

How Saracens used Blinkfire Analytics to sign new front of jersey sponsor

CHALLENGE

With Saracens Rugby Football Club's marquee sponsorship deal with Allianz ending after the 2019-2020 season, the club needed to find a new front of jersey partner and position, package, and sell their social media assets. Allianz's brand was licensed on most Saracens assets, including digital, social, and physical as well as Premiership Rugby league sponsor Gallagher Insurance. Saracens found a social media and sponsorship platform partnership in Blinkfire Analytics that would help the team track and value their content to sell to sponsors for the upcoming 2020-2021 season.



SOLUTION

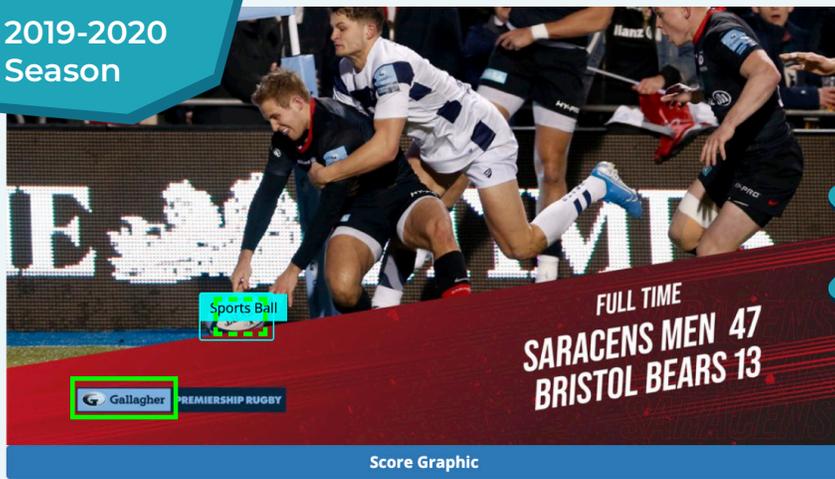
Saracens' partnerships and marketing teams relied on Blinkfire's Media Kit and Scene Value Reports to value their inventory, find opportunities, sign front of jersey sponsor City Index, and sell content series to new sponsors.



Using Blinkfire's Media Kit, Saracens generated a rate card across Facebook, Instagram, Twitter, and YouTube. The rate card used predictive analytics and future KPIs to give Saracens the average engagement per post and average value per post for each social channel for the 2020-2021 season. This offered the social team baseline rates to give to the sales and partnership departments.

Created scene value reports for specific content series like birthday, game preview, and score graphics. Blinkfire's AI and CI technology automatically identifies different scenes. Most of Saracens content was either unsponsored or included Allianz via passive jersey exposure or active digital overlay exposure. Scene value reports allowed Saracens to recognize valuable content strands that were unsponsored while realizing new opportunities with brands like City Index and StoneX.

2019-2020 Season



Score Graphic

2020-2021 Season



Score Graphic

Reviewed and reported on retroactive data from the 2018-2019 season to better equip Saracens with historical data for reimagining their content strategy. Saracens' 2019-2020 season saw the team increase posting on Instagram by 13% and grew Allianz's partner value on the channel by 28%. This real-time, curated approach allowed Saracens' departments to better equip themselves with the data and insights to sell and create.

Blinkfire's Customer Success Team advised Saracens on best practices across rugby as well as other sports like soccer, basketball, and football. Using examples from training and match day, Saracens better understood the different content approaches they could take to create engaging and value-added material for sponsors.

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, 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 info@blinkfire.com or visit www.blinkfire.com.

