

* #CHAMPIONTHETROPHY

HOW HEINEKEN STRUCK A CHORD WITH THE INDIAN MILLENNIAL FOOTBALL ENTHUSIAST

Case Study by

Oruz

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!



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.





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

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





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?



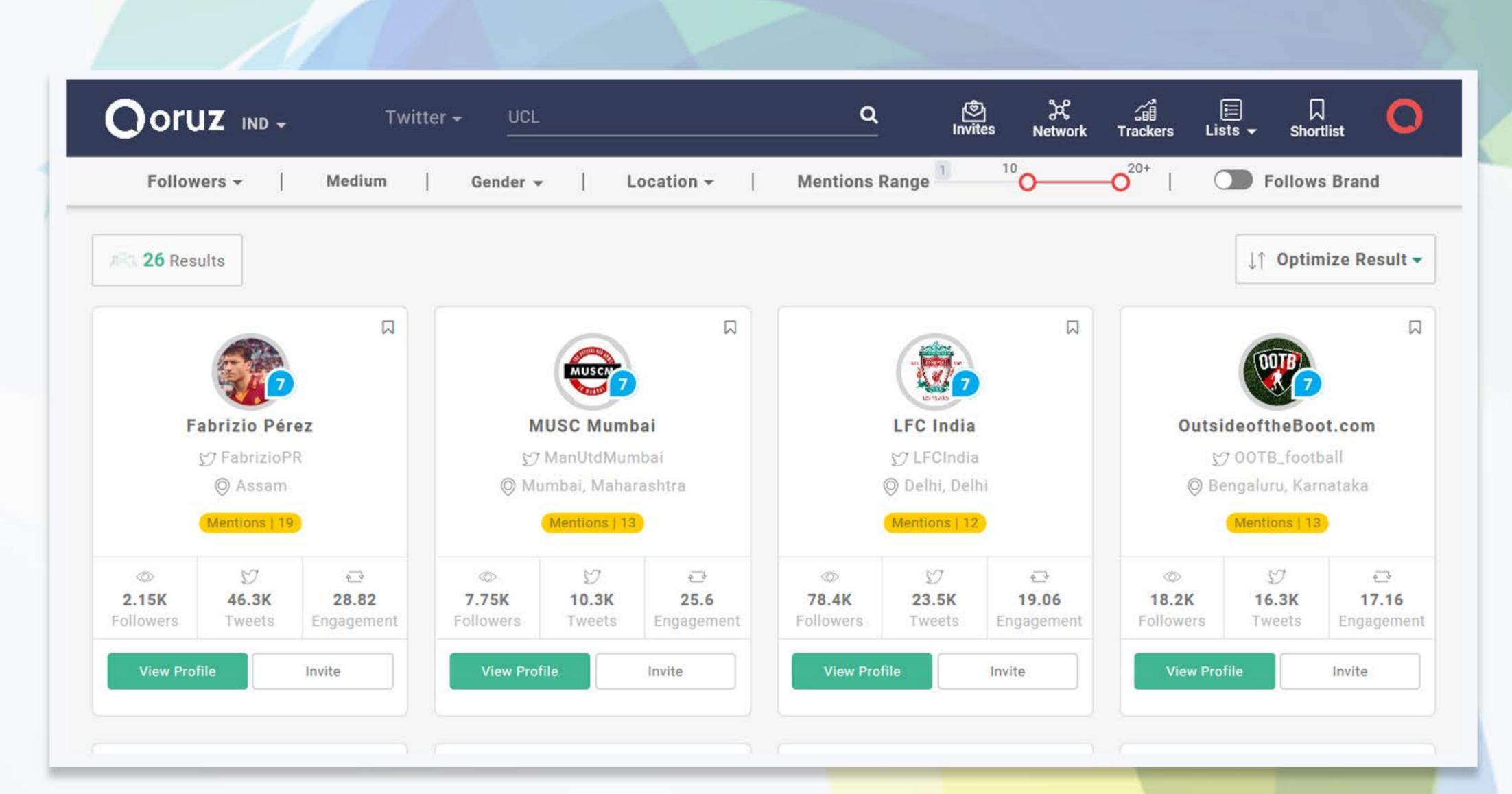


SOLUTION

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!





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.



Daksh Hassija

@Daksh_LFC

I bleed Liverpool Red | Sports Buff | Low



Liverpool FC India

@Liverpoolindia

Official twitter of Liverpool Supporter's
Club India. LFC Match Screenings in
@LFCMumbai @DelhiKop, Pune,
Bangalore, Chennai, Kochi, Kolkata,
Goa, Nagpur & more



Arsenal Mumbai SC

@Arsenal_Mumbai

Welcome to the official Twitter feed for Official Arsenal Supporters' Club Mumbai, operated by Arsenal Mumbai.

@ManUtdBangalore

Official Manchester United Supporter's



LR7

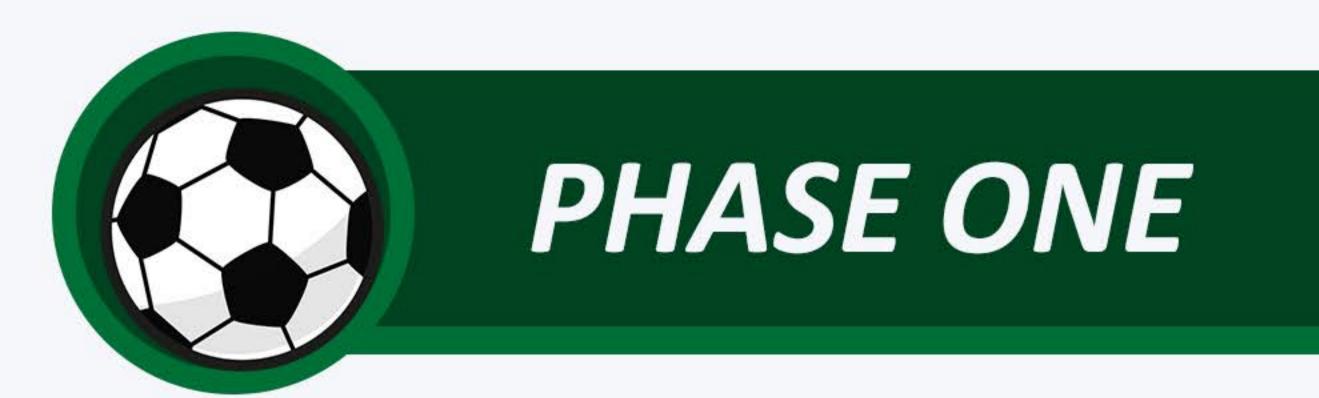
@BeardedRedDevil

#MUFC #BFC #RCB
@ManUtdBangalore Secretary/Event
Manager| Entrepreneur | #GypsyLife
TravelJunkie | Fitness PT| Bangalorean

Sir Jenkinson

@theEpicGooner

Had a bio, but Arsenal bottled it. Sports Marketing professional.



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.



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Influencers Deployed 175

Influencer Tweets 4000+

Total Earned Conversations 750,000+

Twitter Reach

Media Mentions:







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.

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Oruz Radar



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