

## CASE STUDY

# Standard Liège becomes a social media thought leader amongst Belgian clubs

## CHALLENGE

In 2018, Standard Liège reviewed their digital strategy, and as part of that process wanted to report digital partner value and showcase their success more frequently. The Jupiler Pro League had a league-wide agreement with Nielsen, encompassing media valuation reports. However and despite this agreement, Standard Liège opted to invest resources by partnering with Blinkfire Analytics to increase the depth of social media and sponsorship reporting, better execute their content strategy, and drive more value to their partners.



## SOLUTION

Standard Liège transitioned from a few digital reports per season to a more active approach, adding to their usual quarterly reporting cadence. For the 2019 season, the team enhanced their content decision-making by introducing data in their strategy, leading to a 45% year-over-year growth in partners' social media exposure value and a 36% increase in earned media exposure across their social channels. The digital team developed a more modern approach to their digital content strategy, leading to greater differentiation between Standard Liège and league rivals. The club is now seen as a social media thought-leader amongst Belgian clubs.

45%

YoY growth in partners' social media exposure value (2018 v 2019)

36%

YoY earned media increase across Standard Liège's social channels (2018 v 2019)



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.

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