

Talking Sports Sponsorships with CaixaBank's Partnerships Manager Albert Turull



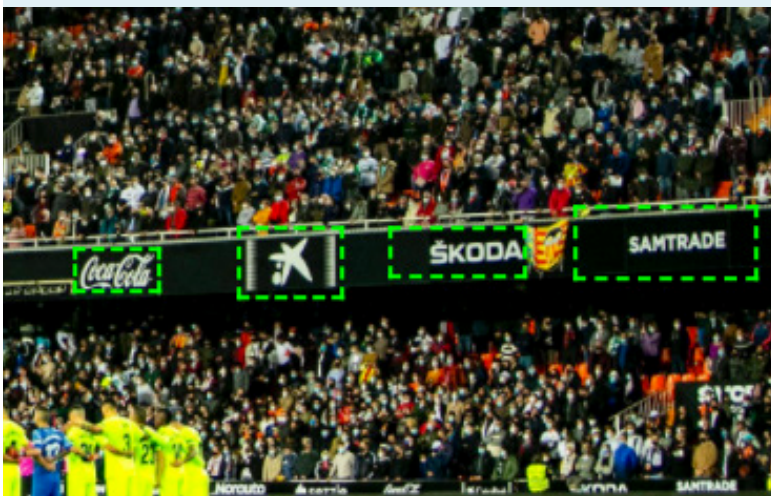
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CaixaBank and Blinkfire Analytics have worked together since 2015. The Spanish bank uses Blinkfire to track, value, and report on their sports sponsorships, including Valencia CF, FC Barcelona, Real Betis, and FC Barcelona Femení. Blinkfire had the chance to sit down with CaixaBank's Partnership Manager Albert Turull to discuss the brand's role in sports sponsorships and how partnering with Blinkfire allowed them to report more effectively and efficiently.

Since the start of the pandemic in March of 2020, CaixaBank has seen incredible growth. Despite the lack of play and fans in stadium, CaixaBank embraced partnerships and innovative techniques on social media to increase their official partner brand value and engagement. CaixaBank's brand value across partnerships (like Valencia CF, RCD Espanyol, and FC Barcelona) increased 24% from 2020 to 2021. Additionally, CaixaBank's brand engagement across partnerships grew 29% in the same time frame.

With CaixaBank sponsoring a mixture of digital and physical assets across numerous soccer teams, how do you streamline tracking and reporting?

At CaixaBank we carry out a thorough monitoring of the return of our contracts through specialized third-party companies, including Blinkfire Analytics. This monitoring allows us to value the benefit of our presence in social media and detect possible areas for improvement during the duration of our sponsorship agreements. Blinkfire helps us measure, analyze, and improve the assets that appear in social media and detect the trends across platforms as well as assist with the choice of assets (like uniform, ground adboard, step & repeat) when negotiating with partners.



When you consider the ROI of a sponsorship agreement, what metrics & KPIs do you care most about?

We focus on the visibility, engagement, and business that is generated from the agreements with our sports partners. By teams increasing CaixaBank's brand exposure, whether active (digital overlay) or passive (physical asset), it helps create a meaningful partnership.



Based on social media data in Blinkfire, in 2021, CaixaBank's official partner value through its sponsorship deals increased 24% and official partner engagement increased 29% compared to 2020.

Before Blinkfire Analytics, did CaixaBank use a social media provider?

We used a provider to measure the return on TV and press but not on social media. Before we started using Blinkfire, sports entities were not giving the same relevance and presence across social media as they do today.

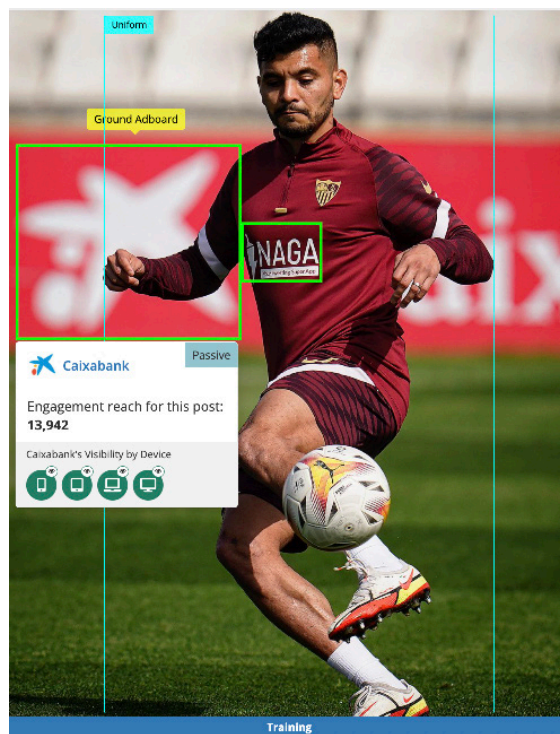
How have social media platforms and sports sponsorships helped build CaixaBank's brand?

We believe there has been a trend leading to an exponential increase in the relevance of social media, and the COVID crisis accelerated this growth. Being present on the social media platforms of sports entities helps us approach (and hopefully target) younger audiences, which according

to various studies, are the biggest consumers of these platforms.

COVID forced brands to change their marketing and content strategy and dedicate more resources to social media. Are there any changes CaixaBank made around their sponsorships due to COVID?

Before COVID, CaixaBank made an effort to have a greater presence on social media, which can also be highlighted by our partnership with Blinkfire — as we are in year seven! We know how important it is to understand, value, and report on CaixaBank's social media exposure through our sports sponsorships. What COVID did was force us to accelerate this strategy.



Any predictions on the future of sports sponsorships playing out? Have you detected any new sponsorship trends that will be important?

Recently, we have seen that not only brands have to adapt to change, but also teams have to take a step forward and give greater visibility to their partners. The presence of sponsors will need to include organic exposure and not just adding brand overlays or @mentions to posts, which can lead to consumer rejection.



Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

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

