

**SPORT
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

HOTFOREX & SANTOS ESPORTS

CASE STUDY



DRIVING INNOVATION WITH INDUSTRY FIRST ESPORTS PARTNERSHIP

Founded in 2010, HotForex had maintained a market-leading position through a decade of innovation. Looking to build on this reputation, the brand worked with SportQuake's specialist Esports division to become the first Trading brand to enter Esports.



SPORTQUAKE LED HOTFOREX THROUGH OUR FOUR STAGE PROCESS

HotForex
Honesty - Openness - Transparency

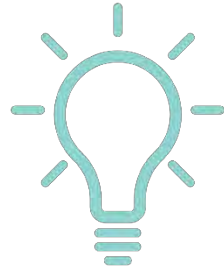
SPORT
QUAKE



01. INSIGHT & UNDERSTANDING

SportQuake provided HotForex with insights into their category, taking time to understand what made their brand distinct. We provided an independent analysis of the football ecosystem to help HotForex uncover where the white space was to create impact.

[Find Out More](#)



02. STRATEGY & IDEA DEVELOPMENT

Based on these insights, we worked with HotForex to develop the right football strategy, identifying the available opportunities within this. Together, we developed a strong proposition and creative ideas for the brand to discuss with their internal stakeholders.

[Find Out More](#)



03. NEGOTIATION & PROCUREMENT

We negotiated an optimum set of marketing and commercial rights to drive HotForex's strategy to budget. This involved the creation and coordination of the deal team, including key stakeholders from across HotForex's business.

[Find Out More](#)



04. PARTNERSHIP INTEGRATION

A high touch consultancy service maximised HotForex's partnership investment. We worked collaboratively with their key stakeholders to ensure there was strong alignment and a clear and detailed marketing plan in place prior to resources being created.

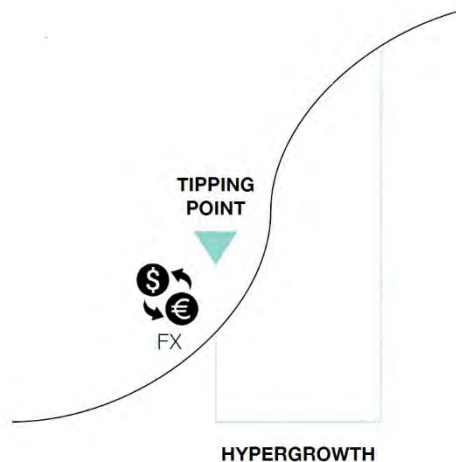
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CONNECTING TRADING AND ESPORTS

10 YEARS
OF TRADING EXCELLENCE

BRAND UNDERSTANDING

HotForex were looking for something innovative to mark their upcoming 10th birthday and wanted to assess unique ways to expand their football partnership strategy to drive awareness in their key LATAM growth market.



COMPETITOR ANALYSIS

SportQuake provided a detailed report that showed that Trading was experiencing a period of hypergrowth in football, with availability, pricing and differentiation hardening accordingly and there was a unique opportunity to innovate as the first sector mover into Esports.



ECOSYSTEM ANALYSIS

Attracted by the Esports opportunity, SportQuake's specialist Esports division guided HotForex through the sport's new and complex ecosystem, incl. game publishers, teams & players, to find a property that would engage LATAM audiences.

MAKING AN INDUSTRY-FIRST MOVE

SportQuake focused on developing an **Global Partnership** with **Santos Esports** for three main reasons:

FIRST MOVER BRAND POSITIONING

As the first Trading brand to engage in an Esports partnership, HotForex would have a unique space to promote their services and make B2B & B2C headlines.

TEAM REBRAND FOR MAXIMUM VISIBILITY

HotForex would gain maximum exposure in major Esports leagues, incl. League of Legends, through a full team rebrand incl. team naming rights, branding on all uniforms, a launch event and a redesign of the famous Santos badge.

TWO KEY AUDIENCES

In an era where football and gaming are coming together to form a global entertainment business, a unique partnership with the Esports division of one of South America's most famous teams would simultaneously engage key LATAM football and Esports audiences.



A UNIQUE SET OF RIGHTS HELP HOTFOREX MAKE AN IMPACT

SportQuake negotiated a bespoke set of rights that allowed HotForex to **maximise return on their investment** and **take full advantage of their unique Esports positioning**. These included:



ONLINE GAMING MEETS ONLINE TRADING
THE WORLD'S FIRST BROKER & ESPORTS SPONSORSHIP

TITLE SPONSOR

The team was renamed 'Santos HotForex Esports', driving brand awareness among Esports's growing 500m+ fanbase and LATAM football audiences.




LOGO INTEGRATION

A redesign of the team's famous crest to include the HotForex logo increased visibility and uniquely integrated the Trading brand into Santos's famous identity.



IN-STREAM BRANDING

HotForex generated in-game exposure with on-screen branding during Santos HotForex Esports live streams.



USE OF TEAM AND PLAYER IP

HotForex cascaded Santos branding through their marketing promotions, incl. website, social media and e-mail campaigns, to engage a LATAM audience.



FINANCE MAGNATES

HotForex Enters e-Sports Space with Santos FC Partnership

The broker has partnered with Santos e-Sports.

OFFICIAL PARTNERSHIP ANNOUNCEMENT

The official partnership announcement gained international attention in trade media, incl. Finance Magnates, elevating HotForex's reputation as industry innovators.

GLOBAL ELEVATION VIA AN INDUSTRY-FIRST MOVE

HIGH IMPACT LAUNCH

SportQuake co-ordinated the partnership launch to coincide with HotForex's momentous 10th birthday, showcasing brand innovation in a co-ordinated media campaign.

ALIGNMENT WITH OTHER GLOBAL INNOVATORS

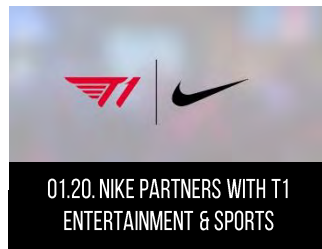
HotForex were elevated alongside Nike as their industry-first move coincided with Nike's deal with rival team T1 Entertainment and Sports.

STRONG START DRIVES AWARENESS

HotForex maintained heightened awareness in Esports as Santos HotForex Esports experienced strong early season performances, winning the League of Legends Challenging Circuit.



FROM ORIGINAL IDEA TO BRINGING TRADING INTO ESPORTS



ONLINE TRADING MEETS ONLINE GAMING

The deal was the perfect move for HotForex to mark 10 years of innovative Trading excellence, connecting Trading and Esports to reach their desired LATAM demographic.



1ST

Trading brand to partner with an Esports team



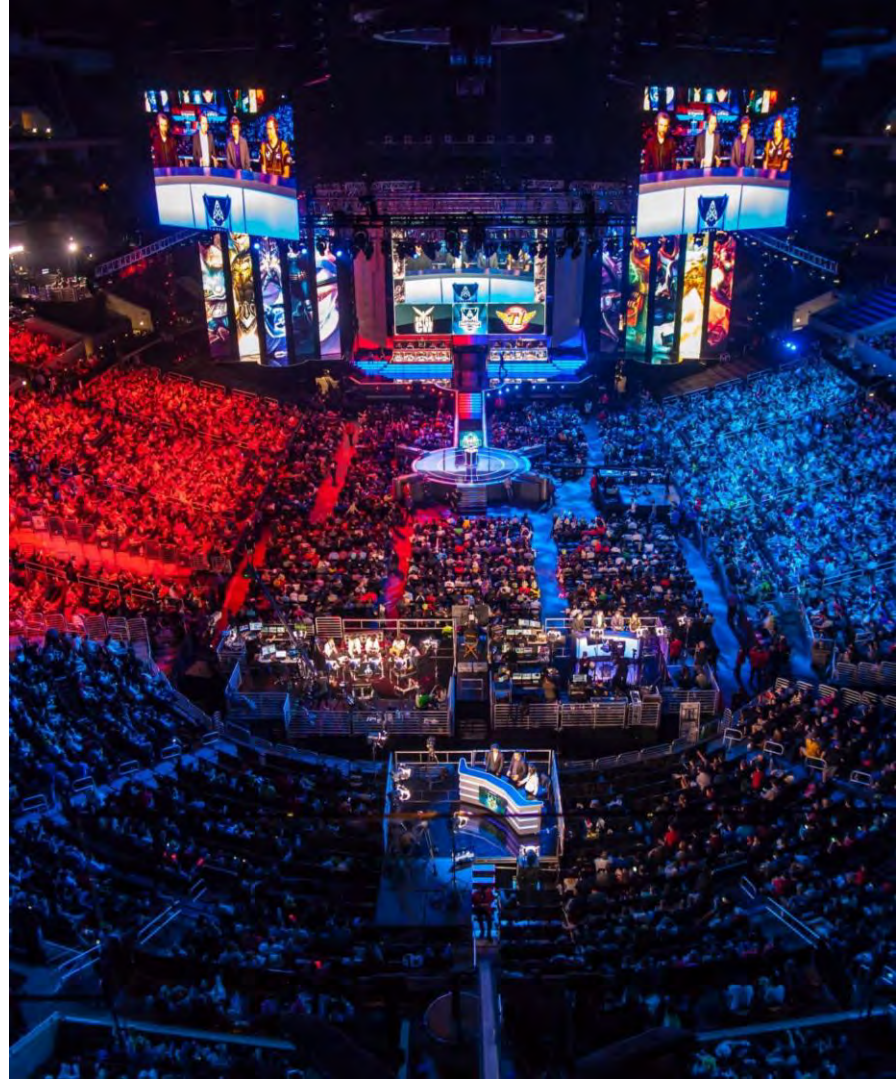
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Hours of in-stream exposure during Q1, 2020



2.5M

Social media impressions in Q1, 2020



ABOUT SPORTQUAKE

THE GAME HAS CHANGED

Football is now in an era where tech, media, gaming, music, fashion and football are coming together to create an exciting new global entertainment business.

OUR EXPERTISE

SportQuake help brands plan and buy high profile global football sponsorships that drive and support their business, brand and sales goals.

OUR FORMULA FOR SUCCESS

Better Planning + Better Buying + Better Collaboration = **Better Results**

[Find out more](#)



FIND OUT MORE



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