



Engage Fans Everywhere

Brief: Optimise content performance in multilingual, digital and social output by providing data-driven recommendations.

"Mediacells are leaders in their field and more than that, they effortlessly fit in with the federation's culture."

David Farrelly, Head of UEFA Communications

WORK

Fan panels to provide insight on why they would visit UEFA digital destinations. We then aggregated audience data in x8 languages across mobile and online platforms and created a performance benchmark to identify and deal with under-performing content.

RESULTS



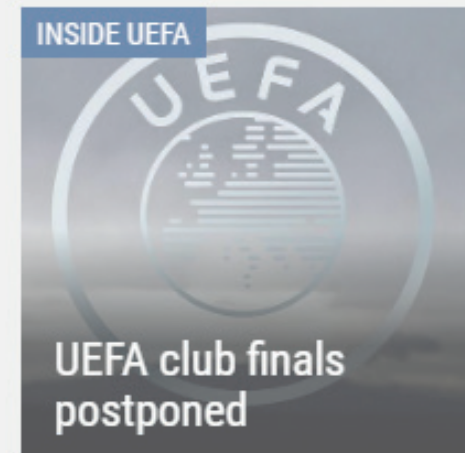
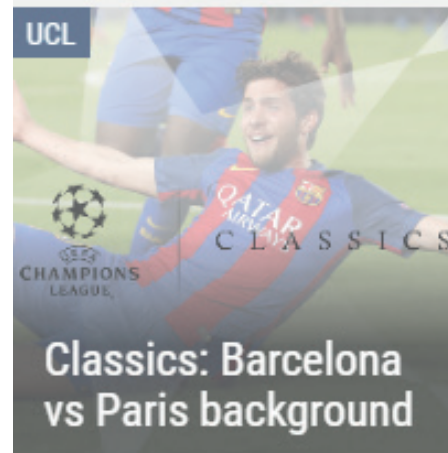
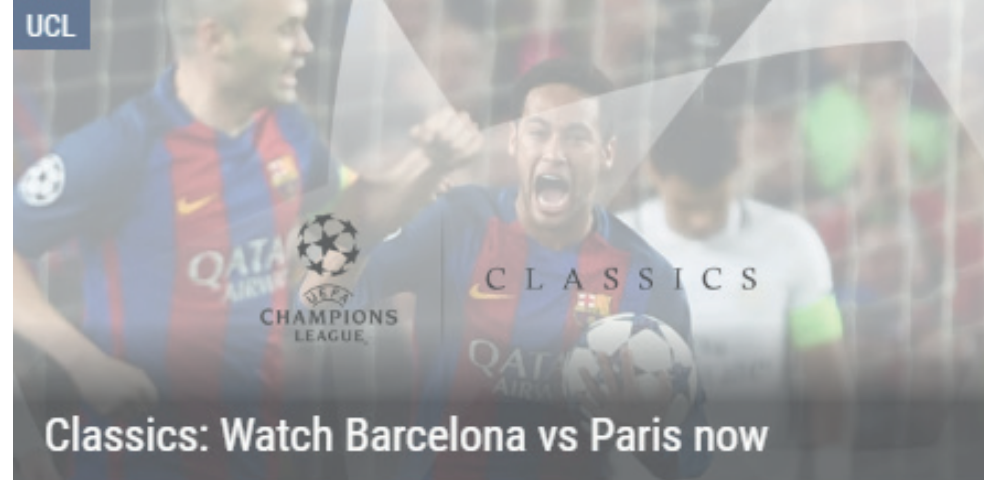
Fan panels revealed to UEFA that audiences flock to official content to be informed as well as entertained.



Data analysis identified that rockstar content attracted the majority of audience engagement.



Our *Grow the Roses* and *Kill the Weeds* recommendations were implemented across all languages.



UEFA Champions League

