



CASE STUDY

Jamaica Tallawahs' Success Story for their 2020 CPLT20 Season



The Problem

The eighth season of the Caribbean Premier League was scheduled to be played in eight different countries. Instead, the games are now played in the bubble created in Trinidad with no fans in the stadium due to the Covid-19 pandemic. The season started on Aug.18, 2020. The pandemic had caused loss of gate revenue for the Jamaica Tallawahs, the two-time champions of the CPL. Further, sponsorship opportunities deals has been difficult this year due to lack of traditional in-stadium sponsor activations. Furthermore, without a platform for merchandise sales for Tallawahs, revenue from merchandising and licensing was non-existent. Outside of social media, Tallawahs did not have a way to directly engage with their fans. As a result, fan engagement, retention and monetization through sponsor activations and commerce digitally was impossible. With so much uncertainty, Jamaica Tallawahs had to innovate this season to mitigate the challenges posed by the pandemic as well as move the needle to stay ahead of the curve.

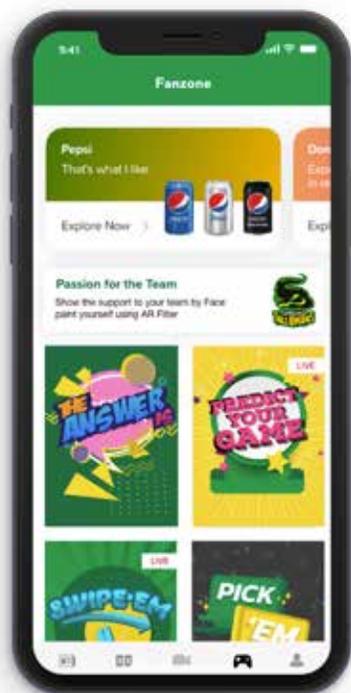


The Solution

Two weeks before the start of the league, Jamaica Tallawahs announced Fanisko as its official digital fan engagement partner. Fanisko put a comprehensive strategy together - a path to new revenue streams through fans and sponsorships by the start of the season. Fanisko leveraged and expanded on their proprietary Fanisko Engage platform to pave the way. Jamaica Tallawahs management truly believes in a creative and an innovative digital fan and sponsor engagement platform and understands that this digital approach will help improve not only the brand awareness globally but also the overall valuation of the Tallawahs organization. The digital transformation was executed using a three pronged approach.

Establishing the Digital Infrastructure

Fanisko rolled out iOS and Android apps for Tallawahs with social media integration for curated content, exclusive long-form, video, infographics type of content including scores and schedules. To engage fans further, it included several gamification components: trivia, polls, survey, pick'em, swipe'em, contextual prediction and advanced Augmented Reality engagements (app and social). All of the content was established with the intent of activating sponsorships. That is, each content can be sponsored by one or several sponsors. In turn, measuring return on investment for the sponsors was extremely easy. In addition, Fanisko created an e-commerce shop, in association with its partner Crickbuster, and integrated within the app to enable fans to buy merchandise directly from the app. In summary, Fanisko designed Jamaica Tallawahs digital infrastructure to identify their fans, engage, retain and monetize in less than two weeks.



Enabling Operations

Fanisko provided their services to run contests and gamification so that there were no incremental resource needs for the Tallawahs. Hiring with very little time to the start of the season was not easy, particularly to find the right person with the background required to run the app. Fanisko's team is experienced in creating gamification content extending their services to go beyond providing technology and platform support. In partnership with Crickbuster, Fanisko's app content strategy was well executed by curating great content from social media and other media sites as well as publishing exclusive behind the scenes Tallawahs content from the CPL bubble.

Bringing New Sponsors

With infrastructure and operations in place, Fanisko and Crickbuster designed several sponsor activations and presented them to sponsors along with the Jamaica Tallawahs sponsorship team. It was easy for the sponsors to see how the digital activations can add value to them - impressions and call to action, but most importantly the engagement with Tallawahs fans and the increase in their brand value. As a result, new sponsor sign-ups have happened for Tallawahs including FitKet, Sharks Clothing and other sponsor brands.



Jeff Miller
CEO of Jamaica Tallawahs

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Conclusion

Fanisko's technology and expertise in fan engagement has created new revenue opportunities for Jamaica Tallawahs. Jamaica Tallawahs and Fanisko have already started planning on new strategies to expand on the monetization channels. For more information on Fanisko, visit <https://www.fanisko.com>. For media requests and partnership inquiries, email us at info@fanisko.com.