

MEET THE SHORTLIST FOR:

AGENCY OF THE YEAR

FANVIEW MEDIA

Fanview Media is an innovation agency working across broadcast, digital and technology in sports and eSports, servicing major broadcasters, brands, leagues and federations. The agency identifies new technologies and transforms them into eye-catching, innovative and commercially-viable solutions.


FANVIEW
Content. Technology. Strategy.

INCROWD

InCrowd uses technology and insights for fan engagement across a range of sports, including football, rugby league, rugby union, cricket and motorsport. InCrowd's research has been used to give fans a unique style of participation; the outcome includes the RFL's membership, Formula 1 app, World Cup predictor game and 300% usage increase for InCrowd Cast in-stadia digital display software.


INCROWD

LAGARDÈRE, THE TOTAL AFRICA CUP OF NATIONS

Lagardère Sports manages the sale of marketing and media rights for the Africa Cup of Nations. In partnership with sponsors, TOTAL and Orange, Lagardère Sports produced digital experiences that reward fans as well as offering them a social and thrilling experience.


Lagardère
SPORTS

PROJECT11 SPORTS

Project11 provides coverage of La Liga matches throughout Russia and Cyprus featuring Real Madrid, FC Barcelona and Atlético Madrid. The company holds exclusive rights to Digital Billboard DBR to promote the matches, offering brands the ability to target specific markets and tailor perimeter advertising in real-time.

[SEE PRODUCT VIDEO](#)


PROJECT 11

THE GOAT AGENCY

Goat's unbiased approach means it only chooses optimal channels for each brand campaign, from raising awareness for the Cricket World Cup, through building engagement with the FA's Girl's Football Week, and increased UEFA ticket sales. Goat delivered 300 campaigns over the past year, in different sectors and on different scales, and its CRM influencer database was central to engaging fans with brands.


goat

WINNERS FDD, UEFA GROW IT MATURITY MATRIX

Winners FDD is a CRM, data and technology consultancy to sports rights owners, working across multiple areas to analyze the data generated by technology. The company's clients include UEFA, whose brief was to audit the technology, systems and processes used by their members, then support the implementation of further tech, devise a scoring algorithm and present the results.


WINNERS
ACQUIRE | ANALYSE | ENGAGE