



CASE STUDY

North American Hockey League



NAHL CASE STUDY

THE CHALLENGE:

ENGAGING FANS BEYOND THE STADIUM

As the official fan engagement partner for the North American Hockey League based in Dallas, Texas that owns tier 2 and tier 3 hockey leagues in the US, Fanisko conducted a fan engagement campaign using Augmented Reality technology at one of their premier events. As a well respected league in the Tier 2 hockey with 125 teams of athletes from high schools and other higher education with dreams of playing college level or professional hockey, the NAHL that acts as feeder system to NHL (professional league) and NCAA (College hockey).

The NAHL as a league has shown to be an early adopter to new ideas and innovation in their operations, fan engagement etc. Alex Kyrias, Director of Communications, Sales & Marketing understood that engaging with digital fans is an important element for them to stay relevant in this era. So when Fanisko came on board as the

official fan partner, it presented an excellent opportunity to take that step towards digital fan engagement.

And with a fan base of 1-2 million, the NAHL was well suited to enable fan engagement through AR. This was also a great opportunity for NAHL to increase fan engagement with sponsor brands in a live in-stadium event. This type of engagement offered a unique way for the fans to showcase their team support on social media while cheering in-stadium. Ultimately, the goal was to provide NAHL increased footprint digitally while increasing fan engagement and sponsor ROI.

The key areas the AR pilot campaign aimed to address was

1. Knowing that fans of various teams would be present at the event, it was critical to ensure all of the fans were engaged
2. Create new revenue channel for NAHL by introducing a title sponsor for the in-stadium AR engagement as well as on the content shared on the internet by the fans
3. Excite the fan base by introducing AR technology and the unique abilities that AR based engagement provide

The Fanisko Solution

With a wealth of experience in the development and implementation of AR technology for fan engagement, NAHL provided Fanisko with the creative freedom to choose the right in-stadium AR experience. Under the guidance of CEO, Sathish Chittibabu, the expert team was able to quickly provide a few concepts including AR face filters and “Selfies” with star players. After further evaluation, Fanisko made the decision to extend the face filters concept that had been previously implemented for the Indian Premier League team Chennai Super Kings (CSK) which showed excellent results.



Let's Get In Touch Here

Fanisko offers a one-stop fan engagement platform, that helps brands increase mobile fan retention, digital engagement and revenue opportunities.

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