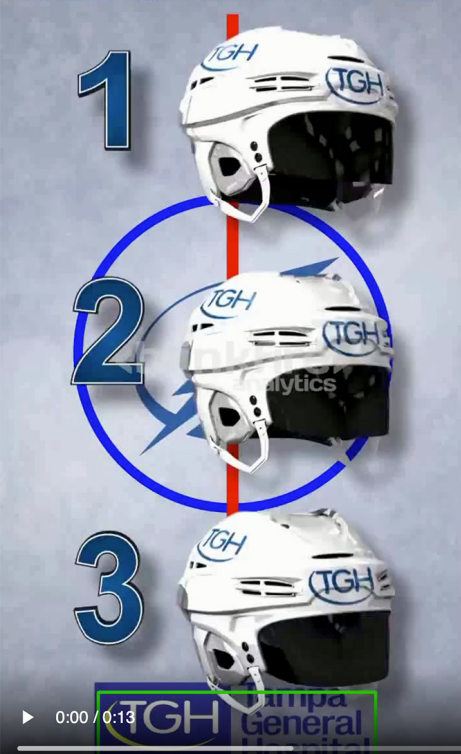
**"The Chase":** Started during the 2020 playoffs and repeated for the 2021 playoffs, these hype videos are released before every playoff game.

**"Hub City Weekly":** Behind-the-scenes of Bubble life in Edmonton.

**"Cup Keeper Tales":** Offseason mini-series.



## HELMET SHUFFLE



## 2021 SEASON

### Tampa General Hospital Social Campaigns & Content Series

- TGH featured on **Player of the Week & Player of the Month** posts.
- **Bolts Beats:** Customized playlists curated by players.
- **Helmet Shuffle:** Interactive, engaging game, following the puck, sponsored by TGH.
- **2 Minutes With:** Fun, engaging two minute segments on Facebook and Twitter where fans get to know famous Tampa Bay natives.



## RESULTS

### 2021 NEW ASSET: HELMET SPONSOR

Because of Blinkfire's Strength Meter™, the Lightning switched the TGH helmet logo in the middle of the 2021 season to increase sponsorship exposure and value. This not only proved beneficial from an owned & operated perspective, but also across earned media. Since media companies often post player headshots, the new TGH logo became a best practice example. After updating TGH's logo six weeks into the 2021 season, the Lightning's earned media exposure for TGH increased.



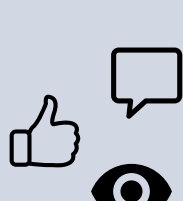
### Tampa General Hospital Helmet Exposure from Earned Media

Jan 13 - March 26, 2021 vs March 27 - May 8, 2021



137%

increase in numbers of posts



128%

increase in engagements



1019%

increase in value

Despite a shortened 2021 season, DEX Imaging and TGH exposure grew substantially across the Lightning's owned and operated accounts in large part because of the helmet asset. Before the 2021 season, both sponsors were on dasher boards, step and repeats, and the practice jersey (DEX Imaging).

### 2021 season vs 2019-2020 season



302%

increase in value

131%

increase in engagements



924%

increase in value

288%

increase in engagements



To learn more about Blinkfire Analytics, email at [bizdev@blinkfire.com](mailto:bizdev@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

