



# MONETISING DIGITAL

Get the insights that matter the most when it comes to monetising digital. Take a look at social media valuation models in action, as four major European football clubs launch new Adidas kits in preparation for the 2015/16 season.

## FAN STORIES: MAXIMISING THE RETURNS AND DEFINING THE REAL DIGITAL VALUE FOOTPRINT

“How much is a post worth?”, “How many ‘likes’ have I received?”, “What’s my engagement rate?”...

Rather than trying to approach fan engagement via social media this way, Repucom has developed Fan Stories as a means of identifying, categorising and ultimately monetising the many types of social media activities undertaken by rights holders.

Fan Stories are types of content, everything from a simple score update, to team announcements, event highlights, player statistics, archive content and behind the scenes features. A major football club like Premier League Champions, Chelsea have over 60 potential Fan Stories to publish via social media.

Some of the most popular Fan Stories are shown here (right).



By auditing the digital and social media output of a brand or rights holder in this way across web, mobile, app, YouTube, Facebook, Instagram, Twitter (and whatever social media platform is next on the horizon), best fit content can be identified. Sports properties can now compare cross-digital platform popularity and potential value of their Fan Stories.

This approach allows rights holders and brands to collaborate and decide best fit Fan Stories to achieve sponsorship objectives.

As an illustrative example, “UEFA Champions League Training” could be brought to fans by Nissan. Nissan, in turn, have a launch-pad for brand campaign activation based on their own sponsorship objectives, as opposed to a “retweet” this or “post share” that approach

It also gives teams the opportunity to optimise their content management on major digital platforms.

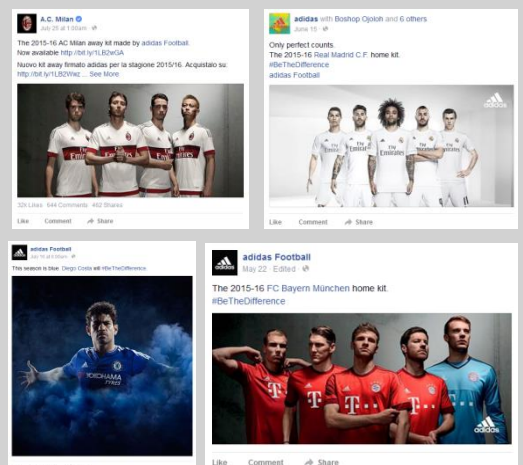
A number of major Premier League clubs, for example, receive more engagements per follower via Instagram than Twitter, despite having a similar size of fans on each platform

Understanding where to place the right content at what time, allows teams to maximise engagements and, where possible, either monetise social or direct fans back to the team’s website where the majority of advertising revenue is kept.

## CASE STUDY: ADIDAS

Kit Launches are an important Fan Story during pre-season, with clubs, sponsors and sportswear manufacturers keen to generate interest, build momentum into a new season and, ultimately, sell more shirts.

Sports apparel giant Adidas are at the forefront of maximising social exposure through Kit Launch Fan Stories. The Kit Launch provides a natural opportunity for Adidas to capture and engage the fan (and consumer) with exciting content featuring current stars and new signings. Through Adidas’ partnerships with a string of major European clubs, value can be recouped before the season has even started. With the increasing investor and media attention on the size of sponsorship deals, it’s never been more important for both clubs and rights holders to have an accurate understanding of digital’s value.

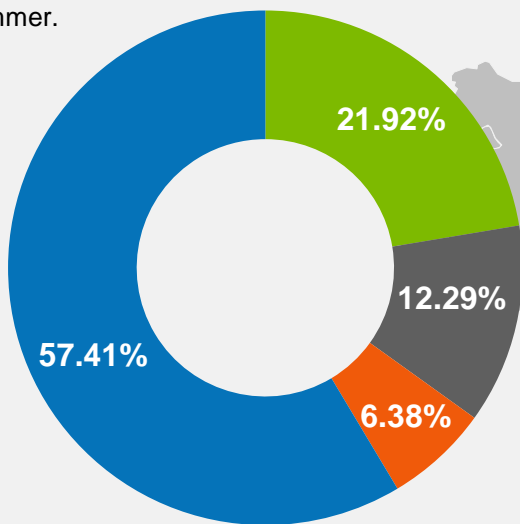


## HOW MUCH VALUE HAS ADIDAS GENERATED THROUGH THESE KIT LAUNCHES SO FAR?

Repucom analysed social media activity around kit launches staged by four of Adidas' teams this summer, examining La Liga giants Real Madrid, 2015 Premier League champions Chelsea, Bundesliga champions Bayern Munich and Serie A's AC Milan.

To identify the additional value these Fan Stories generated for Adidas, the figures provided by social media engagement via the club's content were compared to that from Adidas' own social media activities.

It was calculated that through 116 social media posts, the four clubs generated some \$4.6 million in media value for Adidas through the Kit Launch Fan Story this summer.



That compares to the \$950,000 generated by the 37 social media posts from the official Adidas Football accounts.

The Kit Launch Fan Story was activated on several platforms. The 116 club Kit Launch posts resulted in over 1.5 million 'likes' on Facebook, plus 6.1 million video views; 5.8 million Instagram 'likes' and nearly 50,000 comments.

The stories also generated in excess of 45,000 Twitter retweets, showing the power digital plays in bringing such content to life.

# \$4.6m

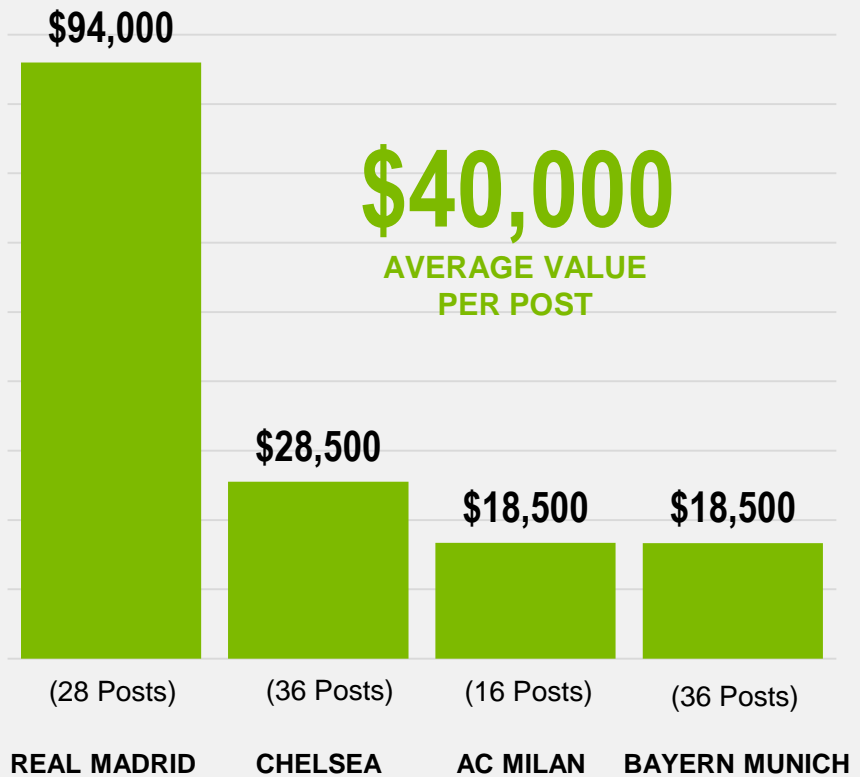
ADIDAS' MEDIA VALUE GENERATED VIA THE PROFILES OF THE FOUR CLUBS MONITORED

## AVERAGE VALUE PER POST. WHERE DID THE VALUE COME FROM?

Despite fewer posts than either Chelsea or Bayern Munich, at €94,000, Real Madrid generated the highest value per post. One key factor is that Real Madrid have kept their Instagram fan base up to date by posting on average 14 times a week over the summer. This has translated into significant value for Adidas' Kit Launch related content.

The most effective campaign in terms of generating engagement was the club's use of Instagram – and a nine picture profile grid, which created a countdown effect and teaser content. On Instagram alone the club's kit launch content generated over 3 million likes.

Chelsea's use of video and playful tone also stood out compared to other clubs as a key driver in value, with over 4 million views of Adidas content.



## CASE STUDY: ADIDAS

The most valuable individual post (right) was from Real Madrid and featured defender, Marcelo. This post on Instagram generated over \$300,000 in media value alone.

The post received over 490,000 'likes' and nearly 2,000 comments.

# \$300,000

MEDIA VALUE GENERATED FOR ADIDAS WITH THIS POST



## HOW ELSE CAN DIGITAL BE MONETISED ?

As with TV media monitoring, social media is increasingly being utilised to increase brand exposure. A brand's reach, location on screen, size and exposure all play a role in determining its value.

For rights holders whose content is reaching millions on a daily basis, it is vital to have a sound understanding to ensure the right ROI and value is being placed on digital.

These are exciting times to be involved as digital moves from being seen by CFOs and CMOs as largely a cost to the business to being tracked and measured as a genuine revenue stream.

For brands who are seeing an increase in digital media spend across the marketing mix, proving value through digital sponsorship will be critical as rights holders potentially expect more during deal negotiations

It is vital to have a sound understanding in brand monitoring via social media to ensure the right ROI and value is being placed on digital.

## SOCIAL MEDIA SHARE OF VOICE

Moving beyond a media value approach, another way to monitor social is through "Share of Voice" (SoV) benchmarking, similar to metrics used in TV.

By tracking usage and engagement with thousands of keywords in social, brands and rights holders can quickly identify how much as a percentage specific topics, campaigns and teams are being discussed compared online.

Likewise, a SoV approach allows sports to compare each other during key times; basketball versus tennis during the summer and during peak season, for example. While brands can value campaigns,

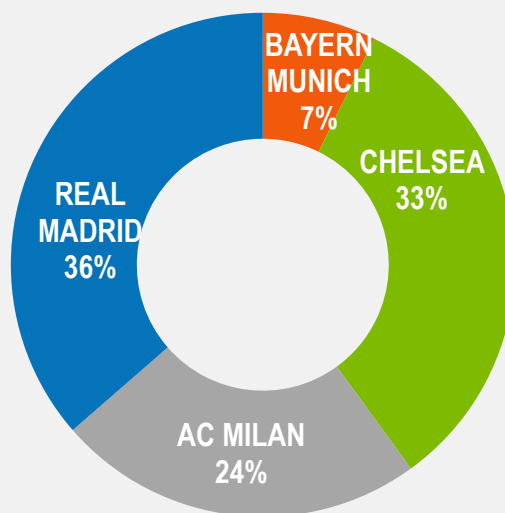
they can also make definitive statements about the sports, leagues and teams they partner with using SoV.

Taking the four Adidas teams to explain how SoV works, we can see that social discussion related to Real Madrid (36%) was in top position.

Given their relative social fan base, the real story here is the SoV both Chelsea (33%) and AC Milan (24%) have shown. Both these teams have had a successful summer in keeping their socially vocal fans updated with a variety of engaging Fan Stories during pre-season tours, transfers and training.

As we look forward to the start of the 2015/16 European season, we have a couple of questions: do you know your team's most valuable Fan Story? Do you know the social SoV of your sport, league, competition and team? And are you ready to report digital ROI?

*Selected team SoV during summer kit launches*



All data provided by Repucom's Digital Services (June-July 2015). Repucom has developed our Fan Story approach and social media valuation methodology with the leading rights holders and brands in sports and entertainment. The methodology takes into account social media engagement types; fan location; variables by sport; fan digital behaviour relative to sponsorship; and social sponsorship recall. All valuations taken from non-geo targeted posts and publically available engagement data at the time of writing. (June-July). Images from AFP, Instagram and Facebook.

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