

CASE STUDY

HOW COLO-COLO WON ON SOCIAL MEDIA IN 2022



INTRODUCTION

Colo-Colo won its 33rd Chilean Championship, the team's first in five years, on November 6, 2022.

Not only did Colo-Colo perform on the soccer field, but also the Chilean team saw a strong performance on social media — showing that winning can be impactful.

Colo-Colo's team that manages social media, marketing, and partnerships grew in 2022.

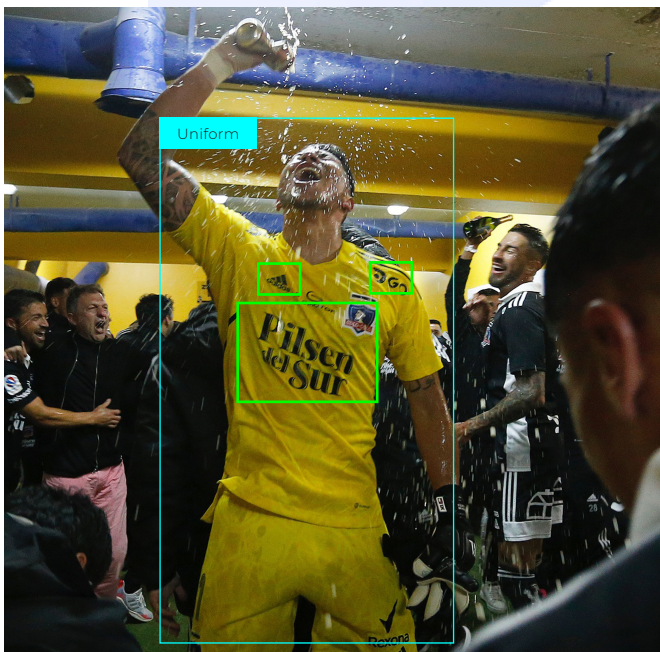
With their rapid growth, each department leaned on Blinkfire as an easier and better way to set objectives, monitor social media and content performance, and report to brand partners.

Maximiliano Pozarski, Product Manager:

"Now that the team has grown, we've had more time to get into Blinkfire. We wanted to use it more because we knew the platform offers great insights."

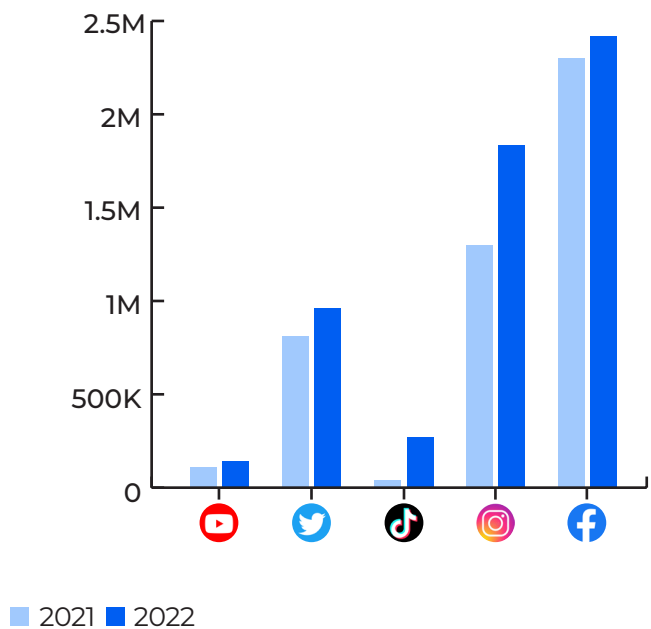
THE CHAMPION'S DATA

For a complete view of how Colo-Colo's 33rd title impacted their social media, we compared the 2022 season to the 2021 season. (Note: The 2022 season ended earlier due to the FIFA World Cup.)



COLO-COLO FOLLOWER DISTRIBUTION

Colo-Colo's social channels in 2022 outpaced 2021, with TikTok increasing the most — a 486% jump in new followers.

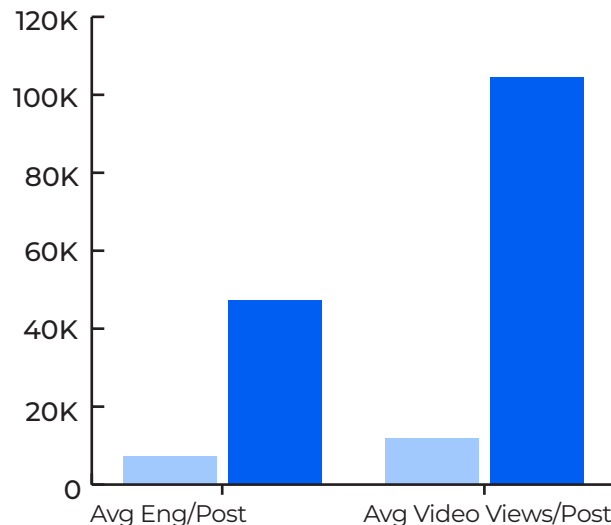
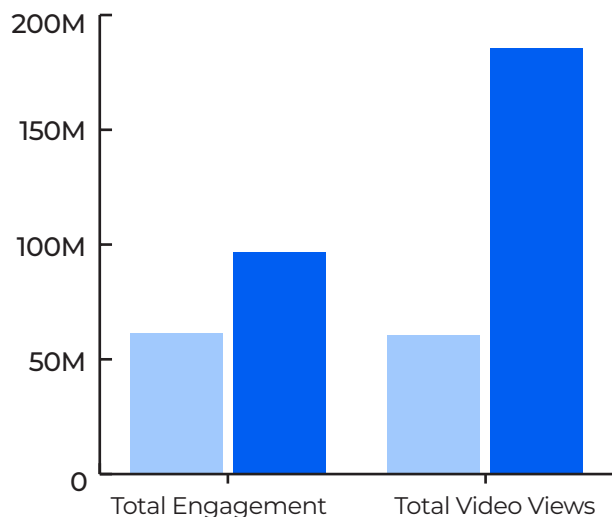


Data from January 1 – November 30

TOTAL ENGAGEMENT & TOTAL VIDEO VIEWS

AVG ENG/POST & AVG VIDEO VIEWS/POST

Colo-Colo focused on video content in 2022,
increasing engagements by 121% and videos view by 204%.



Data from Blinkfire across YouTube, Twitter, TikTok, Instagram, and Facebook.

■ 2021 ■ 2022

BLINKFIRE ON A DAY-TO-DAY BASIS

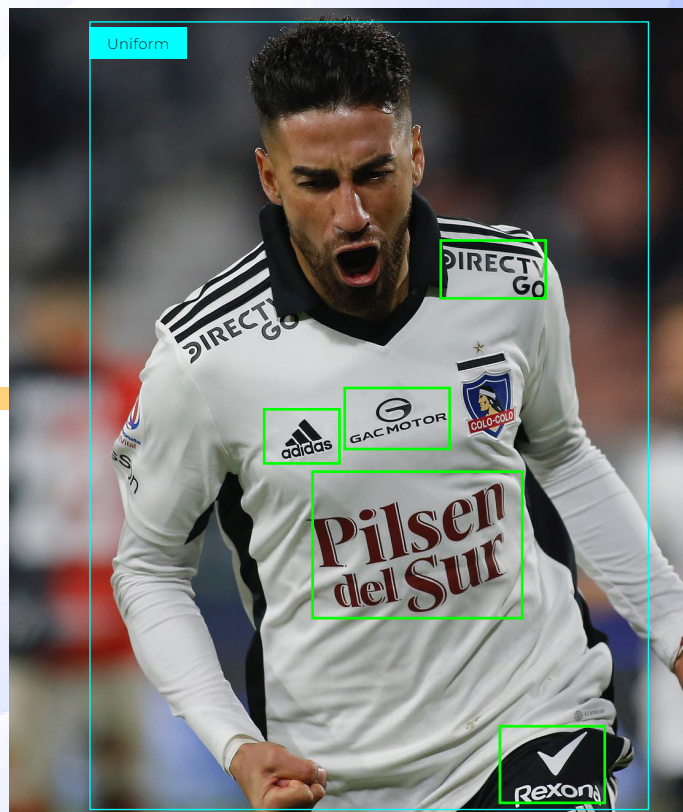
Colo-Colo has worked with Blinkfire since the start of the 2021 season. The team integrated Blinkfire into their daily work projects across various departments, ranging from social to partnerships.

Samuel Pérez, CCO & CMO:

"Blinkfire has been key to showing our brand partners their ROI. We have managed to renew 90% of our sponsors under better contract terms."

Colo-Colo signed more sponsors in 2022 through social and digital activations. Because of the uptick in partners, Colo-Colo used Blinkfire's real-time reports to send to sponsors throughout the season.

Blinkfire's Sponsorship Report is one of the most used reports by Colo-Colo. **During the 2022 season, official partners earned 96% more exposure on Colo-Colo's social media channels compared to the 2021 season.**



STRATEGY



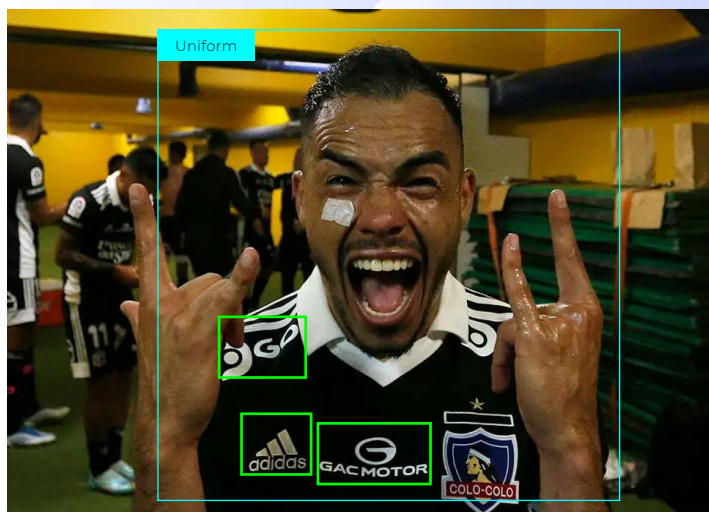
According to Nicole Acuña, Colo-Colo's Communications Journalist, one of the keys to the team's incredible social media performance in 2022 was understanding what type of content fans want to consume. Colo-Colo fans want to see content not available on TV, like behind-the-scenes and training as well as a closer look into players and their personalities.

Colo-Colo realized what content was most successful among its followers and began to include brands in social media posts. This way, sponsors could be a part of content where fans engage because of their connection with the team and players.

Another key aspect was creating content for specific demographics. **Knowing the audience of each social network and the language spoken is essential to developing a successful message.**

Nicole Acuña, Communications Journalist:

"We know certain videos work better on TikTok, so we don't share them on other networks. If we think they can work on all networks, then we'll do that. It has a lot to do with the content plus the Colo-Colo fan — who they are and what type of media do they like engaging with on a daily basis."



THE CUP IS HOME

548.8K VIDEO VIEWS



CHAMPIONS CELEBRATION

66.8K VIDEO VIEWS

Blinkfire is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, 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.

