



CONNECT&GO

THE CONNECTED STADIUM EXPERIENCE

Using RFID to Increase Fan Engagement

In many ways, sports fans are the ideal consumers. They are passionate about the team they support, and that emotional connection works to reinforce their loyalty and willingness to attend games year after year. Today's sports fans, however, have **higher expectations of the game day experience and stadiums** may need to work harder than ever to keep fans engaged and interested in coming back for more.

"Sports Industry to Reach \$73.5 Billion by 2019. Darren Heitner, Contributor Forbes.com (October, 2015)

From discounted tickets to digital integrations, stadiums are doing what they can to stay relevant and offer fans a comprehensive and rewarding experience that surpasses TV or online viewing options. As noted in an opinion piece published on Forbes.com, "Stadiums are attempting to bring in new technology, features and seating styles in an effort to win back the fan that may increasingly choose to stay home instead of attend a game in-person."

FEELING THE FRUSTRATIONS

While most sports fans love nothing more than to watch a game live, the outing itself comes with a number of frustrations and today's fans have little patience for anything that detracts from their enjoyment of the game. From long lines and expensive concessions, to difficulty locating key areas and information within stadium, fan frustrations pose a serious concern for teams and stadiums looking to draw larger crowds each year.

Using RFID to connect the stadium experience is an excellent way to address some of the major issues causing friction for fans. Shorter lines, simpler transactions and opportunities to play games, enter contests and share original content are some of the key benefits offered by implementing an RFID fan program at stadiums.

42%

Increase in sales

** Statistics drawn from the deployment of our technology in a stadium.*





75%

*Of pass-holders used their pass
game after game **

* Statistics drawn from the deployment
of our technology in a stadium.

The fan, in turn, feels rewarded for their loyalty to the team and is more likely to return for future games and encourage their friends to join in. Stadiums need to be aware of consumer behaviour and offer innovative ways to support that behaviour and enhance the game day experience for the fan. Not only does the integration of digital services demonstrate a willingness to keep up with current trends and appeal to an increasingly tech savvy clientele, but it is also a revenue-generating opportunity for stadiums that should not be overlooked

According to a study conducted in 2016 by Spider Marketing for Avaya :

“ Using digital solutions across multiple channels will raise live event awareness, enhance team allegiance, and generate higher attendance. Delivering the right features, information and network connections will open up new revenue streams and significantly improve the sports fans game experience. ”

^ Connected Sports Fans 2016: Trends on the Evolution of Sports Fans Digital Experience with Live Events Research conducted by Spider Marketing for Avaya. (June 2016).

THE DIGITAL EXPERIENCE

While a fan's love for the game may be considered a constant within the sports industry, teams and stadiums clearly benefit from a more forward-thinking approach that includes some of the technological advancements we have all become so reliant on in our day-to-day lives. By offering a digital element to the game day experience, stadiums are responding to a very clear consumer need.

“ Sports fans today are not only there to watch a game, but to take part in a fully immersive experience. It's important to offer more to fans to prompt them to come into the stadiums, due to the ease of access to live sport through a screen. ”

'The Future of Football - Social, fan engagement and smart stadiums. Nathalie Nénon, Kantar Media (March 2017).

By implementing an RFID fan program, a stadium is able to connect the entire experience for the fan. Before, during and after the game, the fan is fully engaged with the messaging and branding of the team and the stadium. Fans have come to expect this type of integrated experience, and it serves as an additional incentive for them to continue to attend games in person.



HOW RFID ENHANCES THE FAN EXPERIENCE

Before the game

- Fans receive their RFID wristband/pass in the mail and visit a branded microsite to register it to a personalized profile.
- During registration, fans link a credit card to their wristband/pass, allowing them to make cashless purchases at the stadium.
- Fans link their social media accounts to their profiles, allowing them to post photos instantly on social media.
- Additional information can be requested during registration (i.e.: emergency contact info, allergies, etc.).



-50%

*Reduction in wait time per/transaction
due to pass-holder fast lanes*

* Statistics drawn from the deployment
of our technology in a stadium.

At the game

- With their RFID wristband/pass, fans can access fast lanes at the entrance of the stadium.
- Pass-holders use fast lanes at concessions and VIP restrooms.
- Concession and merchandise vendors can offer discounts to pass-holders, encouraging impulse purchases and greater spend-per-head.
- Pass-holders participate in sponsored games and contests by scanning their wristband/pass at activations throughout the stadium.
- Pass-holders scan to take sponsor-branded photos and post them instantly on social media.

After the game

- Pass-holders can check their online profiles to: view photos, review purchases and receive information and promotions for future games.
- Stadiums can extract valuable consumer behaviour data from detailed sales and experiential reports.
- Stadiums can share targeted promotions with fans, based on their participation in stadium activations.
- RFID fan programs can be integrated between stadiums, allowing fans to enjoy benefits at multiple locations.



‘Connected Sports Fans 2016: Trends on the Evolution of Sports Fans Digital Experience with Live Events Research conducted by Spider Marketing for Avaya. (June 2016).

By offering an enhanced experience to the fan, a stadium not only solidifies the fan’s loyalty, but also wins them over as a powerful marketing ally. Consumer-generated content is a valuable part of any marketing initiative, and encouraging fans to create and share content should be a part of every stadium’s game plan. “Getting people online during an event offers benefits far beyond enhancing the experience of those in attendance. Visitors provide the best source of marketing hosts can have – these are the attendees that can encourage a much wider audience that they are missing out and that they should take part in the live atmosphere next time.”

Because the main goal is to attract larger crowds each season, stadiums should consider the value of digital strategies, such as RFID, that are guaranteed to have a direct impact on fan engagement, ticket sales and overall revenue generated each year.

SUMMARY OF BENEFITS OF INTEGRATING AN RFID FAN PROGRAM AT STADIUMS



Fans feel rewarded for their loyalty and are encouraged to **return for future games**.



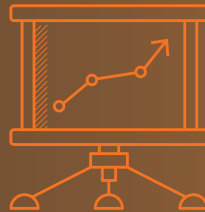
The enhanced fan experience includes: **shorter lines**, **discounts** on concessions and tickets, opportunities to enter **contests** and win **prizes**, play **games** and post on social media.



Impulse purchases and **spend-per-head** are generally increased by 30-40% due to the convenience of cashless payments.



Detailed sales tracking can be classified by vendor, item, time of day, etc.



Valuable **consumer data** is extracted from post-event reports and can be shared with partnering brands.



Rich, **consumer-generated content** is created and shared instantly on social media.



*Contact us or visit our website for more information
on these and other RFID possibilities.*

VISIT OUR WEBSITE

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