

## Track Popularity of Current Sponsorships and Identify Potential Partnership and Endorsement Options for the Upcoming FIFA World Cup Season



### Client

Global CPG Brand

### Industry

Consumer Packaged Goods

### Business Impact

- Digital quantitative insights facilitated ROI calculation in terms of digital impact and sales
- Discovery of what resonated the most with fans and how to integrate those associations into brand's upcoming marketing endeavors
- The layout and trend of the whole event in terms of player and team performance, helped filter and identify the candidates for future partnerships.

## Business Challenges

A global CPG company wanted to conduct an event analysis (Pre and In-flight) to measure ROI on the brand's current investments associated to FIFA 2018. The objective was to discover perceptions around celebrity players/teams and leverage the findings to strategize on endorsements & derive actionable insights.

## Approach

- Developed a comprehensive construct for data aggregation of such a massive scale event, in order to ensure no data loss and maximum relevancy
- Conducted a player vs player comparison to identify/rank their competitive positions in terms of favoritism and emotions gained from FIFA fans
- Tracked popular matches at every stage of the event to understand the driving factors (Player, Campaign, Performance etc.) for the gained popularity
- Derived metrics to quantify winner predictions based on people judgements and fan support

- Digital conversations depicted that the brand endorsed player resonated well with the fans, thus was further provided with ideas and recommendations to utilize the gained popularity

## Outcome



# About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.