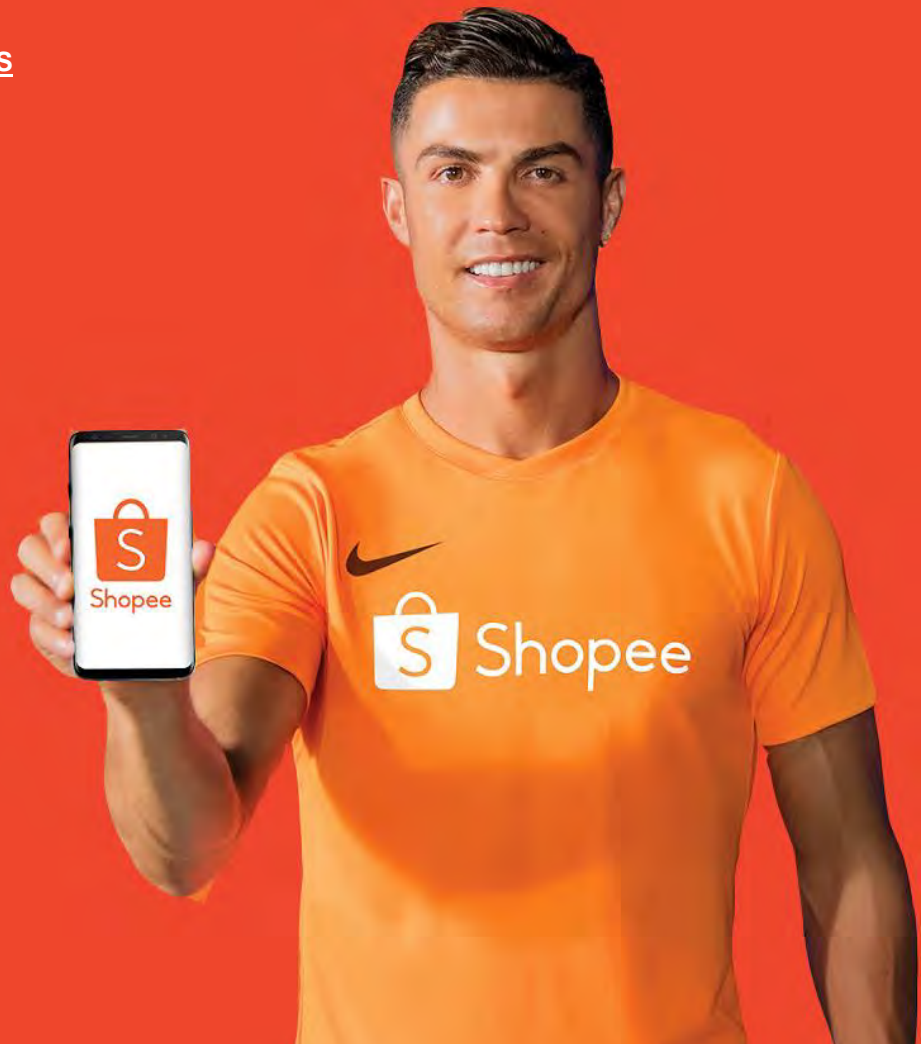


**SPORT
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

SHOPEE & CR7

CASE STUDY



USING CR7 TO TURBOCHARGE E-COMMERCE SALES

Nasdaq listed Shopee are the leading e-commerce platform in Southeast Asia and Taiwan. SportQuake worked with the brand to refresh their fourth quarter sales messaging – with record-breaking results. Together, we created a viral campaign starring Cristiano Ronaldo that dominated the social conversation during their key sales period, generating an unprecedented volume of sales.



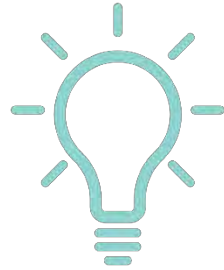
SPORTQUAKE LED SHOPEE THROUGH OUR FOUR STAGE PROCESS



01. INSIGHT & UNDERSTANDING

SportQuake provided Shopee 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 Shopee uncover where the white space was to create impact.

[Find Out More](#)



02. STRATEGY & IDEA DEVELOPMENT

Based on these insights, we worked with Shopee 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 Shopee's strategy to budget. This involved the creation and coordination of the deal team, including key stakeholders from across Shopee's business.

[Find Out More](#)



04. PARTNERSHIP INTEGRATION

A high touch consultancy service maximised Shopee'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.

[Find Out More](#)



AMPLIFYING SHOPEE'S SALES PROMOTION



BRAND UNDERSTANDING

Shopee had worked with local football and entertainment properties before, with **ambassadors performing their signature 'Go Shopee' dance**. Emboldened by success, Shopee wanted to take this mainstream.



COMPETITOR ANALYSIS

SportQuake presented other e-commerce football activity, incl. spend analysis. Wish's World Cup 2018 ambassador campaign provided particular stimulus.



ECOSYSTEM ANALYSIS

Attracted to using a big player to front their advertising, SportQuake provided Shopee with an audit of the options, incl. fit with Shopee brand; campaign objectives and budget.

PARTNERING WITH THE WORLD'S MOST POPULAR ATHLETE

SportQuake focused on developing an **Ambassador Strategy** with **Cristiano Ronaldo** for three main reasons:

INSTANT BRAND AWARENESS & SOCIAL FAME

Combining Ronaldo's star power with the 'Go Shopee' dance would create a 'must see' social moment that would be organically shared worldwide.

SOCIAL-FIRST APPROACH

Shopee could own the moment through a co-ordinated brand/player social media campaign, leveraging Ronaldo's 200m+ social following and pan-regional appeal.

'CR7' PRODUCT INTEGRATION

Integrating Cristiano Ronaldo's personal product range, CR7, on to the Shopee store would increase their offering of global brands and generate revenue.



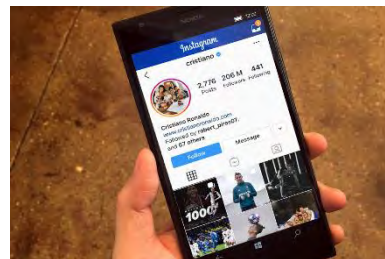
NEGOTIATING AND DELIVERING A BESPOKE SET OF RIGHTS

SportQuake negotiated a bespoke set of rights that allowed Shopee to **maximise return on their investment** and **create an award-winning campaign**. These included:



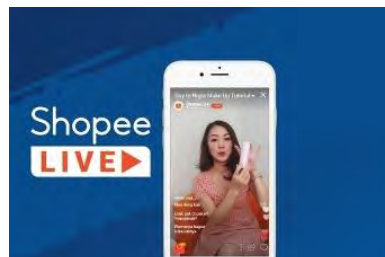
TVC APPEARANCE

With SportQuake's help, Ronaldo was persuaded to perform the 'Go Shopee' dance in a TVC. Find out more on the following page.



SPONSORED SOCIAL MEDIA POSTS

Geo-targeted social media posts on Ronaldo's channels allowed Shopee to target their desired audience in SE Asia and Taiwan.



'LIVE STREAM' APPEARANCE

In a 'first' for brand and player, Ronaldo would hold a live Q&A on 'Shopee Live', attracting more users to the app at a key moment.



BRAND INTEGRATION

Shopee secured the rights to sell CR7 products online, increasing sales & serving as a case study for other brands to list on the app.



12 MONTH USE OF IP & IMAGERY

Shopee could maintain brand awareness by using Ronaldo's image through Q4 sales events and into 2020.

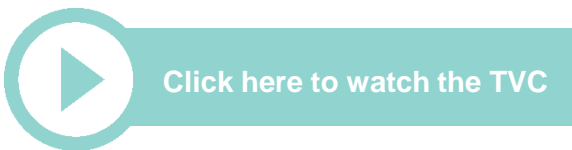
HOW WE DELIVERED A RECORD-BREAKING CAMPAIGN

OUR INFLUENCE

Having identified that Ronaldo performing the 'Go Shopee' dance would be the magic ingredient for the campaign, we used our experience and relationship to get the CR7 team onboard with the idea.

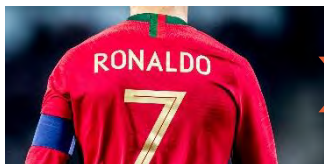
HIGH-IMPACT LAUNCH

Working with Shopee and their agencies, we developed a TVC creative to make an instant impression. Hours after release, the commercial had gone viral around the world, setting the ball rolling on a record-breaking fourth quarter for Shopee.





FROM ORIGINAL IDEA TO AWARD-WINNING SUCCESS



08.04. SPORTQUAKE & SHOPEE FOCUS ON AN AMBASSADOR STRATEGY



19.06. RONALDO & SHOPEE SIGN CONTRACT



03.07. CAMPAIGN FILMING IN SINGAPORE



14.08. RONALDO ANNOUNCED AS SHOPEE'S NEW AMBASSADOR



16.08. TVC LAUNCH IN SOUTHEAST ASIA & TAIWAN



17.08. TV AD GOES VIRAL GLOBALLY



14.08. SHOPEE & RONALDO LAUNCH SOCIAL MEDIA CAMPAIGN



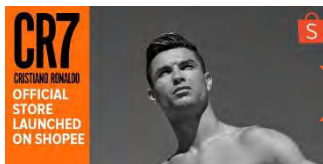
28.08. RONALDO HOLDS Q&A ON 'SHOPEE LIVE' APP



09.09. SHOPEE BREAK SUPER SHOPPING DAY SALES RECORD



10.10. RONALDO PROMOTES BRAND SALE 2019



10.11. RONALDO STORE OPENS ON THE SHOPEE APP



11.11. RONALDO LEADS BIG SALE 2019 PROMOTION



04.12. CAMPAIGN WINS 3 AWARDS AT SPIA AWARDS



12.12 RONALDO FRONTS BIG CHRISTMAS SALE PROMOTION

RESULTS

SHOPEE SMASHES SALES RECORDS

The numbers don't lie. Launched in August 2019, the campaign was the driving force behind the brand achieving record-breaking sales during the 9.9 shopping period and through the final quarter of the year.

182%

Increase in Q4
Year on Year
sales

3x

More sales vs.
2018 9.9 Shopping
Day

187K

Items sold in a
single minute at
the campaign's
peak

38M

Online video
views incl. 167k
likes

#1

Top trending
hashtag on
Twitter Indonesia
with >64k likes

3x

Award wins at
the coveted
SPIA Asia awards



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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