

# CD LEGANÉS X IBAI LLANOS: A DISRUPTIVE APPROACH TO SPONSORSHIP

## INTRODUCTION

CD Leganés, a club from the south of Madrid, has built a reputation for creativity both on and off the field, especially when it comes to digital and sponsorship strategy. Known for its authentic, humorous social media content and forward-thinking partnerships, the club boasts more than 5.65 million followers (as of 7/16/2025) across its platforms.

Loyal to that innovative spirit, Leganés is working to take sponsorship beyond traditional activations—exploring initiatives that strengthen its entire brand ecosystem and amplify visibility.

Ahead of its Copa del Rey 2025 quarterfinal match against Real Madrid, the club saw an opportunity to do something bold. Instead of following the traditional sponsorship route, Leganés collaborated with Ibai Llanos, the world's most influential Spanish-language streamer. His logo would appear on the kit during one of the most high-profile matches of the season.

## CHALLENGE

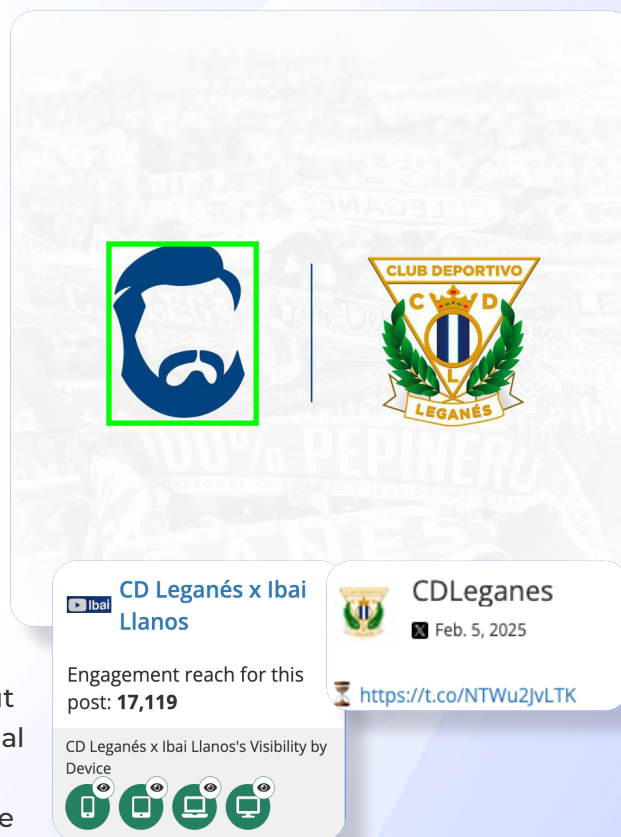
Leganés knew that a Copa del Rey match against Real Madrid would draw national and international attention. Instead of signing a conventional sponsor, Vice President Eduardo Cosín and Business Director Iván Maroto chose a digital-first approach: to feature Ibai Llanos' logo on the team kit and to create a viral sponsorship moment.

Working with the marketing department, they developed a disruptive activation, far from traditional sponsorship norms—aiming to maximize the match's attention and accurately measure its impact across networks and media.

The challenge was not only executing the partnership, but also proving its value to internal stakeholders and potential sponsors. With several major players involved—Leganés, Real Madrid, Ibai Llanos, and dozens of media outlets—the club needed to:

- Track sponsor exposure beyond owned channels
- Quantify earned media impact
- Compare campaign content to standard team content
- Deliver real-time results before and after the match

This required **speed, precision, and a comprehensive view** of digital and social performance.



## SOLUTION

To manage and measure the campaign, CD Leganés used Blinkfire Inventory Manager, which enabled:

- Real-time tracking of Ibai Llanos' logo across social and digital platforms
- Custom campaign windows to isolate this sponsorship from day-to-day content
- Measurement of earned media impact from third-party media and influencer accounts
- Immediate insights to evaluate performance and inform future activations

Blinkfire's computer vision and AI ensured accurate monitoring of the Llanos logo, even in user-generated content and earned media. From pre-match hype to post-match coverage, Blinkfire helped Leganés track performance across Real Madrid's accounts, Spanish sports media, and Ibai's own platforms.

### Eduardo Cosín, Vice President, CD Leganés

*"Measuring the real-time impact was key to understanding the campaign's reach and optimizing its performance. Thanks to Blinkfire's campaign tool, we tracked Ibai's logo on our kit and assessed his social media presence during the activation, before and after the Copa del Rey match against Real Madrid."*

The platform also allowed Leganés to benchmark the campaign's performance against typical branded posts—making it easy for sponsors, including kit sponsor Ontime, to see the value of their placements amplified by Ibai's visibility.



A crucial element of the activation was leveraging earned media, which often delivers greater value than owned channels. Measuring beyond the club's platforms allowed Leganés to identify new collaboration opportunities and optimize sponsorship strategies. Ibai Llanos, a streamer with over 81.2 million followers, was a strategic choice. His involvement played a vital role in the campaign's visibility, increasing its reach and proving the importance of tracking external accounts in sponsorship evaluation.

Additionally, the magnitude of Real Madrid's audience elevated campaign exposure. As the UEFA Champions League club with the highest social following — 537.8 million across platforms, with a player roster exceeding 676.2 million followers — Real Madrid's participation significantly increased visibility for Leganés and its sponsors, especially those featured on the kit.

## RESULTS

The Leganés x Ibai Llanos campaign showed that short-term, creative sponsorships —when paired with strong content and precise measurement—can yield outsized returns. In just 48 hours (from February 5-6, 2025), the activation achieved:

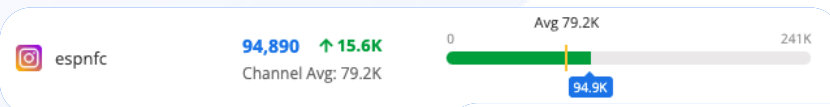
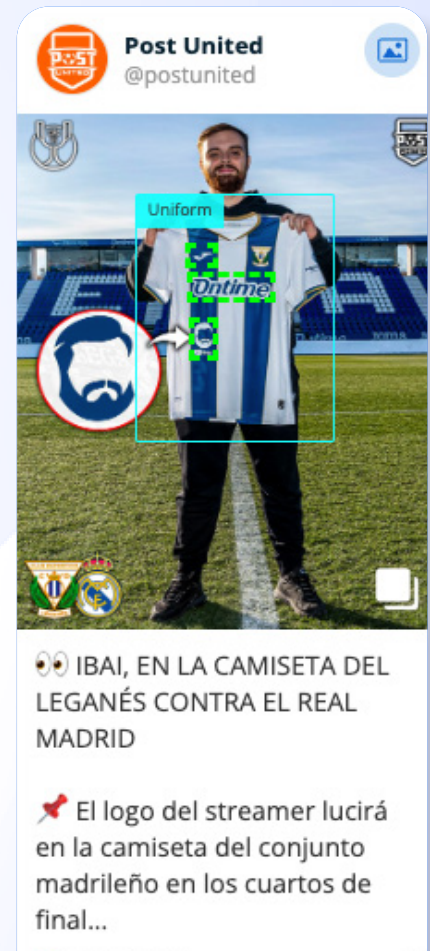
- **51 million** impressions
- **3 million** engagements
- **\$933,000** in total media value
- **\$743,800** in value for Ontime, the club's main kit sponsor

The campaign's reach extended beyond Leganés' owned platforms. Key sports media outlets, like Post United, ESPN FC, TNT Sports Argentina, and Marca, mentioned the moment:

- **Post United's** Instagram post featuring Ibai on the kit generated **\$53,900** in media value
- **ESPN FC** saw a **20%** engagement increase compared to average post performance
- **TNT Sports AR** drove over **30,000** more interactions than usual
- **Marca** doubled its typical Instagram engagement

*Iván Maroto, Business Director, CD Leganés*

*"We knew that working with Ibai would boost our social media numbers, but Blinkfire gave us the data to prove just how far-reaching the campaign was—and how it benefited all of our sponsors."*



This case highlights how a non-traditional, short-term sponsorship, paired with the right content and the analytics, can outperform. For CD Leganés, the combination of bold innovation and Blinkfire's real-time measurement platform delivered immense value.

By embracing creativity and backing it with data, Leganés transformed a single match into a high-impact digital campaign that reached fans worldwide—and set a new standard for sponsorship in sports.

**Blinkfire is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming.**

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.

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

