

**SPORT
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

FBS & BARCELONA

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CASE STUDY



FBS

PARTNERING WITH THE WORLD'S RICHEST CLUB TO DRIVE GROWTH

Founded in 2009, FBS wanted a high-profile platform to position themselves in the mainstream as a leading trading company and differentiate from smaller, less well-financed rivals. SportQuake worked with the brand to achieve this, developing a partnership with FC Barcelona to support global brand awareness and drive growth.



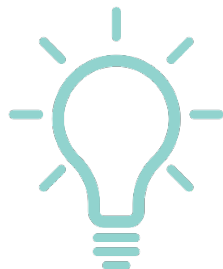
SPORTQUAKE LED FBS THROUGH OUR FOUR STAGE PROCESS



01. INSIGHT & UNDERSTANDING

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

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02. STRATEGY & IDEA DEVELOPMENT

Based on these insights, we worked with FBS 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.

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03. NEGOTIATION & PROCUREMENT

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

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04. PARTNERSHIP INTEGRATION

A high touch consultancy service maximised FBS'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.

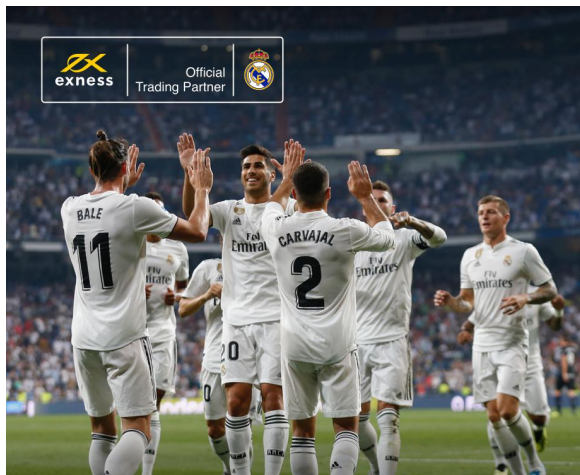
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LAUNCHING FBS INTO GLOBAL FOOTBALL



BRAND UNDERSTANDING

Having been awarded a new European license, FBS were keen to understand how other leading trading brands were using European football to drive growth in key global and emerging markets.



COMPETITOR ANALYSIS

SportQuake provided a detailed report on competitor strategies and spend, incl. how leading trading companies were partnering with European super clubs to drive brand and growth goals.



ECOSYSTEM ANALYSIS

With FBS interested in a super club strategy, SportQuake conducted a detailed audit using our proprietary analysis and external data, incl. the Deloitte Money League.

JOINING WITH FOOTBALL'S RICHEST CLUB

SportQuake focused on developing a **global partnership** with FC Barcelona for three main reasons:

INDUSTRY LEADERSHIP STATEMENT

A long-term deal with the world's richest club would provide a high-profile platform to position FBS in the mainstream as a leading trading company, differentiating them from smaller, less well-financed rivals.

GLOBAL IP TO ELEVATE BRAND POSITIONING

FBS could use Barcelona's globally renowned IP throughout their own channels and promotions, elevating their industry leading credentials through association with the club's iconic brand, international superstars and portfolio of blue-chip sponsors.

GLOBAL FANBASE TO DRIVE GROWTH

FBS could utilise Barcelona's huge digital presence to attract more users, targeting the club's 260m+ online fanbase with branded promotions & campaigns.



A UNIQUE SET OF RIGHTS FOR LONG-TERM SUCCESS

SportQuake negotiated a bespoke set of rights that allowed FBS to maximise return on their investment and achieve their global growth goals. These included:



4.5 YEAR DEAL

The longest initial contract by a trading brand with the world's richest club demonstrated FBS's financial strength to B2B & B2C audiences worldwide.



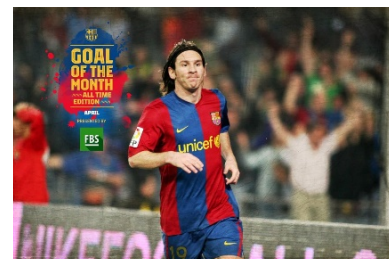
USE OF CLUB & PLAYER IP

FBS cascaded Barcelona branding through all marketing promotions - incl. website, TVCs & trade shows - and CSR initiatives.



MATCHDAY BRANDING

Negotiating a higher LED time and in-stadium branding made FBS a key matchday presence at the world's most-watched club.



'GOAL OF THE MONTH' PARTNER

As presenting partner of high-interaction, globally shareable digital content, FBS leveraged Barcelona's massive global social following to grow their own.

1	FC Barcelona	€840.8m
2	Real Madrid	€757.3m
3	Manchester United	€711.5m

OFFICIAL CLUB ANNOUNCEMENT

Synchronising the partnership launch with the release of the Deloitte Money League generated global publicity & improved FBS's Google Search Ranking.

04. PARTNERSHIP INTEGRATION

IMMEDIATE ROI & LONG-TERM BRAND BUILDING

HIGH IMPACT LAUNCH

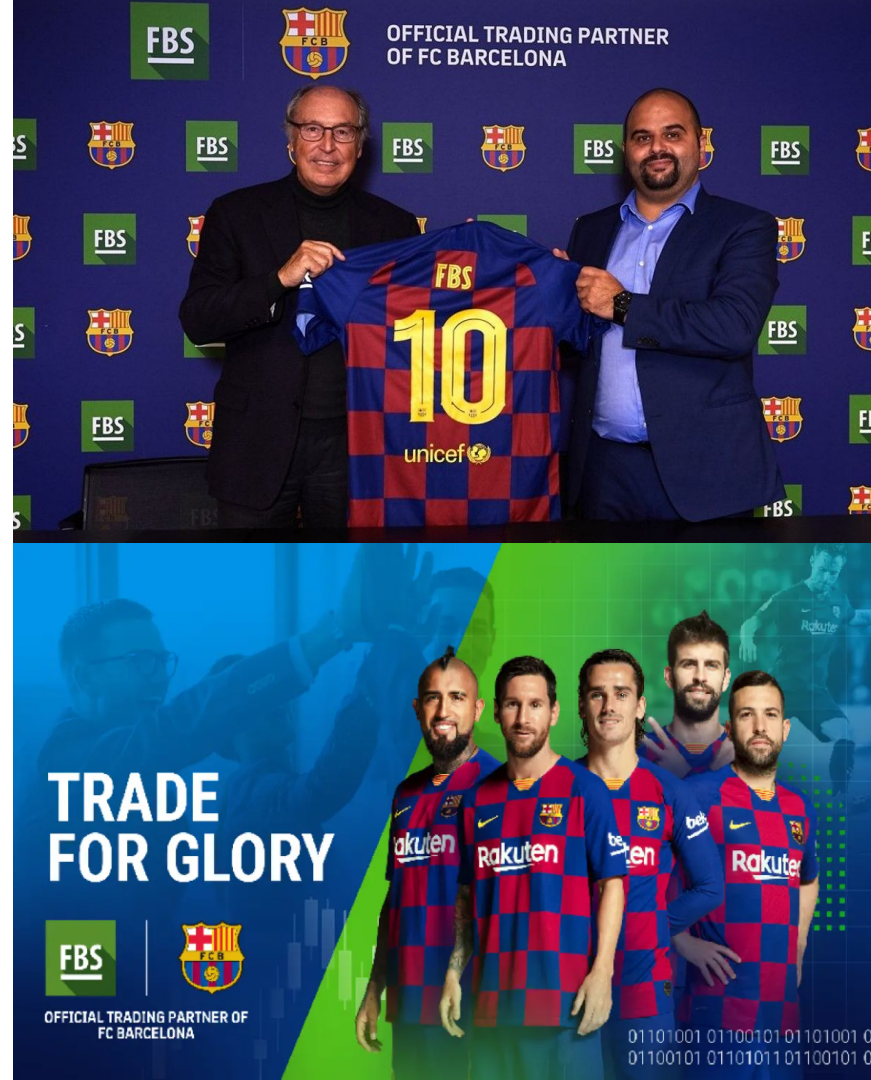
SportQuake co-ordinated the partnership launch with news of Barcelona topping the Deloitte Money League for the first time, underlining FBS's financial strength by partnering with the world's richest club.

FIRST QUARTER SUCCESS

The partnership dominated FBS-related conversations online, as global publicity from international trade media combined with a Barcelona-focused digital activation to produce a 25% surge in FBS users in Q1 2020.

ENHANCED CSR INITIATIVES

FBS used Barcelona IP to kick-off new CSR initiatives, boosting their long-term reputation by driving widespread awareness of their #FBSForHumanity campaign.



FROM ORIGINAL IDEA TO RECORD Q1 SALES



06. 2019. SPORTQUAKE & FBS FOCUS
ON SUPER CLUB STRATEGY



PATROCINADOR OFICIAL DEL
FC BARCELONA

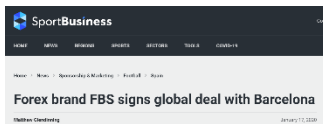
07.01.2020. FBS & BARCELONA
SIGN CONTRACT



13.01. BARCELONA TOP THE DELOITTE
MONEY LEAGUE FOR THE FIRST TIME



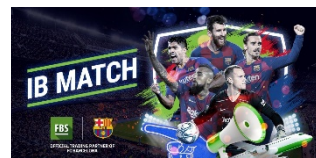
16.01. FBS & BARCELONA
PARTNERSHIP ANNOUNCED



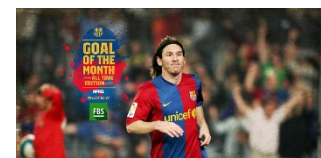
17.01. THE PARTNERSHIP HEADLINES
SPORT AND TRADING PRESS



17.01. FBS LAUNCH BARÇA BRANDED
TRADE FOR GLORY CAMPAIGN



28.01. FBS LAUNCH 'DREAMS COME
TRUE' BARCELONA PROMOTION



09.03. FBS BECOME BARCELONA 'GOAL
OF THE MONTH' PARTNER ONLINE



30.03. FBS LAUNCH 'BARÇA STRIKER'
PROMOTION



01.04 FBS ANNOUNCE A 25% USER
INCREASE IN Q1, 2020



20.04. BARÇA BRANDING ENHANCES
#FBSFORHUMANITY INITIATIVE

A FAST START ON STRONG FOUNDATIONS

The partnership experienced instant success upon launch in January 2020, while simultaneously sowing the seeds for continued, long-term growth.



4.5YRS

The longest
initial contract by
a trading brand



20K+

Google search
results generated
by partnership



25%

FBS growth in
users, 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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SportQuake



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