



#CHAMPIONTHETROPHY

***HOW HEINEKEN STRUCK A CHORD WITH THE
INDIAN MILLENNIAL FOOTBALL ENTHUSIAST***

Case Study by

Qoruz



CONTEXT

UEFA Champions League is one of the most prestigious tournaments in the world and the most prestigious club competition in European football.

The rapid rise of football following in India has also seen a growing fandom for European club football.

UEFA Champions League continues to be one of the most watched football tournaments in India.

And now...

Heineken wanted to bring the UCL trophy to India!



OBJECTIVE

The UEFA Champions Trophy was coming to India, along with Luis Garcia – the prolific Spanish winger and Sunil Chhetri – the Indian footballing legend in the making.

Heineken wanted to leverage this opportunity to connect with the Indian footballing enthusiast and create a high engagement pan-India campaign.





CAMPAIGN

A Twitter war between the 4 metros – Delhi, Mumbai, Bangalore and Kolkata!

The city that makes the most noise on Twitter wins the chance to host the trophy.



#ChampionTheTrophy



CHALLENGE

To keep the conversation genuine and relatable, Heineken wanted to engage real-world football enthusiasts, who were also influential on Twitter.

But how could Team Heineken find these real-world influencers?





SOLUTION

We used Qoruz's database of more than 6 million influencers, and advanced search filters to narrow down influencers based on:

- *Keyword mentions around football, UCL, popular European football clubs etc.*
- *Location*
- *Twitter follower base*
- *Content engagement rates*

We were able to find influencers that matched perfectly with the desired persona!

The screenshot displays the Qoruz search interface. At the top, there's a navigation bar with the Qoruz logo, location (IND), platform (Twitter), and search term (UCL). Below this, there are filters for Followers (Medium), Gender, Location, Mentions Range (set to 10-20+), and Follows Brand. The search results are displayed in a grid of four cards, each representing an influencer profile. Each card includes a profile picture, name, handle, location, mentions count, and engagement metrics (Followers, Tweets, Engagement). Buttons for 'View Profile' and 'Invite' are visible at the bottom of each card.

Influencer	Handle	Location	Mentions	Followers	Tweets	Engagement
Fabrizio Pérez	FabrizioPR	Assam	19	2.15K	46.3K	28.82
MUSC Mumbai	ManUtdMumbai	Mumbai, Maharashtra	13	7.75K	10.3K	25.6
LFC India	LFCIndia	Delhi, Delhi	12	78.4K	23.5K	19.06
OutsideoftheBoot.com	OOTB_football	Bengaluru, Karnataka	13	18.2K	16.3K	17.16



ROLLOUT

Phase 1

Fuel curiosity and encourage participation in conversations by using the selected influencers to tweet in favour of their city with city specific hash tags.

An official web site was created to display the city rankings in real time.

Phase 2

Once the winner city would be announced, each influencer would live tweet the event where Luis Garcia and Sunil Chetri would be taking the trophy on a bus tour around the city, followed by a friendly match between the two players.





PHASE ONE

Rallying Support

Twitter conversations spanning six days, wherein the chosen influencers tweeted to hail support for their respective cities.

The tweets carried special city-wise hash tags:

The hash tags used by each city were:





PHASE TWO

Are You the Biggest Fan?

The selected influencers asked their followers and football enthusiasts to share videos and photos of how they are India's biggest football fan. The winners stood a chance to unveil the trophy with Luis Garcia in the winning host city.

Dream Come True Moment

Select influencers attended the live event and also attended the press conference with Luis Garcia and the UEFA Trophy.

A live Twitter stream from these influencers created buzz and excitement amongst other football enthusiasts as well.





RESULT

22

Influencers
Deployed

175

Influencer
Tweets

4000+

Total Earned
Conversations

750,000+

Twitter
Reach

Media Mentions:



THE TIMES OF INDIA

FIRSTPOST.



QORUZ IS A NEW-AGE, END-TO-END INFLUENCER MARKETING PLATFORM.

QORUZ COMES PACKED WITH A HOST OF TOOLS, THAT BRING EVERYTHING FROM INFLUENCER DISCOVERY, PROFILING, OUTREACH, CAMPAIGN MANAGEMENT, AND ANALYTICS UNDER ONE DASHBOARD.

WE AIM TO CREATE A DATA-DRIVEN ECOSYSTEM WHERE BRANDS CAN ENGAGE AND COLLABORATE WITH INFLUENCERS IN SMARTER, MORE MEANINGFUL WAYS TO AMPLIFY THEIR BRAND VOICE AND DRIVE BRAND AFFINITY THROUGH INFLUENCER MARKETING.

CHECK OUT MORE AT <https://qoruz.com>



INFLUENCER DISCOVERY, OUTREACH, AND CAMPAIGN MANAGEMENT TOOL.



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