

## ASICS AND IREWIND: PERSONALIZED VIDEO TECHNOLOGY

ASICS is one of the most prestigious running brands in the world and iRewind is a global leader in personalized video technology. ASICS Europe is using personalized content to convey its brand and product messaging as well as capture new leads for its loyalty programme. As a part of its sponsorship activation, ASICS provided personalized videos to thousands of runners at selected running events, delivered within minutes. The videos generated traffic to the ASICS eco-system, it nurtured earned media content and it helped ASICS capture valuable leads within its target audience. iRewind's personalized video technology was seamlessly integrated into the ASICS website and provided a natural digital extension of ASICS' sponsorship engagement. Whether it was a city marathon or a local women's run, the videos were a participant's favourite, generating hundreds of thousands of views and brand awareness well beyond the runners of the different races. This has been the first time that finisher videos were produced "live", meaning that the final, personalized video product was delivered to the racers within merely minutes.



## FIBODO: BOOKING MANAGEMENT PLATFORM

fibodo is the unique booking management platform and the only platform on the market focused on the needs of grassroots sports coaches. fibodo connects people who sell their time with customers who want to book that time. The fibodo booking management platform provides tools to develop and grow sustainable online businesses, whether for coaches, clubs, or national providers e.g. British Fencing Activity Finder. fibodo supports Partner organizations in making activities more discoverable. Individual subscribers increase profitability, by reducing admin and increasing revenue. Sports clubs and venues are now able to increase revenues, with full transparency, allowing them to optimise their business and grow customer reach and participation. All fibodo subscribers have access to its proprietary state-of-the-art 'live data' engine that powers the booking management process. This engine enables individuals and businesses to create multiple product schedules within multiple time slots, intelligently enabling consumers to book their preferred activities in 'real-time', eliminating double bookings and any increased admin. Only available to subscribers, the fibodo for Business app empowers coaches to operate their business on the go and in real time, with managing their diary the only skill required.



## FORMULA 1 AND GOODFORM: F1 FAN VOICE ONLINE RESEARCH COMMUNITY

F1 Fan Voice is an online research community consisting of almost 100,000 F1 Fans from more than 100 countries, which is used to drive commercial returns by informing decision making around F1's D2C revenue streams. The first of its kind by an international sports governing body, F1 Fan Voice capitalises on the unique levels of engagement amongst sports fans and epitomises Formula 1's transition to a progressive, fan-centric organization with insight at its core. As well as looking to strengthen the relationship between the sport's management and its fans, it was designed to provide F1 with readily available, in-depth insight from fans worldwide in order to understand their views and inform decision making across the business. By making data and research much more accessible to all teams, the technology has enabled fan views to inform product development across F1's key direct-to-fan revenue streams, including OTT, retail, gaming and ticketing. F1 Fan Voice now plays a crucial role in informing business decisions that are taken in order to drive commerce, ensuring that a fan-centric and evidence-based approach is used to boost Formula 1's commercial performance across multiple revenue streams.



## FORMULA 1 AND MESHH: PROJECT FANZONE SENSOR TECHNOLOGY

Following the Liberty Media acquisition, F1's new Global Research team engaged Meshh to deliver insight into spectator behaviour around race circuits - with a view to maximising commercial revenue and spectator engagement at F1 events. Meshh's proprietary sensor technology gathers data by picking up active Wi-Fi devices and uses inbuilt algorithms, that use signal strength and other parameters, to detect their location, distance, and frequency. This data is then analysed by the Insight & Research team to allow F1 to understand spectator behaviour around the circuit and how long they spend there in order to enhance consumer experience and drive commercial benefit. As a result of this project, F1 now has the insight required to support their mission to deliver 'the greatest racing spectacle on the planet.' This research demonstrates the value of F1 live events to global and local partners and stakeholders and has been used to action a number of changes at race circuits to help improve commercial revenue and fan engagement.



## POPULUS AND FORMULA 1: WINNING HEARTS AND MINDS WITH BIOMETRICS

Populus delivered a biometric solution, in conjunction with their technology partner MindProber, designed to capture emotional responses passively and in-the-moment. MindProber has developed a research grade biometric sensor that can be used to capture long-form, on-screen engagement in a non-intrusive way. The sensor captures high-quality heart rate and electrodermal activity signals that are combined to produce second-sensitive metrics. The technology combines neuroscience and market research to capture galvanic skin response of the participant which measures emotional arousal. This translates into how engaged the respondent is with the content they are viewing. Measuring the highs and lows of a live sporting event in real time has proven to be difficult, if not impossible, in the past. Traditionally questions were asked after the event meaning that respondents had to recall the big moments during the event. This worked for the big events - a winning goal, an exciting overtaking manoeuvre or a world record being broken. However, this didn't provide much value as most people couldn't have identified these moments without asking those that were there watching the content. There was a gap in understanding engagement in large sections of the event, and ways of maintaining attention during lulls in the action. MindProber's transmits signals which are then translated into an engagement line with the content mapped over the top, showing engagement spikes when big moments occur and how engagement dips as the content evolves.



## TAPPIT AND BIRMINGHAM CITY FC: RFID PAYMENT SOLUTION

Tappit is a global payment ecosystem for events, stadia and venues and provides Birmingham City FC with a customised RFID payment solution called Blues Fastpay. Based at St Andrew's Trillion Trophy Stadium in Birmingham, UK, Birmingham City Football Club (BCFC) welcomes more than 20,000 fans to home matches throughout the season. BCFC staff wanted to reduce queues at food and beverage kiosks around the stadium on game day. The Blues Fastpay system tracks consumer spending so the Club can see who is spending what, when and where, all while speeding up service times and driving revenue.

