

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
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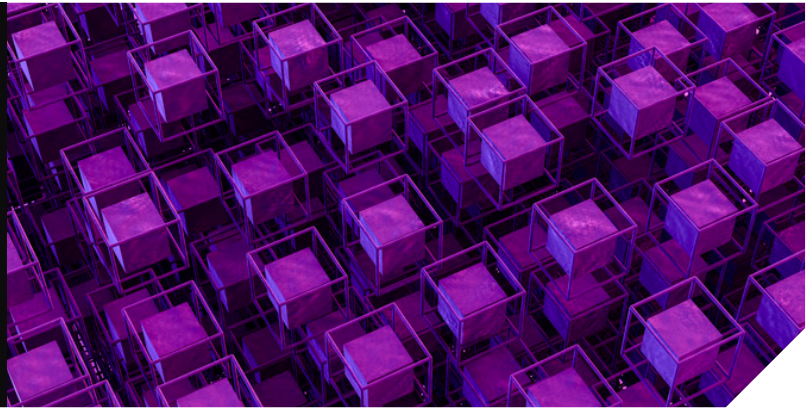
The layout and trend of the whole event in terms of player and team performance, helped filter and identify the candidates for future partnerships.



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.

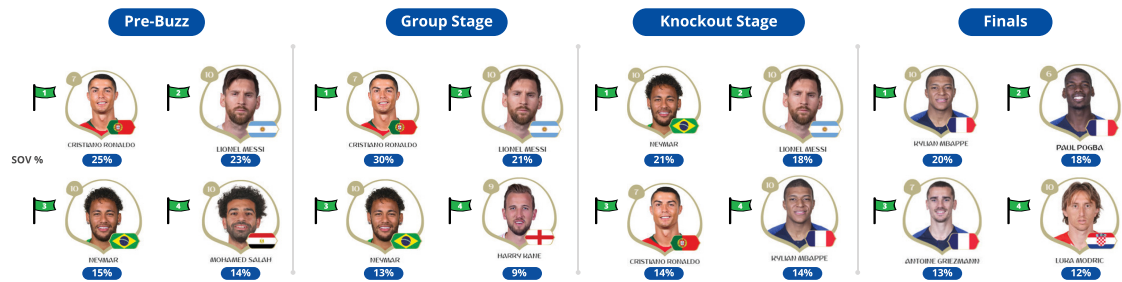
OUR APPROACH



- 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

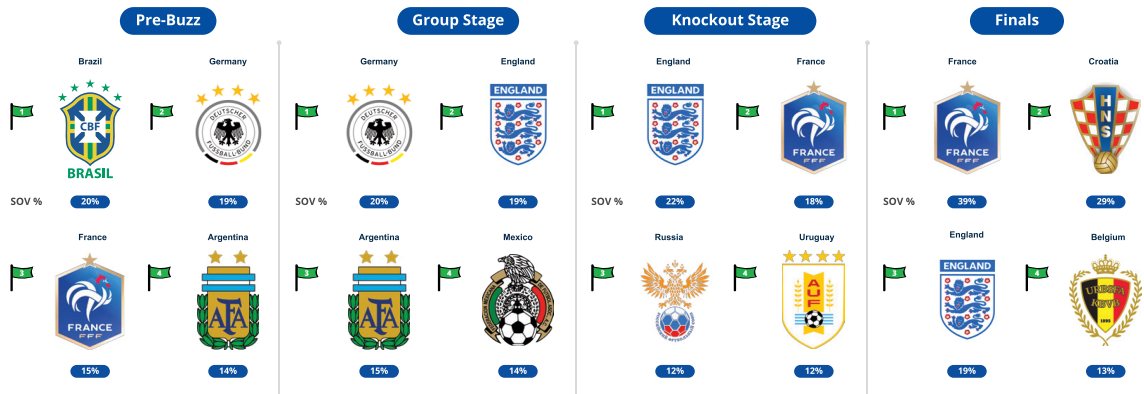
Top Players



Top Matches



Win Predictor



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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