

Castrol EDGE Ronaldo live streaming app harnesses the power of 50million+ global fans in football challenge

Submitted by: Gamaroff Digital

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Last Friday saw the launch of a world-first live streaming football challenge app with Cristiano Ronaldo which Castrol Edge developed to engage with Ronaldo's 50m+ fans around the world.

Footballer Cristiano Ronaldo boasts the 13th most Liked fan page on Facebook with over 44 million fans and is by far the most popular sportsman on Facebook.

After much hype the #RonaldoLIVE app, commissioned by M&C Saatchi Sport & Entertainment and built by Social Innovations Lab Gamaroff Digital, went live around the world.

Fans had the chance to experience playing live, interactive football 'one-on-one' with Ronaldo himself. During the live stream, randomly selected viewers were selected to pick one of four goals surrounding him. As each fan was selected to take part, their name and profile picture was displayed in the app for all to see as they were handed the controls which triggered a ball to fall from an overhead chute for Ronaldo to shoot at their chosen goal. See a video from the live challenge here (http://youtu.be/7kAk_LIE5_E).

The campaign gathered a lot of momentum during the run-up to the 15-minute long event by the app's provision of a platform for fans to submit questions to Ronaldo, the best of which were put to him during the live stream. Engagement from fans at this stage had the added benefit of securing more page hits and a higher number of people returning to watch the challenge.

Using one-off, real-time events with live content in this way demonstrates how brands with very high active fan counts can effect a spike in user activity which will help to ensure continued raised engagement over time. Joe Tuson of Gamaroff Digital says: "It would seem like a lot of effort to put into 15 minutes but this kind of real-time live activity, with the huge numbers attracted by high-profile public figures, can be the most impactful use of social media from a brand awareness perspective."

Given the many millions of followers that Ronaldo has access to, the app attracted a huge amount of attention and experienced a massive surge in usage throughout the 15 minute broadcast.

About Gamaroff Digital

Gamaroff Digital is a social innovations lab that works with brands to deliver socially-innovative applications across the Facebook and mobile platforms. On Facebook's Preferred Marketing Developer Program since September 2009 with the Apps badge, Gamaroff Digital has been a trusted partner in concepting and building socially engaging apps for brands such as Virgin, McDonald's and Sony Playstation. In January 2010, Gamaroff Digital won two awards out of three at the Facebook Mobile Hack in New York, for Best Use of Facebook Graph and Best Overall App. Visit www.gamaroff.co.uk.

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