

# BE THERE WITHOUT BEING THERE!

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## Capitalizing on Remote **Fan-Engagement & Entertainment**

Seyu is a real-time, fan engagement, photo sharing solution that allows sponsoring brands to collect fan data, maximise brand exposure directly to remote fans and instantly distribute high-engaging, safe, user generated content on their existing digital platforms, including giant screens, perimeter LED boards and social media.










## CHALLENGE

How to involve millions of fans in the world who can never experience a live match in the stadium of his/her beloved team and become part of their victories?

## NUMBER OF FANS WORLDWIDE

-  **3.5 BILLION**
-  **2.5 BILLION**
-  **2.2 BILLION**
-  **900 MILLION**
-  **410 MILLION**

## Real-time engagement



## SOLUTION

**IN 6 SECONDS FROM THE SOFA TO THE STADIUM GIANT SCREEN!**

[▶ SEE HOW IT WORKS](#)



# DATA collection

## CHALLENGE

The number of identifiable fans (internal CRM) is only a fraction of the digital fanbase (social media).

Unidentifiable fans often stand for 98% of all fans.



72k happy fans used Seyu on 190+ events in 18 months.



67% of UEFA CL Final 2019 viewers were under the age of 35.



\$47.36bn spent on Market Research in 2019 globally.

## SOLUTION

Facebook/Gmail/Apple ID login to enhance CRM data-base.

Appealing entertainment for the social media and selfie generations.

AI photo analytics providing a new kind of data on lucrative markets.



## CHALLENGE

How to maximise giant screen usage on venues?  
How to reutilize, diversify already purchased perimeter commercial real estate?

# Re-commercialising in stadium digital assets



Average added time per match in Premier League is 8 minutes (2018/2019).



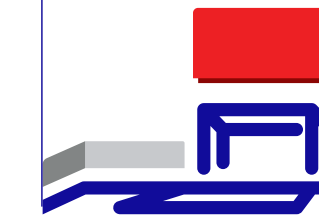
Average attendance in EFL Championship is 14.9k (Seyu involving +20%), in PL it is 38.5k (Seyu involving +7.8%).



Average matchday viewership in EFL Championships is 210k, in Premier League it is 8.4m.



PERIMETER LED  
**9 MINUTES**



GIANT SCREEN  
**120 MINUTES**  
(PRE-MATCH INCLUDED)

## SOLUTION

OFFERING A NEW, DIRECT FAN ACTIVATION FOR BRANDS TO **INVOLVE 3000+ FANS PER MATCH** IN REAL-TIME.



## CHALLENGE

How to create new commercial platforms directly reaching remote fans?  
How to develop an emotional connection with a huge remote fanbase?

Revenue increase

## FREEMIUM MODEL FOR FANS

### Unmatched social media exposure:

Unlimited moderated (!), branded and high-engaging social media content.

**320%** more organic social media engagement!

### Increased revenue:

First 500 - 3000 fans to purchase a special brand item or subscribe for a service would earn the right to be displayed in the arena.

Priced up special items can generate **€190-570k** in a season thanks to loyalty marketing rewards!

### Awareness and market intelligence:

Providing additional, multichannel exposure for sponsors directly reaching fans while they can also harvest user data and gain market intelligence.

Reutilizing and diversifying already purchased perimeter commercial place through a fun fan activity with Seyu that is also yielding 8 additional commercial platforms.

## BRANDS ALREADY CASHING IN ON THE ADDITIONAL EXPOSURE:

 **vodafone**  **saller**



**MN**  
MYSTIC NAILS

SOLUTION



# Service packages

## STARTER BUNDLE

- Seyu application
- Display **500 selfies/event**
- **Unlimited number of selfies** displayed in social media

● **€3 000/EVENT**

FREE PILOT  
IS AVAILABLE!

## PROFESSIONAL BUNDLE

- White-label application
- Display **1500 selfies/event**
- **Unlimited number of selfies** displayed in social media

● **€4 000/EVENT**  
+ €0.30 PER SOCIAL MEDIA ORGANIC  
REACH COMMISSION

## WORLD CLASS BUNDLE

- White-label application
- Display **3000 selfies/event**
- **Unlimited number of selfies** displayed in social media
- **Unlimited** club tailored selfie frames

● **€5 000/EVENT**  
+ €0.30 PER SOCIAL MEDIA ORGANIC  
REACH COMMISSION

Please, request consultation if you require pricing model for tournaments.



# Case studies

## SPONSOR FUNDED MODEL



**2 600+**

FANS ENGAGED ON SOCIAL MEDIA

**68 000+**

FANS REACHED ON SOCIAL MEDIA

The fan activation was promoted only on Wasps Rugby's Facebook page, 95K+ followers. The number of fans reached via the photo posting activation in 48 hours was equivalent to **71.6% of the whole social media follower base** of Wasps.

## SPONSOR FUNDED MODEL



**6650+**

ORGANIC ENGAGEMENT

**86 930+**

ORGANIC REACH ON SOCIAL MEDIA

The fan activation was promoted only on C.D. Leganes's Facebook page, 111K+ followers. The number of fans reached via the photo posting activation was equivalent to **55.6% of the whole social media follower base of C.D. Leganes**



- ✓ PROFITABLE
- ✓ SUSTAINABLE
- ✓ SCALABLE
- ✓ SAFE AND SECURE
- ✓ Y & Z GENERATION FOCUSED



# Industry feedback



*"From the very first conversation with Seyu we knew we had found the right partner to deliver the unique fan-engagement programme we had been looking for. Everything was really easy to understand, well organised and straightforward to rollout. They walked us through the entire process, worked collaboratively with us to create really strong marketing assets and tuned everything around to accommodate extremely tight timelines."*

**Adam Benson** - Wasps Rugby, chief commercial officer



*"...the capacity of Veszprém Arena is for 5,000 spectators, it is never enough for the big games. I wanted to bring the huge remaining part of fans into the hall in order to really make them feel they are here and they are the part of the successes."*

**Peter Domjan** - Telekom Veszprem, former marketing executive



*"...they (Seyu) provide a service which is key in helping supporters stay engaged with their teams, and that is even more crucial at a time such as this when the sports industry is going through a difficult period and fans are unable to support in person."*

**Sree Varma** - EuroLeague Basketball Tech Challenge / Fortune 500 entrepreneur



*"As in Spain fans still can not attend matches, they (Seyu) introduced to us a solution that could 'bring them back' in our stadium through a loyalty program. Fans can cheer for their favourites from the stadium, and we could increase webshop sales with additional revenue. Also they expanded the sponsor's advertisement surface with 8 additional digital commercial platforms."*

**Víctor Marín Morales** - Marketing Director of C.D. Leganes



*"Seyu is a unique way to collect valuable user generated content, which is one of the most popular contents in sport marketing today."*

**Daniel Haas** - social media marketing manager 1.FSV Mainz



# Did you know?

*“350m people are interested in photo sharing and football around the world.”*



*“91% of fans that have increased their spending on team/brand merchandise following a good tech enabled matchday experience.”*



*“The native, social and often viral nature of user-generated content is a strong recipe for reaching, engaging and monetising young audiences and achieving commercially-relevant levels of engagement with them.”*



*“Premier League increased its year on year social media engagement by 146 per cent during the first quarter of 2020.”*



## Get in touch



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### PARTNERSHIP



### REFERENCES







***“Yesterday’s home runs don’t win today’s games.”***

*Babe Ruth  
(baseball legend)*