

FOOTBALL DURING LOCKDOWN: THE IMPACT ON PLAYERS' SOCIAL MEDIA INFLUENCE

REDTORCH



CURRENT SITUATION

A person wearing a full-body white protective suit, including a hood and mask, is using a red hose in a gymnasium. The person is standing in the center-right of the frame, facing left. The gymnasium floor is polished and reflects the overhead lights. In the background, there are several wooden stands with blue chairs, and a large window with blue curtains. The overall atmosphere is one of a controlled environment, possibly for disinfection or safety measures.

COVID-19 STARTED...

A person in a dark blue jacket with 'FEDERAL' on the back is walking away from the camera on a green soccer field. They are carrying a large net full of soccer balls. In the background, there is a soccer goal and a chain-link fence. The scene is dimly lit, suggesting dusk or dawn.

AND FOOTBALL STOPPED



**YET WE'RE AT
HOME CONSUMING
MORE CONTENT
THAN EVER**

44%

of people are spending
longer on social media

Source: Statista

A close-up photograph of a person wearing a white surgical mask and white gloves. The person is adjusting the mask with their gloved hands. The background is dark and out of focus.

**BRANDS
BEGAN ASKING:
WHAT CAN WE DO?**



OUR ADVICE...



CONTINUE TO INVEST IN LONG-TERM BRAND BUILDING



60%

**of brands that 'go dark' during a recession
decline on at least one key brand metric**

**It risks word-of-mouth chatter about brand
decline, which can lead to a presumption of
failure amongst audiences**

Source: KANTAR

ADDRESS PEOPLE'S NEEDS

Connect



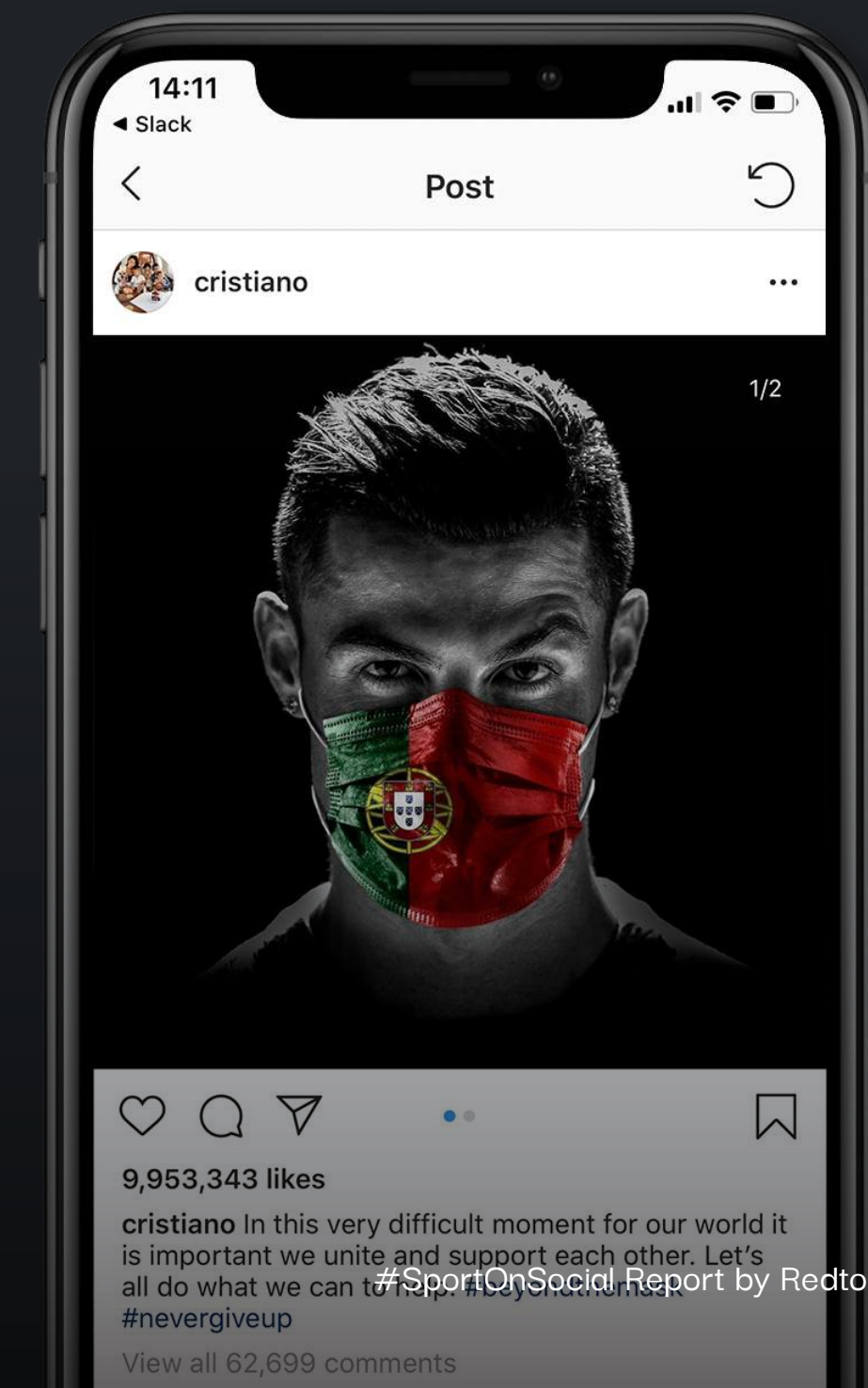
Entertain



Inform



Inspire



A man wearing a grey baseball cap and a dark jacket is looking down at a smartphone he is holding in his hands. The background is blurred, suggesting an outdoor setting like a stadium. The overall image has a dark, muted color palette.

**CONTINUE TO COMMUNICATE
AND ENGAGE WITH YOUR
AUDIENCE ON SOCIAL MEDIA**

CURRENT MEDIA CONSUMPTION



WE'RE ONLINE A LOT

70% increase in people using Instagram Live

40% increase in people under 35 using Instagram

Source: Forbes and Nielsen

WE'RE ON THE HUNT FOR CONTENT...

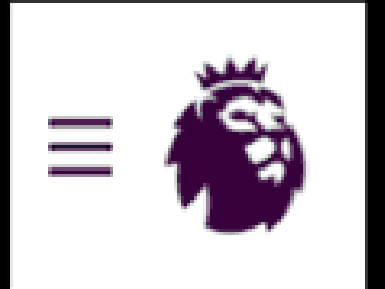
87% of US consumers and

80% of UK consumers
are consuming more content

Source: #SportOnSocial Tracker



#SportOnSocial Report by Redtorch and 90/24 Media



OPTUS SPORT



MATCHES VIDEO NEWS FIXTURES RESULTS TABLE

Live & Upcoming



Manchester United v Le...

ESPECIALLY VIDEOS

38%

of people say they consume more video content

Source: #SportOnSocial Tracker

73%

say they plan to consume just as much video content when lockdown is over

Source: #SportOnSocial Tracker

NETFLIX

Browse ▾

Kids

Netflix Originals



#SportOnSocial Report by Redtorch and 90/24 Media

ARE FOOTBALLERS THE SOLUTION TO HELP YOU REACH, INFLUENCE AND ENGAGE FANS?

3.9%

Footballers have the highest
engagement rate of sports
properties and brands

1.4%

Footballers have a faster
growth rate than brands

+6%

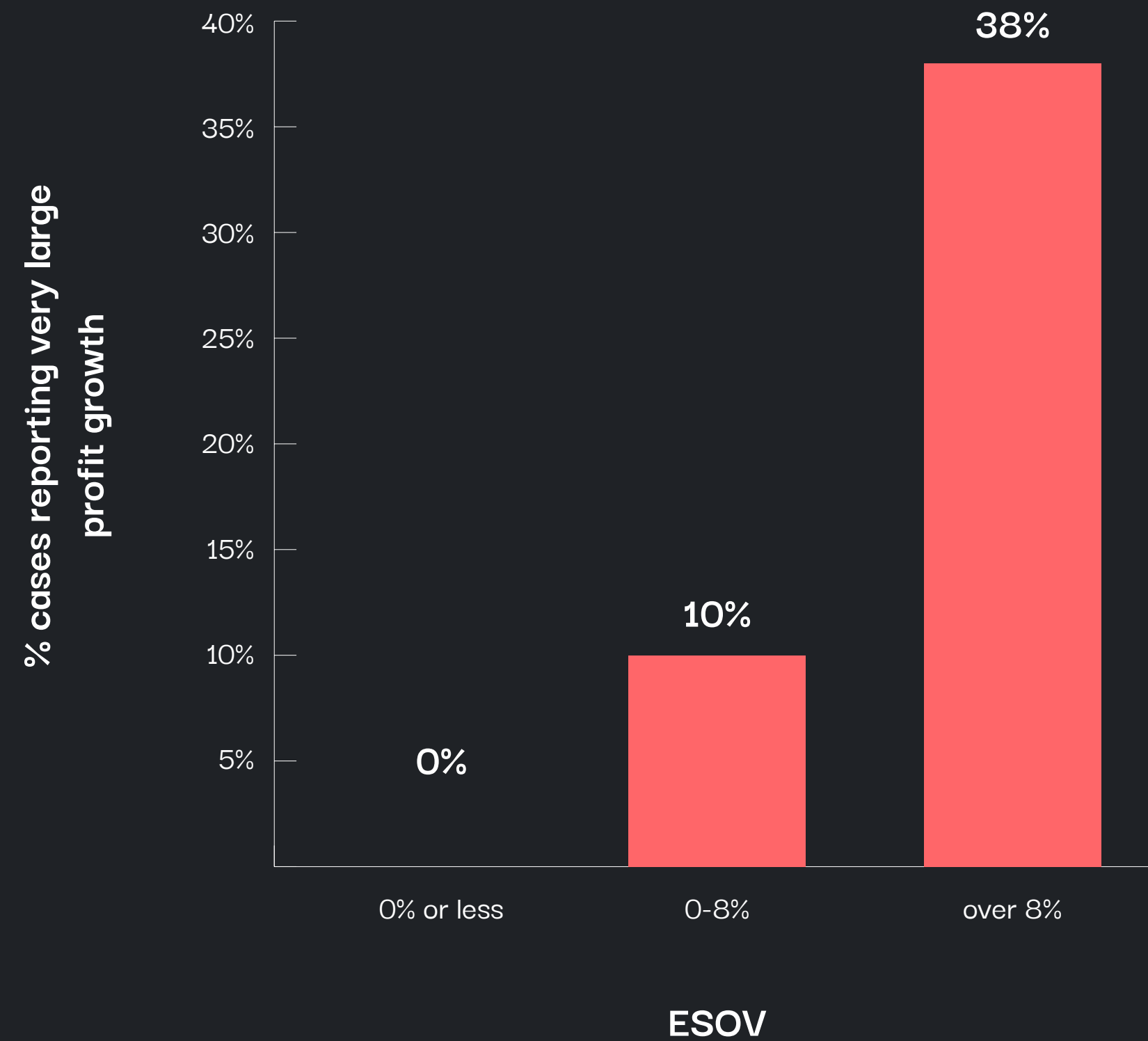
Footballers are the only
group to experience
a positive uplift in followers

Source: #SportOnSocial Tracker

A soccer player in a white and grey jersey with 'Jeep' and 'adidas' logos is celebrating on a field. He has his mouth open in a shout and his right fist raised. The background is a large, blurred crowd of spectators in a stadium. A yellow flag is visible on the left side of the frame.

**AND TO MAINTAIN
YOUR SHARE OF VOICE?**

Investing in SOV during a recession drives Long-term Profit Growth



Base: IPA cases covering 2008 recession

Investing to gain excess share of voice (ESOV) during a recession drives long-term profit growth

If SOV falls below share of market, then market share is likely to fall over subsequent years

A young man with short dark hair stands in the center of a residential street. He is wearing a grey crew-neck sweatshirt with the 'Dsquared2' logo and a graphic of a bird on the chest, and bright red track pants. He is looking directly at the camera with a neutral expression. The background shows a row of brick houses with white window frames and a paved sidewalk. The lighting is soft, suggesting late afternoon or early morning.

WHY WORK WITH FOOTBALLERS?

Footballers are positioned to influence massive online communities in a way that's sympathetic to the current situation

Combining the right message with the right influencer will help build your brand





6%

uplift in followers

Only footballers have experienced a faster audience growth during Covid-19 than before

Sport teams, media, leagues and brands have all experienced slower growth

Source: #SportOnSocial Tracker

THEY HAVE THE HIGHEST ENGAGEMENT RATE

Footballers
3.9%

Sports Media

3.2%

Sports Leagues

2.6%

Sports Teams

2.5%

Brands

0.9%

A man with short dark hair and a beard is sitting on a white sofa. He is wearing a light-colored, textured cardigan over a white shirt and patterned trousers. He is holding a black smartphone in his right hand and looking at it with a focused expression. The background is a simple, light-colored wall with some framed pictures.

FOOTBALLERS ARE PRODUCING

15% MORE VIDEO CONTENT

**RESULTING IN AN 82% INCREASE
IN VIDEO VIEWS**

A person is seen from behind, wearing a black headset with a microphone, looking at a large television screen. The screen displays a vibrant, colorful game world with green hills, blue water, and various structures. The text is overlaid on the image in a bold, white, sans-serif font. The percentage '21%' is highlighted in red.

**THE GAMING INDUSTRY IS ALSO
PRODUCING MORE VIDEO CONTENT
BUT ONLY EXPERIENCING A 21%
INCREASE IN VIDEO VIEWS**

Source: #SportOnSocial Tracker



WHAT CONTENT ARE FOOTBALLERS PRODUCING AND HOW IS IT DIFFERENT?

It used to be about
what happens on the field...



Now it's about
what happens off it



FOOTBALLER CONTENT

PRE LOCKDOWN

SPORT

- Food & cooking videos
- Punditry/analysis
- Team training photos
- Gym workouts
- Photos with celebrities
- Match day media
- Fashion media
- Photos of football boots
- Match previews


DURING LOCKDOWN

LIFESTYLE

- Instagram Live Q&A
- Family media
- Competitions
- Happy birthday messages
- Home workouts
- Challenge videos
- Throwback highlights
- Music videos
- Comedy videos
- Cooking
- Interviews
- Challenge videos
- Healthworker appreciation
- Charity posts
- #Stayhome
- Haircut media

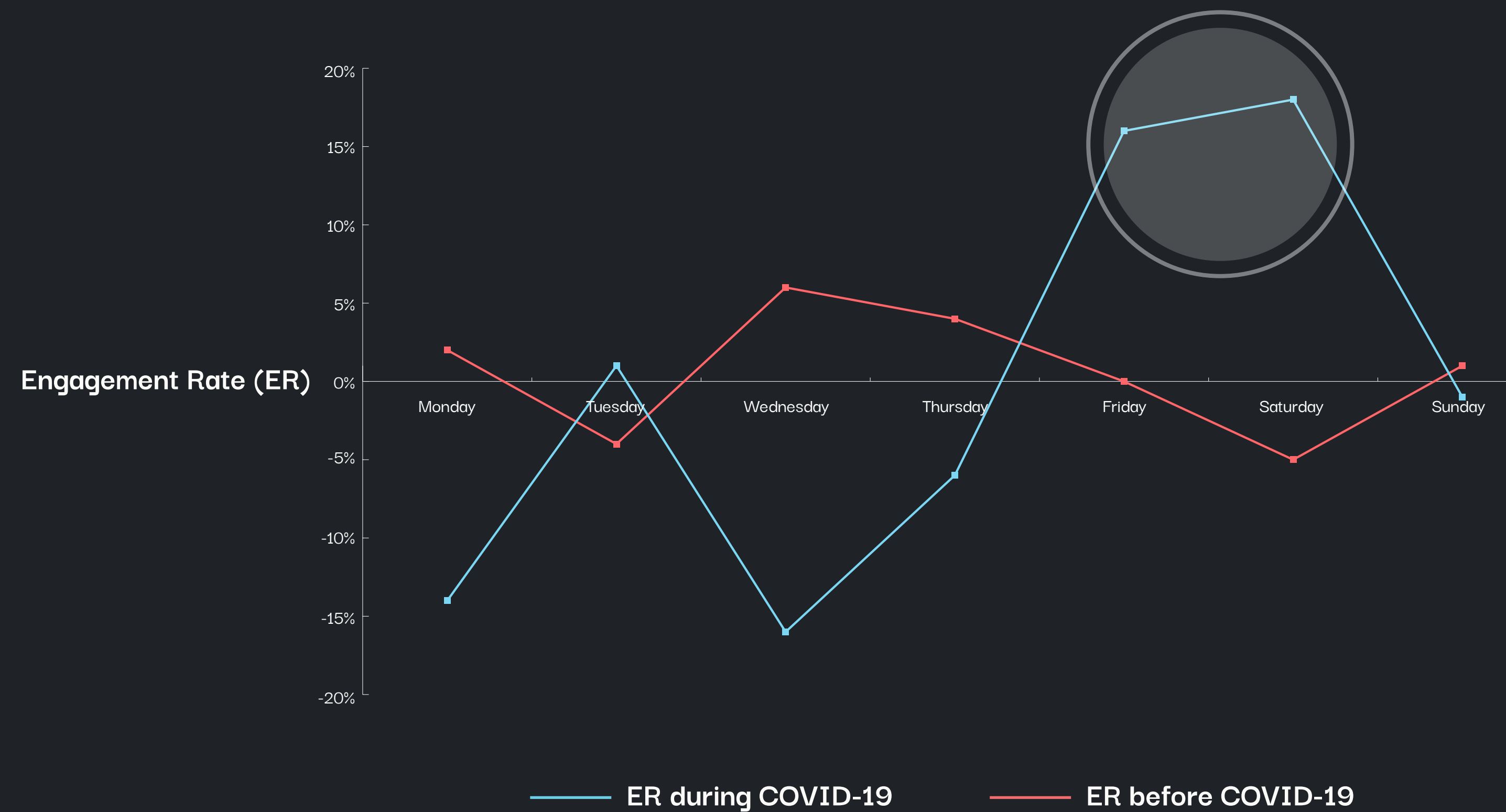


WHERE DO BRANDS FIT IN?

 Just do it.

#SportOnSocial Report by Redtorch and 90/24 Media

Matchdays still present an opportunity to produce more engaging content. Footballers are rising to the challenge...



Source: #SportOnSocial Tracker

Because footballers are creating more lifestyle content,
it's easier than ever for brands to align with them...



They can make your brand more relevant with their humour, humanity and generosity – a tone that’s sympathetic to the current situation



The right partnership between footballer and brand can make an impact now and, over time, grow into something special...



3 KEY TAKEAWAYS

1.

Use this time to invest in building your brand.

Data from the 2008 recession shows the benefit of this is long-term profit growth

2.

Online media consumption, particularly video, has dramatically increased during lockdown. Leverage this demand and address people's needs with authentic content

3.

Footballers are gatekeepers to communities. Use them to grow or maintain your share of voice in a way that's sympathetic to the current situation

METHODOLOGY

The #SportOnSocial Tracker analysed over 6.7k Instagram handles across different sport properties and global brands from 9th March – 19th April compared to the previous six weeks to calculate growth rate

Over 625k posts were processed to calculate engagement rates for each group (total engagements divided by fans) and video views (including Instagram Main Feed and IGTV)

Number of Instagram handles analysed:

1.4k
footballers

165
sports
media

1.3k
sports
teams

201
sports
leagues

3.8k
global
brands

GET IN TOUCH



Redtorch is an independent sports marketing agency based in London.

Our team of sport-obsessed data fanatics, strategic thinkers and creative communicators grow and engage audiences with data-driven strategies and campaigns.

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The 90/24 Media team are digital football experts who understand the power of social. We build connections between brands and audiences via our elite male and female football stars. We work with our players from a commercial and social perspective, directing and developing their personal brands and leveraging their reach and influence.

With unparalleled access to a hard to reach audience of 230M, we're connecting brands to followers via authentic storytelling 24/7.

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