

Q&A

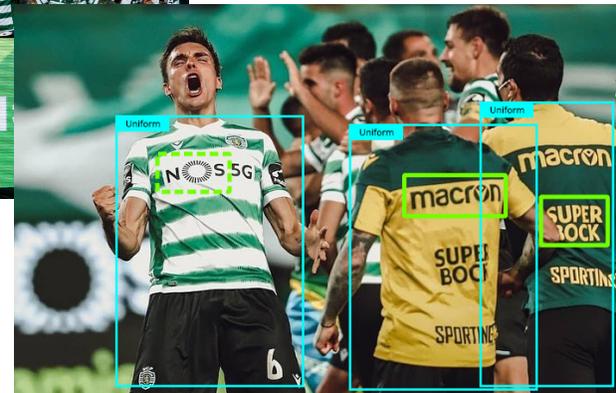
Talking Social, Digital & Sponsorship with Sporting CP Research Manager Nuno B. Pombo



July 2021

Sporting CP had quite the 2020-2021 season, winning the league cup in January and securing their 23rd Primeira Liga title in May. The team was crowned the champions on the field, and off the field the organization continued to innovate across social and digital.

During the COVID-19 shutdown last year, we got the chance to speak with Sporting CP's Mafalda Monteiro about how the team's social and digital strategies changed in a matter of weeks. This time around, we were lucky enough to catch up with **Nuno B. Pombo, Sporting CP's Research Manager**, to chat about Sporting CP's historical 2020-2021 season, packaging social content, TikTok, and Blinkfire Analytics.



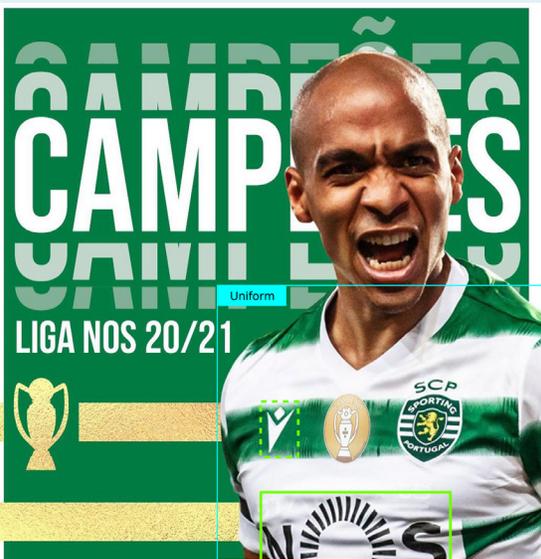
First of all, congratulations on winning the league! Usually, winning a title means better social media numbers overall. Now that the season has ended, does winning an important trophy change the way you report to your sponsors?

Thanks for the kind words on the win!

And, yes, winning definitely changes how we report! The morning after the bus parade, we already had sponsors asking about the exposure and valuation of their brands from the party. Some of our commercial consultants were also asking about the bus valuation figures because the party was broadcast live until

6 am across several Portuguese TV channels, our official tv channel, and, of course, on our social media. And, we can't forget the content posted by our players on their platforms -- we don't control that but can monetize it as well, thanks to Blinkfire.

In January, after we won the Allianz League Cup, our Research Unit created a report about the valuation our main sponsors earned during the celebrations -- an "aftermatch" report. Fast forward to May, and the morning after the Championship Parade, some of the same sponsors were knocking on our door asking for data.



You have created and sold some new content that you were not commercializing before. How has Blinkfire helped in packaging this sponsored content?

Definitely, yes. Let's break the question into two parts.

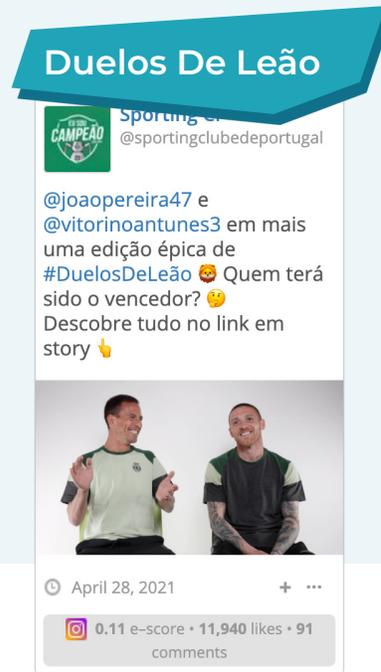
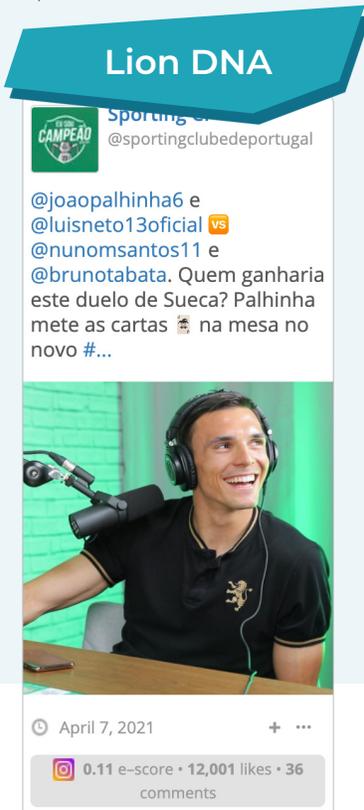
First, Blinkfire helped us structure some current content that was performing quite well but wasn't sponsored. We now package it to sell, something we were not focusing on until we saw the data.

Here is an example: There were some simple post-match posts that we didn't realize were performing so well. "Bom Dia Leões" (Good Morning, Lions) is a post series created during the season, the mornings after games. And these posts earned a lot of engagement with the right mood (principally after victories).

Another example is the Locker Room Set-Up, where we gave passive brand exposure, game after game, to our

back of jersey sponsor (it was unplanned too!). The second part is about content creation. This season our communication department did an awesome job with new creative content. They focused on premium content that fans love and have wanted to see but was never part of the strategy. I'm talking about: behind-the-scenes videos like training, in the dressing rooms, athlete, staff, and coach narrations, and pre/post-game speeches.

Now, we develop packages like **Inside Sporting** (training session videos), **Lion DNA** (podcasts with our players), **"Duelos De Leão"** (Lions Duels, a conversation/banter between players), and **Backstage Sporting** (mini-movies and footage about the games and dressing rooms scenes, including **Captain/President/Coach speeches**). The content packages earned such high engagement and media valuation that they are now in several commercial proposals that are currently in negotiations.



COVID has forced clubs to change their marketing and content strategy and dedicate more efforts and resources to social media. Are there any changes you have made due to COVID that you plan to keep when everything is back to normal?

Yes, social media was a path we were already on, but many sponsors were not looking at social in the way that we were. It was remarkable and comforting to see our commercial activation team working and planning digital campaigns with brands that, just months

earlier, were solely focused on TV and in-stadium/arena field activations. With the pandemic, the commercial activation team started to launch and plan campaigns on social media. It was rewarding to see and be part of that transformation. It's a win-win situation. More exposure, more engagement, more followers, more leads, and more conversions. I had the privilege to see it happen with real-time data delivery. It was and still is a great feeling to see this transformation from inside the organization.

Speaking of new strategies, video content is becoming more and more relevant lately, especially thanks to the popularity of platforms like TikTok and formats like IGTV or Reels. Has the data collected on Blinkfire changed the way you publish video content on certain platforms?

My core focus isn't so much around publishing or content planning, but more with content analytics. However, thanks to Blinkfire we realized fans tend to interact more with short pieces on Instagram, as they are used to visual and dynamic content on the social network. We also noticed that Reels perform better, which makes sense.

On the other hand, if we focus on timeline content

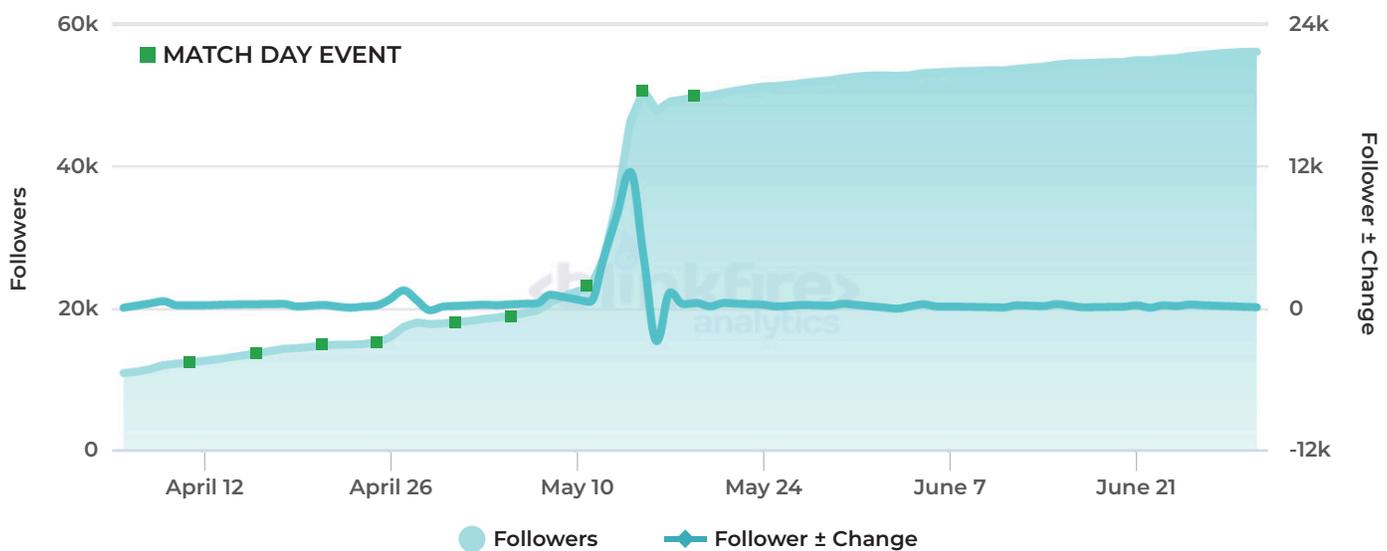
(posts), the trend is that images earn more engagements. This is interesting for us to keep in mind since it's easier to manage the exposure on images versus videos. Also, the ROI for brands in images tends to be higher.

As for TikTok, it's still very soon for me to give feedback. We just launched the official Sporting CP TikTok in April, so we're in a growing period.

Sporting CP TikTok Followers

April 1, 2021 – June 30, 2021

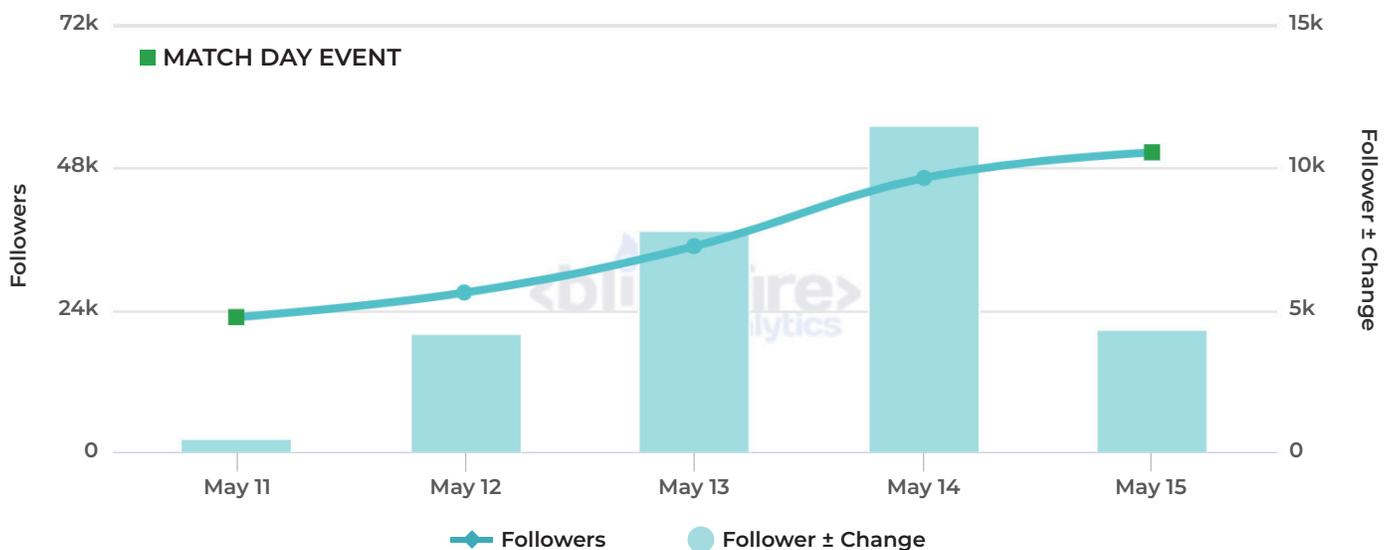
Blinkfire Stat Since launching their TikTok account in April, Sporting CP has 56.1K followers (as of June 30, 2021).



Sporting CP TikTok Followers & Portuguese Title

May 11, 2021 – May 15, 2021

Blinkfire Stat Following Sporting CP's victory over Boavista 1-0 on May 11, and clinching the Portuguese title, the team saw a 122% increase in TikTok's followers over a five-day period.



Something that we have seen in the past few years is that digital transformation in football is way more advanced than in other sports. As an organization involved in other sports (handball, futsal, volleyball, basketball, track & field, and rink hockey) apart from football, what's your view on this? Also, congrats on the basketball and hockey trophies this year!

Thanks, it's been a busy season!

So, one of the main reasons we have Blinkfire -- to close the gap that exists, and it's real between football and other sports environments.

It's true that our sponsor landscape in "other sports" is very different from football. Besides the larger budgets to invest in sponsorships, many football sponsors have data analytics tools and dedicated research teams that compile and report on the data and specific campaigns. That's not the case with some of our other sports

sponsors. That's why tools like Blinkfire play such an important role; it helps us deliver accurate and timely data reporting, which assists and guides sponsors through their own transactional period of digitalization.

The other sports we are involved in should in no way be seen as a small business or endeavor. They have a strong organization and foundation with loyal fans and great sponsors. There are plenty of examples of brands that started sponsoring our other sports, and, then, thanks to the social and sponsorship reporting we provided via Blinkfire as well as our dedicated Commercial SCP team, they chose to "climb up" and get involved in football sponsoring too. That's because the exposure level from other sports gives them some ability and leverage to take chances in the football sponsorship environment. It's a great combination.

Sporting CP's other sports, including athletics and futsal.



FINAL DO JOGO



86 vs 85



SPORTING CP

FC PORTO



Score Graphic

#BASQUETEBOLSCP

#BASQUETEBOL



EQUIPA DO TORNEIO UEFA FUTSAL CHAMPIONS LEAGUE

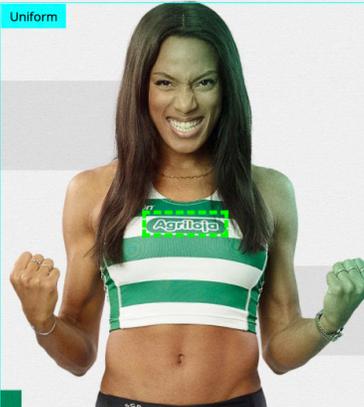


PATRÍCIA MAMONA

CAMPEÃ DA EUROPA

CAMPEONATO DA EUROPA EM PISTA COBERTA

Uniform



#SPORTINGCLUBEDEPORTUGAL #SPORTINGCLUBEDEPORTUGAL #SPORTINGCLUBEDEPORTUGAL #SPORTINGCLUBEDEPORTUGAL

Are there other sports that influence your digital/social strategy?

Of course. This year we conducted market studies internally, and 90% of our supporters are also fans of our other SCP teams, like futsal, track & field, basketball, and roller hockey. That was a wake up call for us. When we were hit with the first Covid confinement, our department activated quite a few action, dynamic, and digital campaigns with our other sports entities. (Mainly the six sports I mentioned above.)

If so, what teams, leagues, etc.?

Futsal is by far the most important from our “other sports” landscape and includes some of the best performance KPIs on social media, with TV Audiences, and notoriety, importance and interest levels with fans. Our research unit covers these metrics during the season.

To what extent has Blinkfire changed the way data is managed inside Sporting CP?

It was huge. We already started speaking internally about the need to have a new area, under the Research unit scope, which could be the Sponsorship Performance Unit. I think that this answer is meaningful enough as to why Blinkfire is so critical. To add more detail, the change was big. It was in large part because we revolutionized our sponsorship reporting, improving the quality of digital assets that had previously lacked sponsorship coverage -- which happened before we signed the licence with Blinkfire. We developed a new reporting flow and cadence, and now we can give almost every Sporting CP sponsor an individual, 360° report based on brand exposure and other KPIs from social media, TV, digital and print media.



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.

