

★EUROSPORT

CASE STUDY

Eurosport tops one million participants with its “My Roster of 23” campaign!



📅 APRIL - MAY 2016



1.1M
participants



4.5M
page clicks



280,000
shares on
social media

▶ Objectives :



Editorial animation



Generating editorial visibility on social media



Engaging your audience

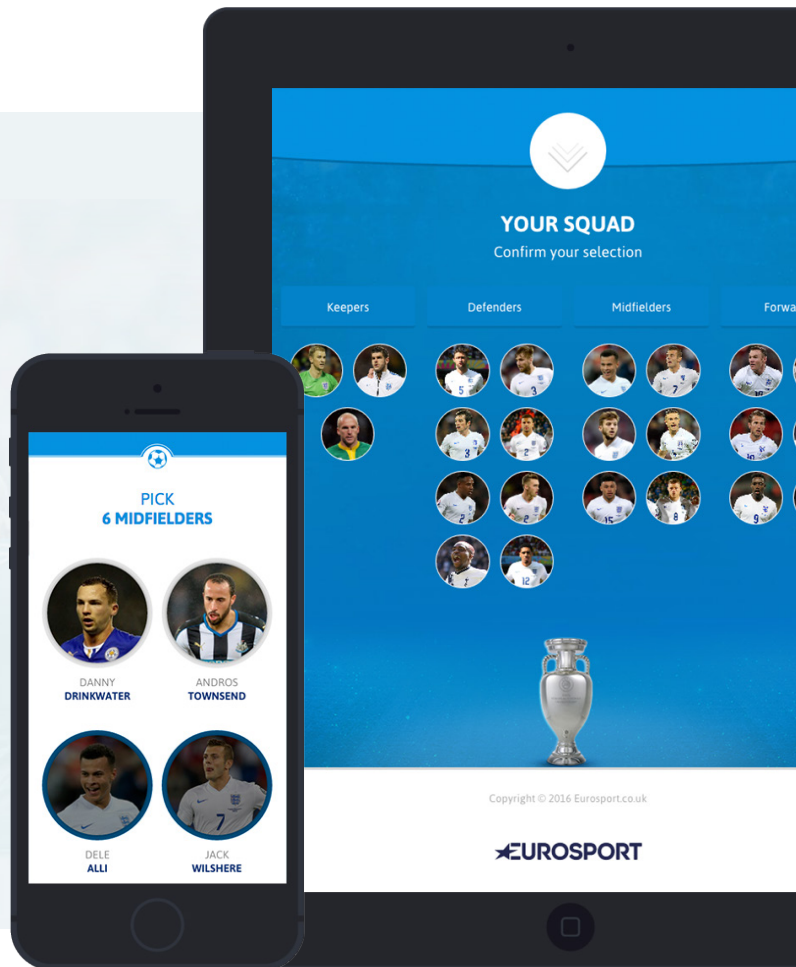


Data journalism (using the results for editorial purposes)



▶ Case :

To stimulate interest in UEFA Euro 2016, Eurosport offered Internet users the opportunity to put themselves in the shoes of five European football managers and pick the roster of 23 players they would select for the Euro. Through its fruitful collaboration with Qualifio, Eurosport was able to engage its audience while generating high visibility on social media, well before the tournament kicked off. For Eurosport, this also offered a way of exploiting results for editorial purposes (articles, photos and videos).



▶ ROI :

A particularly viral concept, which led to over 1.1 million participants, 4.5 million page clicks and over 280,000 shares on social media.





► About Eurosport:

The Eurosport Group is Europe's premier multimedia sports platform. Eurosport, the first pan-European TV channel, broadcasts its programmes in 20 languages, reaching some 137 million homes and 240 million viewers in 54 countries.

Since 1989, Eurosport has gone from a simple TV channel to a powerful multimedia platform in the sporting world, offering 6 TV channels, 15 websites and a large variety of apps for smartphones and tablets.

Each year, Eurosport broadcasts over 100 different sports and presents the world's greatest sporting events, such as the tennis Grand Slam, the Tour de France and the World Athletics Championships.



“The most powerful online platform to create and publish viral interactions on websites, mobile apps and social networks.”