



# CASE STUDY

Manchester City FC

# Man City Facts

- ✓ MCFC have a global fan base which is growing with consistent team successes.
- ✓ They are under constant pressure to convince more fans to sign up to the '**Cityzens**' App.
- ✓ They run campaigns throughout the year across all channels to grow their CRM.
- ✓ They have dedicated digital teams focused on different campaigns (Mens League, WSL, European, World Tours, etc)



Social Media Followers	155,000,000
UK Fans	51,000,000
Stadium Capacity	53,400
Average attendance	53,249

# Man City & Filmily



**We are now starting our 3rd Season of Fan Engagement with Manchester City.**

# STATISTICS

11,348

Videos  
Received

59,965

Images  
Received

## CONTENT

### GENERATED

65

Campaigns

668

Video Walls

87,431

Fan Videos



135

Countries

438

Brands

71%

Male

67%

Under 25

## AI DATA



# DEEP DIVE - CHAMPIONS LEAGUE FINAL



✓ 25,997 photos processed

✓ 683 videos processed.

✓ Content from 131 countries.

✓ 42% of content from UK Fans.

✓ 90% of content received within 2 hours of final whistle.





# Whats next?

We discuss options with the team to keep fans interested and engaging. Some of the plans for 25/25 season discussed are as follows:-.

- ☑️ Tighter integration with CRM
- ☑️ 'Always on' campaign launched with each player.
- ☑️ Richer campaigns bringing in City Data feeds.
- ☑️ Campaign outside of Citizens registration.
- ☑️ Panini card style collections
- ☑️ Randomised questions
- ☑️ One piece of unique extra data collected per campaign.



# Thank you for your time

@filmily

