

CASE STUDY

HOW CA OSASUNA GREW 3100% ON TIKTOK



OSASUNA



CA Osasuna is a Spanish professional soccer club in LaLiga and is based in Pamplona, Navarre, the city best known for the Running of the Bulls. The team has over three million social media followers across Facebook, Instagram, TikTok, Twitter, YouTube, and Sina Weibo. In 2017, CA Osasuna started working with Blinkfire to help grow the team's social presence and value social and digital sponsorships.

After unlocking valuable insights in Blinkfire, CA Osasuna built a dedicated social media and digital team to develop a social media-first strategy to grow its following and create platform-specific content. This helped the team with explosive growth on TikTok, highlighted by the viral "Osasuna nunca se rinde" chat that fans sing at the club's El Sadar Stadium.









TIKTOK: BY THE NUMBERS

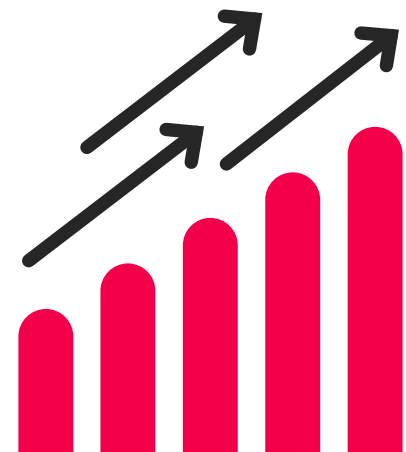
At the beginning of the 2022 season on July 1, 2022, CA Osasuna had 53,000 followers on TikTok. By the end of 2022, CA Osasuna's followers grew to 878,300, a 1554% increase. What's even more impressive — from January 1, 2023, to February 14, 2023, **Osasuna has added 820,000 more TikTok followers, exceeding 1.7 million.**

To better understand the TikTok figures CA Osasuna has achieved, the team's 1.7 million TikTok followers are double the number of residents in Navarre (662,000) and would fill El Sadar Stadium 72 times (the stadium has a capacity of 23,516).

The Navarre team ranks eleventh in LaLiga Santander based on total followers. If we filter by only TikTok followers, CA Osasuna climbs to sixth place — of the 20 LaLiga Santander teams. CA Osasuna has had the largest follower growth on TikTok and across all social networks since the beginning of the season.

CA OSASUNA'S EXPLOSIVE TIKTOK GROWTH

Social Network	Followers 7/1/22	Followers 2/14/23	Growth Rate
	53,100	1,700,000	3101.5%
	271,397	564,107	107.9%
	149,051	221,402	48.5%
	178,047	232,000	30.3%
	274,496	294,392	16%
	21,900	25,400	7.2%
Total	950,389	3,039,804	219.8%



“OSASUNA NEVER GIVES UP”

In 2017, former Osasuna employee, Eneko Elósegui, traveled to Uganda on a mission trip. In Uganda, Elósegui taught a group of children a popular chant and recorded them singing. CA Osasuna shared the video across social media, which saw success at a local level but would not gain global notoriety for another five years. In 2022, that audio went viral on TikTok.



Aitor Royo, Head of Press:

“The day we realized the chant went viral, we made it our own. The combination of our team plus taking advantage of this special social media moment is why we have seen such growth over the past six months.”

Once the “Osasuna never gives up” chant went viral, **the club’s social media team capitalized on the moment and developed content around it.** They integrated the hashtag #OsasunaNuncaSeRinde into their content, silkscreened it on the third ring of the stadium, and incorporated it across the team’s official content. The social team brilliantly transformed the viral audio into a mantra that personifies the DNA of the ‘rojillo’ team.



Streamers like DjMaRiiO, a popular YouTuber who posts soccer and sports content to his 20 million followers, and Ibai Llanos, a Spanish internet sensation and esports caster with 58 million followers, and soccer clubs like Sporting Gijón and FK Zenit, used the CA Osasuna chant in their content. They weren’t the only ones, thousands of TikTok users, from other sports teams to content creators, added the audio to videos they published on the platform.

The impact of the CA Osasuna chant went beyond social media. In Madrid’s Malasaña neighborhood, there is a mural with one of the children who has made this chant famous. The chant has also been heard outside the Sadar Stadium and earned CA Osasuna support throughout Spain and abroad.

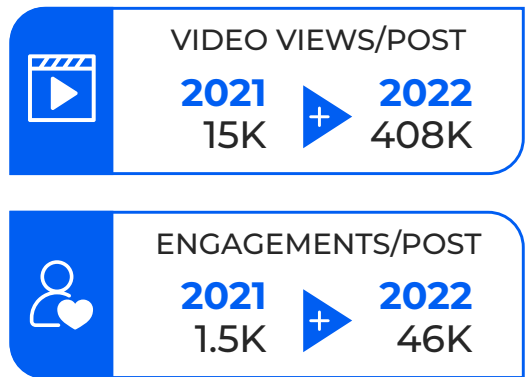
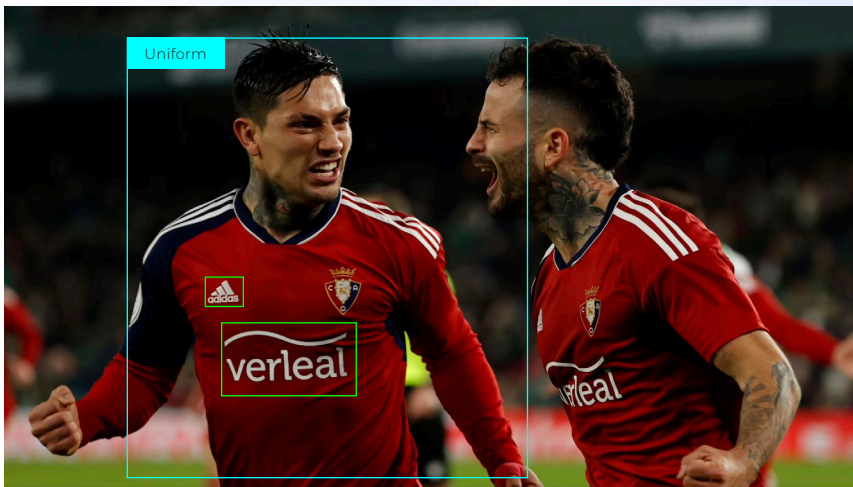
OSASUNA’S KEY TO TIKTOK VICTORY

There are a few reasons CA Osasuna has achieved unparalleled success on TikTok: **1)** The virality of the CA Osasuna chant on TikTok; **2)** Building a dedicated social media team; **3)** CA Osasuna’s great season, as the team will play in their sixth Copa del Rey semi-final in March. To reach the semi-finals, CA Osasuna beat Sevilla FC and Real Betis, defending Copa Del Rey champions.

A team’s social media strategy cannot be based solely on a social channel’s potential to go viral. Instead, a social media team needs to be nimble, adaptable, and work in as near real-time as possible, while taking advantage of special sports moments. **CA Osasuna saw how the “Osasuna never gives up” chant took off and created content around the increased attention.** The team also had an extra boost — at the start of the 2022-23 season, new faces arrived in the marketing and communications departments of CA Osasuna, bringing a fresh, innovative perspective to social media.

Santiago Zuza, Director of Communications:

“We clearly defined each team member’s role and now have a digital team exclusively in charge of the club’s social media. They are aware of trends that may arise and adapt the content to each social network.”



CA Osasuna built a dedicated team with defined roles, and that specificity translated into how they created content. It's no longer a best practice to publish the same video across all social media networks. The format, length, and video content focus must adapt to each platform's strengths, including the target audience, animations, filters, and personalities.

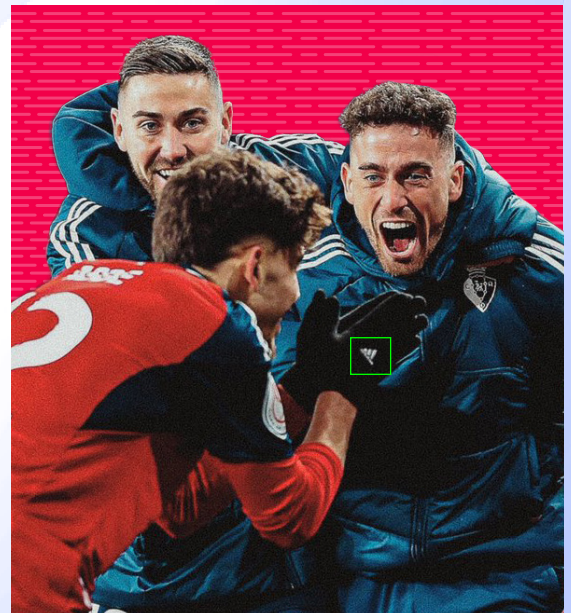
TikTok is most popular with young audiences and creators. Sixty percent of TikTok users belong to Gen Z (born between 1997 and 2012), and more than half of its content creators are between 18 to 24 years old. CA Osasuna understood that to succeed on TikTok, they needed to be familiar with their audience.

One of TikTok's strengths is its unique format, which usually involves combining videos with music, from EDM and pop to rock and roll and R&B. The platform is also more engaging and interactive, making it the perfect place for a sports team to create a fun way to connect with fans. **Thanks to the popularity of the "Osasuna nunca se rinde" audio on TikTok**, users from around the world have put the audio in videos. This helped CA Osasuna build its TikTok personality and gain relevance outside of Spain.

Another TikTok main feature is the length of its videos. TikTok's content performs best when it's short, entertaining, and creative — so it captures the viewer's attention.

Aitor Royo, Head of Press:

"We now have three people who work exclusively on social media content, and they know how to detect trends which has been key to our growth."



Blinkfire is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and OTT. Using AI, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms.

To learn more about Blinkfire, email at marketing@blinkfire.com or visit www.blinkfire.com.

