CASE STUDY

How **SD Huesca** turned its armband tribute for opponents into a successful digital sponsorship asset

OVERVIEW

For the past three seasons, SD Huesca, a Spanish club in LaLiga's second division, creatively used their captain's armband to pay tribute to their opponents. The armband design included the Huesca's crest and a unique characteristic about the team they would face. Because of the attention the armband received from fans, SD Huesca won the Agripina award in 2019 and 2021.

CHALLENGE

Across SD Huesca's social networks, content highlighting the armband achieved the most engagement. After three seasons, the team's social media and partnerships departments realized they needed to pivot to avoid repetition. They then decided to transform the armband into a sponsored digital asset with a clear message: symbolizing emotion and fandom, with a meaningful tie to the sponsor.

SOLUTION

SD Huesca found a way to align its most valuable content (the armband series) with the objectives of its main sponsor Huesca La Magia, a tourism brand. The idea for the armband was to show characteristics of Huesca's province along with the other cities the team visited during each away game. Huesca La Magia was the perfect 'match' to continue generating successful content on social media while promoting the city. The travel company participated in campaign activations in the cities the team played, driving awareness for the brand. Through Blinkfire Inventory Manager, SD Huesca has tracked performance data for Huesca La Magia, seeking to increase the value of the sponsorship.

> " With **Blinkfire,** we managed to have an inventory of our content and identified the armband as an asset that could be monetized. Without **Blinkfire Inventory Manager** this process couldn't have been done. If you go to a sponsor and tell them that their content has value and that the data comes from Blinkfire, you gain credibility.

Diego Pesqué
Director of Marketing & Communications
SD Huesca

SD Huesca
@sdhuesca

© BRAZALETES | ¡Nuevo diseño para nuestra visita a Mendizorroza!

Buscamos puntos de unión entre nuestros territorios, con dos saltos de agua inel...
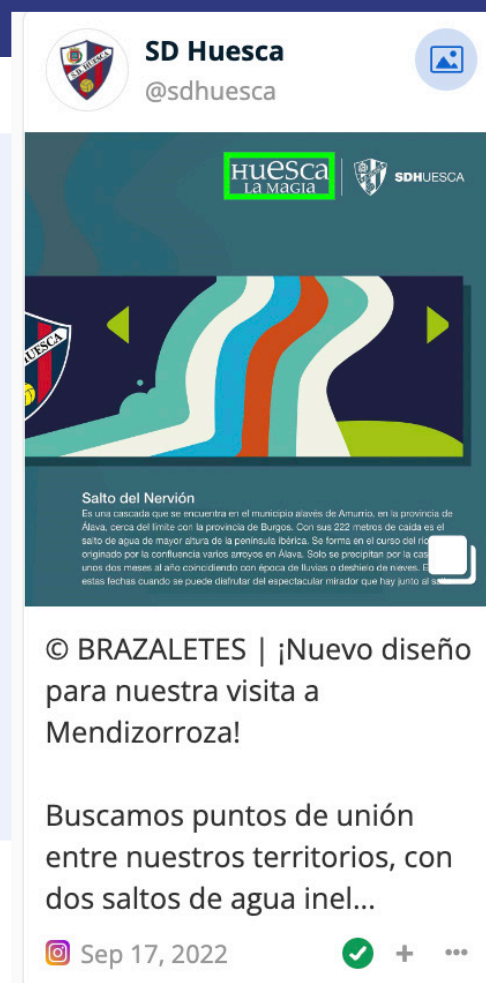
Sep 17, 2022

RESULT

1. Content series creation: Before each away game, SD Huesca posted the armband design on social media.

2. Know the value of your content: By using Blinkfire, SD Huesca monitors its social media to know which channels and content perform best.

3. Generate Rate Cards: Blinkfire Inventory Manager's Rate Card helped SD Huesca estimate the future value of the armband content series, converting it into a sponsored digital asset.

4. Real-time inventory management: SD Huesca manages the armband asset as part of its digital inventory. The team tracks the performance in real-time and reports it to Huesca La Magia.

BLINKFIRE X SD HUESCA

SD Huesca has partnered with **Blinkfire Analytics** since the 2016/17 season. During the past six years, the club has used the platform to monitor what content works best on social media and to guide their marketing and sponsorship strategies. Every month the partnerships department sends their three main sponsors a report based on Blinkfire sponsorship and social media data. SD Huesca plans to continue creating engaging content, so they can experience success similar to the armband series becoming a sponsored asset.

> Thanks to Blinkfire, we can target content on social media and showcase the right sponsors, making sure to give them valuable exposure and visibility.

Diego Pesqué
Director of Marketing & Communications
SD Huesca