

Paris Saint-Germain Sees Global Fan Reach Multiply Through Athlete Advocacy

Overview

Paris Saint-Germain (PSG)—a French professional football club and top global sports brand—is one of the major forces in European football today. The club has players representing more than 15 countries, with superstars including Neymar Jr. and Kylian Mbappé wearing the PSG crest. In addition to its men's first team, PSG also fields women's and youth football teams, along with a handball team. PSG wanted to expand the global reach and fan affinity of the club's brand, and improve the ROI for sponsors.

The club has stellar athletes and compelling games, but it needed to find an easy way to get authentic experiences and build connections with all PSG fans, wherever they live.

Opportunity

The PSG men's first team fields a globally diverse roster of over 30 athletes—including some of the world's most influential athletes on social media. The club knew it had an underutilized opportunity with these players to harness their personal connections with their followers on social media. They knew that by providing each athlete with post-match highlights, and high-quality photos and videos of on- and off-field activities, these posts would be highly engaging.

PSG's digital team also saw that its worldwide fan community had engaged more with player social accounts than those run by the club (839% higher Instagram engagement in the first half of 2017, for example). With this level of activity, PSG thought it could improve brand awareness for both the athlete and the club at the same time through regular content distribution.

The opportunity was clear: Get timely content to football players in a way that would be easy and accessible for them to share with fans on social. In this way, they could help strengthen PSG's connection to fans and exponentially expand the brand's reach, even in countries where it doesn't directly market or advertise.



The Greenfly Solution

PSG leveraged the immediacy and automation of Greenfly brand advocacy platform to enable hands-free delivery of photos and videos to athletes and staff starting with the men's first team during the 2017-18 season.

Images that photographers capture during training and matches are tagged and routed by PSG's community management staff into personalized Galleries for each player. These Galleries and media are immediately available in the Greenfly mobile app on each player's phone. The players (and, in some cases, their reps) can easily browse and post this content to their personal social accounts with just a few quick taps. They also communicate with staff directly through the app through a private messaging system, which enables them to communicate with the marketing team directly instead of going through layers of intermediaries. PSG found that this ability almost immediately strengthened relationships with players and their reps.

Growth

Top PSG players including Neymar Jr., Kylian Mbappé and Thiago Silva now come off the playing field to the cheers of thousands of fans in the stadium, and instantly share those electrifying moments in real-time with their millions of global followers, fans and teammates. These posts generate millions of incremental impressions for the PSG brand and its sponsors.

Today, player participation has grown to include all of PSG's collective teams. PSG staff across its digital, community management, fan activation, and sponsorship teams use Greenfly; they see the platform as an efficient and accessible solution to increase value for the club brand and its sponsors, and further engage fans and players.

The club's next step is to add even more content directly from Getty Images. They plan to automate content routing to each player's personalized Gallery by leveraging the Greenfly +Connect API, and automatically ingest and route any new images from Getty.



“Greenfly has been incredible. It's so easy for the players to use, it's become part of their everyday routine. The players are now our marketing partners, and they're helping us extend the excitement of PSG to our fans and partners in all corners of the world.”

Anthony Baca
Deputy Digital Director,
Paris Saint-Germain



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Impact

With over 11,000 individual media assets downloaded by players to date, PSG has seen the reach and engagement for its team and club brands increase dramatically since adopting Greenfly. The club's players are happy to see their own fan engagement numbers continuously increase.

Based on the success with player sharing, PSG has also started activating fans to create content via its 100+ fan clubs around the world. A fan coordinator within each club works with a select group of fans to request content from them through the Greenfly app. PSG's community management team then takes the best fan-generated content to feed the club's social channels.

PSG is also excited about future opportunities to deepen sponsor and media relationships through Greenfly. Greenfly analytics help them demonstrate the brand's reach and engagement, which helps them to secure more sponsorship support.

Results

11K

Individual media assets downloaded*

+85%

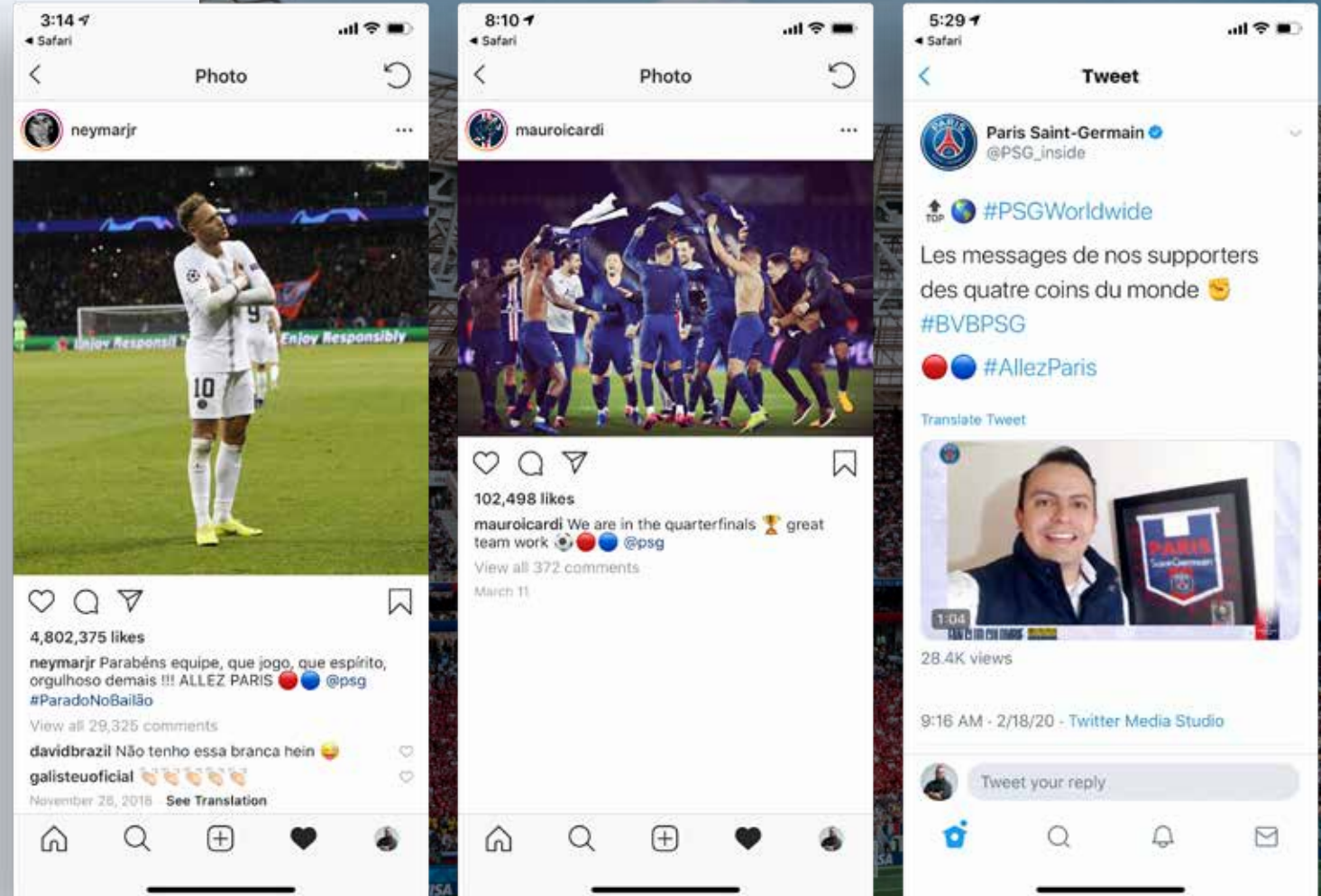
In Instagram social engagement**

+2,202%

In potential social reach**

*Source: Greenfly data, July 2018 - May 2020

**Source: CrowdTangle data, May 2019 - May 2020



By creating strong connections between teams, athletes, sponsors and fans throughout the year, Paris Saint-Germain is solidifying its future as one of the preeminent global brands in sports.

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