

# How relevant global targeting enabled FOX Sports to reach 600 million people in 2 weeks



## Company Profile:

FOXsports.com /  
KindredAgency.com

## Client Sector:

Publishing &  
Broadcasting / Agency

## Solutions:

Audience Intelligence  
Twitter Marketing

- **Challenge:** Analyse and engage football fans at scale following the Bundesliga's annual winter break. The target was to reach 300 million people on social media in two weeks
- **Solution:** Audiense was used to segment, build, and target a relevant audience of football fans. Strategic insights were delivered on the audience reached, to inform wider marketing strategies in the future. Follow-up workflows scheduled with Audiense allowed personalised organic communication depending on multiple variables for each person engaging with the campaign
- **Results:** Over 600m individuals were reached on social media across 100 different countries, smashing initial campaign targets by more than double. A new, engaged audience was identified and reached



Photo by Sam Wermut on Unsplash



“Audiense ensured that this campaign could be responsive at scale, it was vital that results were quick, accurate, and acted upon. Audiense provided strategic insights on the people who FOX Sports was connecting with, and how to connect with them in the future.”

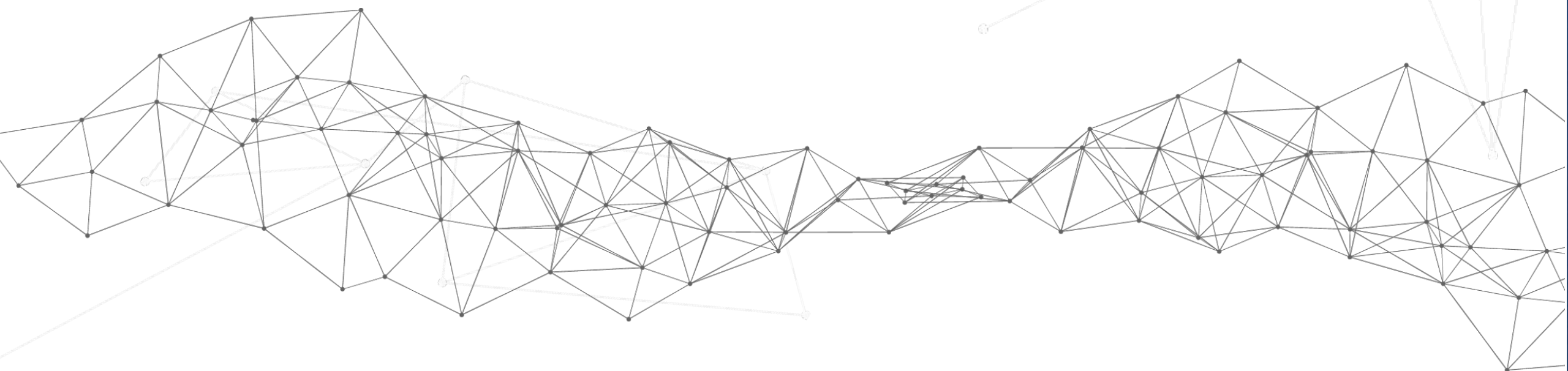
*Jared Shurin Planning - Director - Kindred*



**FOX Sports** is the umbrella entity representing 21st Century FOX's wide array of multi-platform sports assets. FOX Sports is known around the world as an **innovator in the areas of live sports broadcasting**, news and presentation.

Available in 88 countries, in 216 million homes, and 8 languages. FOX Sports currently holds broadcasting rights to the German Bundesliga in over 80 territories.

**Kindred** is a London-based agency that creates and executes strategy and ideas for clients, connecting them with the people that matter.





# It's come down to penalties...

Kindred needed to promote **FOX Sports'** coverage of the **Bundesliga** as the league's annual winter break came to an end. It was vital to connect with a large, relevant global audience in a short space of time, and get analytics for future brand strategies.

**#18toWin** featured all **18 Bundesliga teams** taking one penalty each, posting content around the shoot-out, while fans used emojis to predict a goal or a save in the shoot-out.

Once people had **engaged with the campaign**, an approach was also needed to keep the user experience positive at a scale that was **too big to do manually**.





# Audiense steps up to the mark...

**FOX Sports used the Audiense platform's segmentation and targeting tools to promote the worldwide campaign through direct paid media. Tailored Audiences were made to target the followers of clubs, key influencers, and other highly relevant audiences.**

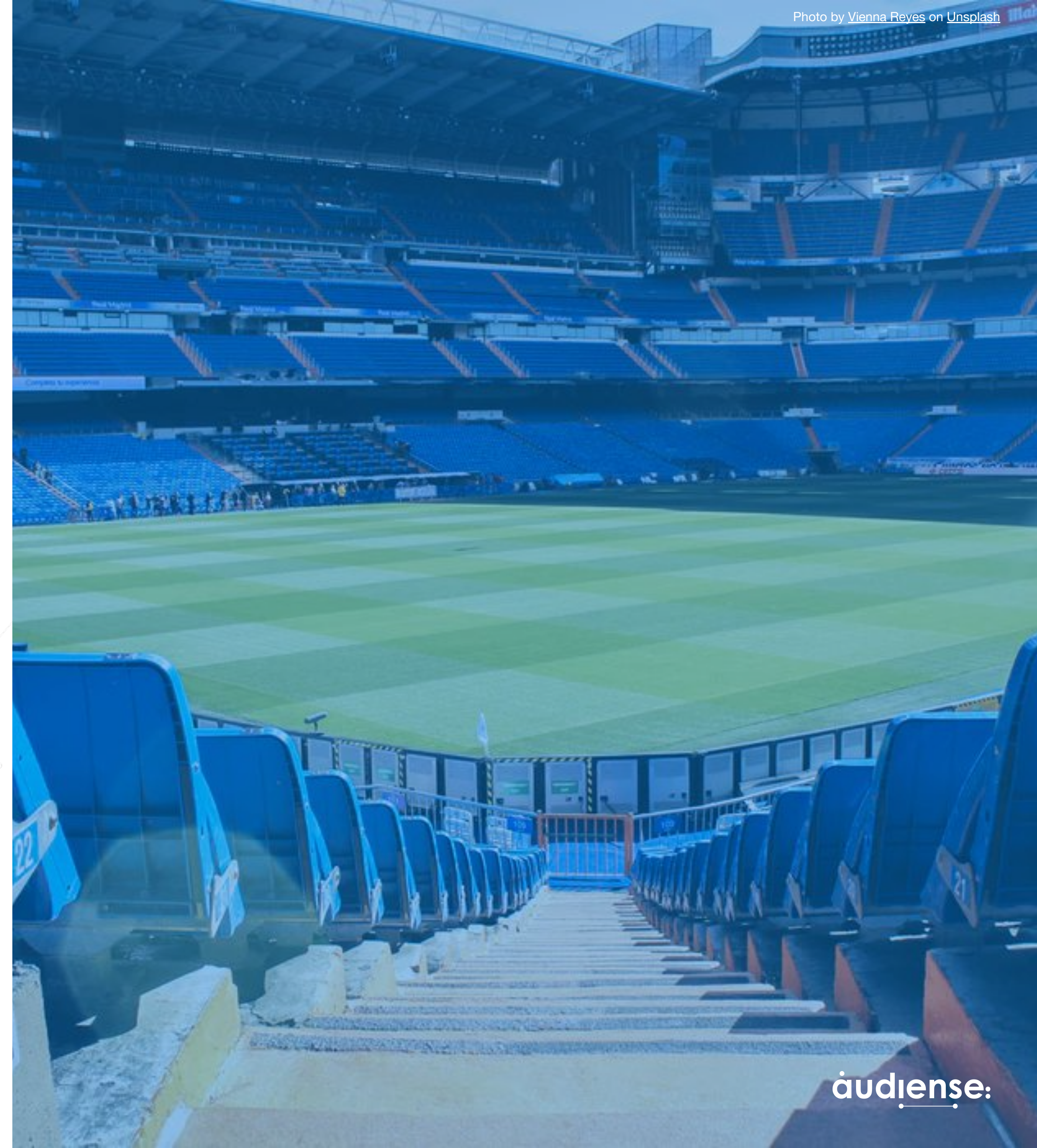
**The segmentations were based on location, engagement with clubs, and level of influence to reach the right audience** with the right accounts. Audiense took the users engaging with this activity and executed follow-up workflows to maximise results and engagement. The team of choice, country of origin, and how many penalties they correctly guessed all dictated the language and content of the messages they received in response.

**Audiense's automated workflows** were able to include multiple FOX Sports accounts, which meant that fans would receive messages from the **FOX Sports account relevant to their language and region.**



# Audiense Scores!

- **600 million** people reached on social, double the campaign target
- **Over half** of those engaged with the campaign **DIDN'T** already follow a Bundesliga team, so a new relevant audience was identified for ongoing marketing efforts
- Hashtag used **4,700** times (excluding Likes and RTs), all users analysed in Audiense
- **Over 50%** of the Tweets contained original material created for the campaign
- **Over 200m** organically reached on Twitter
- **Over 80** pieces of earned media in sports publications





# audience:

Understand and activate the audiences that matter

How we helped FOX reach over 600 million people in 2 weeks with relevant global targeting

