

360 CASE STUDY

OVERVIEW

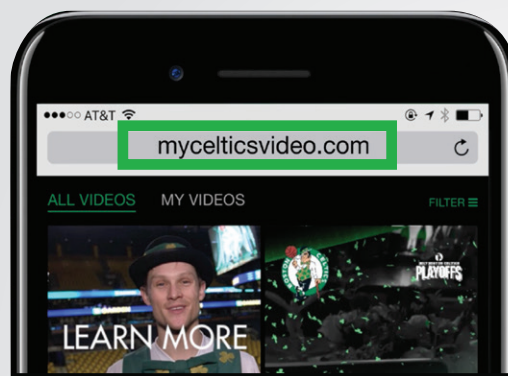
The Boston Celtics have one of the most devoted fanbases in the NBA, both in and out of the arena. But, come game time, the Celtics wanted a better way to bridge those two worlds. So, they decided to use Vivoom's white label consumer sharing solution to let fans outside the arena be a part of every game, in real-time.

Launched in tandem with the 2017 NBA Playoffs, Celtics fans at home, at the bar, or at the game, came together to create and share team-branded videos with Vivoom's unmatched visual effects technology - and immediately share them across their own social media networks! To join in, fans simply accessed a vanity URL posted on the Jumbotron and directly on the team's digital channels.

From victory dances to foam fingers, each video was instantly uploaded to Vivoom's cloud-based consumer sharing solution, where the Celtics were able to moderate, approve and re-publish the best of the best. And, because each fan video was moderated in real-time, the Celtics never had to worry about inappropriate or off-brand content.

Using Vivoom, the Celtics were able to engage with their fans in an entirely new and authentic way. Instead of interrupting the experience, the Celtics enhanced their product, and got their fans coming back for more!

1 ACTIVATION



2 BEFORE & AFTER



3 REPUBLISHING



4 RESULTS

72%

VIEWED TO
COMPLETION

2.6%

CLICK THROUGH
RATE

- ✓ Ability to control the fan content and data
- ✓ Ability to control the fan experience
- ✓ Engaged fans - quarter of a million fan videos and views.
- ✓ Wide range of sharing options for fans

