

CASE STUDY



How Vodafone Giants grew their social and digital sponsorship exposure

OVERVIEW

Vodafone Giants is one of the most successful European esports clubs. After 13 years, they've left an imprint on the esports scene in Spain with their achievements. Vodafone Giants have won multiple championships across such games as Call of Duty, CS:GO, Valorant, FIFA, Rocket League, Fighting Games, and League of Legends. The Giants compete in 10 different games and have more than 50 professional players plus several content creators. Between the social accounts of the club, players, and creators, they have more than 28 million followers. Giants also have a strong footing in the sponsorship space, working with some of the top brands in the world like Vodafone, Nike, Nesquik, KitKat, and Red Bull. In 2017, Vodafone Giants partnered with Blinkfire Analytics.

CHALLENGE

The Giants often attend six to seven events around Spain every year and offer several activations to their sponsors. When the pandemic halted events in March 2020, the Giants had to reimagine their strategy and content to reach audiences and drive value for sponsors. With the virtual nature, the Giants organization had to make sure their social media reporting was streamlined and as real-time as possible. Also, the team needed to include their owned and operated accounts, but also players and content creators. Another challenge, but more so a marketing initiative for the team, was incorporating an ambitious rebrand in May 2021. The rebrand included their logo and corporate image (as you will see both old and new logos used throughout the case study).

One of the keys of our work is to elaborate the best possible reports. In the esports industry, you have to be creative, and Blinkfire has helped us measure the ROI of activations since the very beginning. We are really proud to work closely with their development team and to offer our partners leading-edge measuring methods.

Lisardo Morán
COO & Head of Sponsorship, Vodafone Giants



SOLUTION

Social & Digital

Because Vodafone Giants couldn't attend events, they relied on social media and digital media. **Blinkfire was an important platform for the club, helping them show their partners the value driven.** With an enormous amount of content and partnership requests, Blinkfire proved invaluable when it came to real-time tracking and reporting. The club relied on two specific Blinkfire features: **Playlists** and **Group Channels**. The Giants sent playlists of posts to brand partners highlighting content series, top posts, and sponsorship exposure. The Group Channels feature allowed the club to add players and creators to a specific Group in order to track their social media metrics like engagements and views.

Sponsorship

Vodafone Giants' content is now sponsored - whether that includes passive exposure (from a uniform) or active exposure (from a digital overlay). Because of Blinkfire's real-time nature and automation, the Giants generate weekly reports to send to sponsors, showcasing the brand value earned. This coupled with the club's vast social media following has created several new partnership opportunities.

KitKat and **Chupa Chups** are two partnerships that came to fruition over the past year (KitKat in Jan 2021, and Chupa Chups in April 2020). Using **Blinkfire's Scene Value Report**, the Giants further monetized inventory and created new inventory using these two brands.

RESULTS

KitKat and Chupa Chups campaigns offered the Vodafone Giants numerous ways to create engaging and creative content. Currently, KitKat and Chupa Chups sit at #3 and #4 in official brand sponsor value driven in 2021 (behind only front of jersey sponsor Vodafone and apparel sponsor Nike). Both brands are also in the food/beverage category, a space that we continue to see an increasing number of esports partnerships develop.



Vodafone Giants launched their KitKat partnership on January 15, 2021 across Facebook, Instagram, Twitter, Twitch, and YouTube.

96% of KitKat value from the Giant's owned and operated channels is **driven by the uniform asset**.

11% of the Giants' owned and operated sponsorship value has been **driven by KitKat** in 2021.

#3 in brand value driven for Giant's official sponsors in 2021.

10% of KitKat's total brand value was driven on **January 15**, the day the Giants announced and launched their partnership.

Twitter & Instagram are the leaders of the pack

88% of KitKat's brand engagement was **driven by the Giants' Twitter and Instagram channels**.



Vodafone Giants has the liberty to **be more innovative with their Chupa Chups partnership**, creating campaigns around their players and content creators.

New social media inventory was created via the Chupa Chups partnership, that included: **Birthday** and **Fan of the Month**.



In 2020, **7.3%** of the Giants' owned and operated sponsorship value was **driven by Chupa Chups**.

#4 in brand value driven for Giant's official sponsors in 2021.

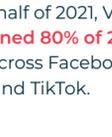


In 2020, Vodafone Giants drove **67% more sponsorship value** across their owned and operated channels for their official partners compared to 2019. This was a result of more sponsorship activations, new sponsorship deals, and an updated digital strategy in response to the pandemic.

VODAFONE GIANTS - It's All About Engagement:

80% of 2020's total engagements

During the first half of 2021, Vodafone Giants have already **earned 80% of 2020's total engagements** across Facebook, Instagram, Twitter, Twitch, and TikTok.



Average engagement per post on Instagram has **increased 14.5% in 2021** compared to 2020.

Overall average engagement per post (across Facebook, Instagram, Twitter, Twitch, and TikTok) **has more than doubled in 2021**.



Vodafone Giants is connected to some of the top Vodafone and influencers like **Rául "Auronplay" Álvarez**, **Sara "Biyin" Bjean**, and **Jaume "Perxita" Cremades**. Halfway through 2021, the club's players **earned more than 193% more engagements** than they did for all of 2020.



Players and influencers have an **audience of 96.7 million followers**. This offers Vodafone Giants immense opportunity to consistently present their brand and sponsors in front of new fans.

Blinkfire Analytics 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 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 bizdev@blinkfire.com or visit www.blinkfire.com.

