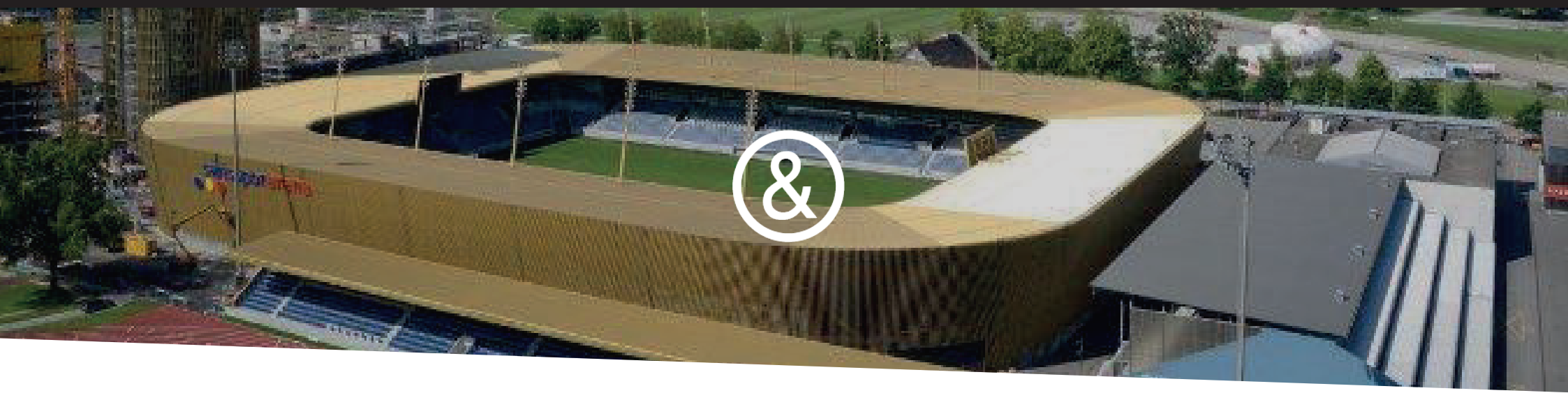


The Return of Invest from Video Content Marketing and interactive Videos

The FC Luzern is winning several new sponsors with his interactive video content strategy.

The digitalization is opening numerous new sponsorship opportunities for the football clubs, but many clubs have not yet used them effectively.

The incredible range of their own social media channels can be re-marketed with innovative content formats.

Videos as THE means of communication in the digital age, combined with interactive engagement functions, bring unequaled KPIs for the sponsor and the club until now.

The Club

The central swiss football club „FC Luzern“ is one of the most traditional clubs in Switzerland and often in the top 3 of the ranking.

In order to remain competitive in the future and to be able to offer its sponsors timely solutions, the FCL has initiated the digital transformation.

„undpartner.digital ag“ supports the FCL with innovative online video technologies to increase reach and fan engagement, which is taking sponsorship in football to a new level. An own FCL TV offers the optimal platform for branded content or various other fan activation possibilities.

The Challenge

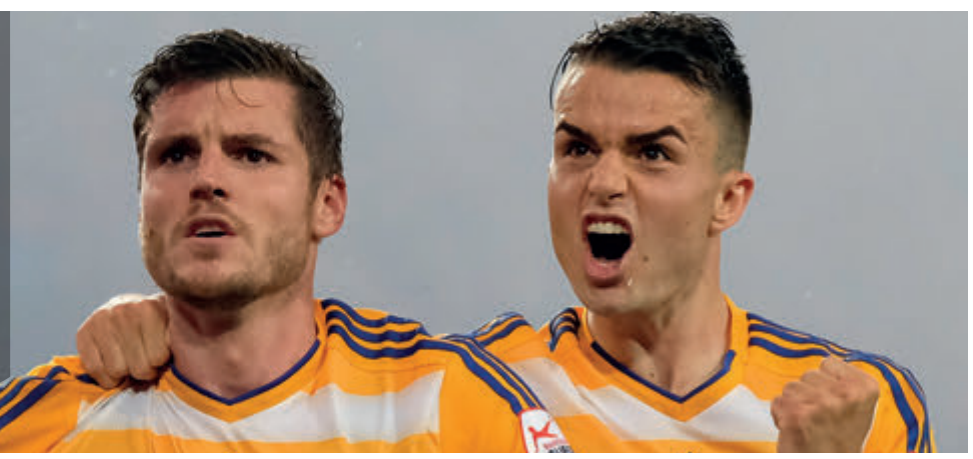
Digital Media should generate new sponsoring opportunities and maintain existing ones. The fan engagement and the range should be increased, the fan base expanded and transferred to own CRM.

- How and where do the fans interact and consume our content?
- How can this create new sponsoring partnerships?
- Which means of communication and which formats work best here?

The Realization

Videos now have the largest organic reach and it's estimated that by 2020 about 80 % of the internet traffic will be generated via video. On facebook alone, 8 billion video views are counted daily, mostly via mobile services. That's why videos are the best way to reach fans online.

Teaser videos, optimized for the current channel (Facebook, Instagram, etc.), direct the traffic from the social media channels to the own FCL-TV.ch page, there are no limits to the creativity for an innovative sponsoring.



Organic traffic is generated on all social media channels especially effectively by video content. A clever video content strategy is therefore the optimal tool for increasing the brand image and customer loyalty.

The various video formats of the FCL increase the fan engagement and the length of stay on the FCL TV platform. Also because of that, the sponsor Eichhof Bier chose this platform for his own, branded content. The FCL's big fanbase will be further extended by the used video content strategy and tied more tightly to the club.

The interactivity in a video significantly increases the attention and engagement of the fans.The interactive elements in the video actively link fans to the sponsor's brand or product. The increased fan engagement leads to a stronger brand loyalty, increases the conversion rate and the ROI.

undpartner.digital ag has developed a video editor that allows clubs to integrate quizzes, polls, annotations, call to actions, email addresses and much more into a video. In this way, fan engagement is massively increased and can be used to influence various KPIs such as CRM subscriptions, length of stay, direct merchandising sales, personalized storytelling, and so on.

The Results

Through the integration of interactive elements in the weekly video magazine, FC Luzern was able to massively increase its engagement. The branded Sponsorenclip shows the best goals of the month, which can be selected directly by the fans. The viewer has the option of participation in this case, which led to significant results.

+30%
conversions

+40%
residence time on website

+50%
engagement

Conclusion

When sponsors become partners and build together with clubs fan-centric storytelling with interactive videos, clubs and sponsors are able to offer a variety of new and attractive options.

The unique video solution (including backend, frontend and video editor) of undpartner.digital ag makes the easy integration of interactive stories, voting, explanatory videos, shop, serial clips and CRM connection into the existing infrastructure possible.

+7 new Sponsors

+130%
Video Performance