

**now** | **LiveScore™**

**CASE STUDY**



# THE CHALLENGE

## Primary Goal



To increase **brand awareness** of NOW Ireland's Premier League broadcast coverage

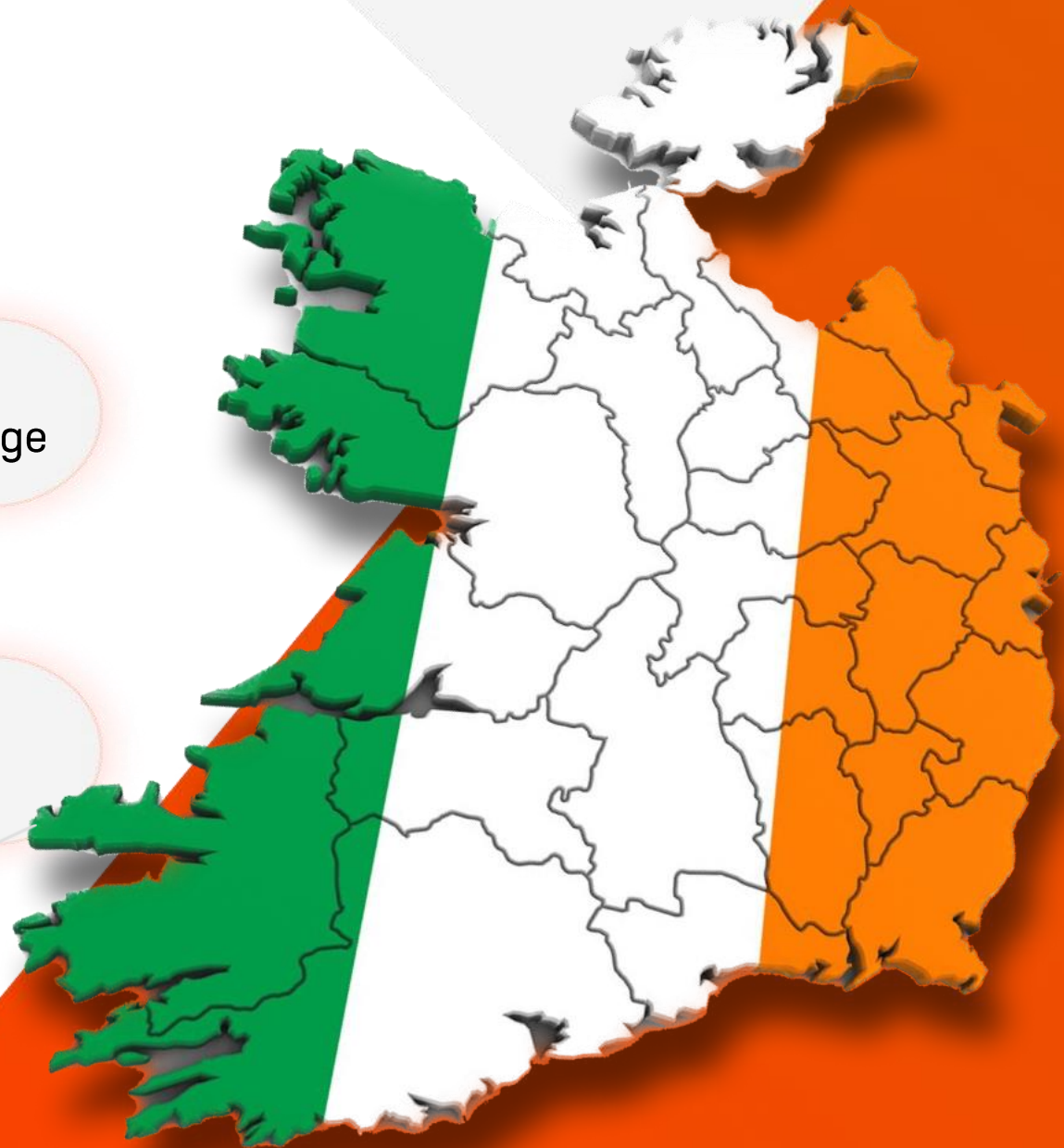
## Secondary Goal



Drive new **subscribers and sign-ups** to the NOW Ireland platform.

Where?

# Ireland



NOW



430k

Monthly Users



99%

Watch on TV.

NOW

NOW

## THE INSIGHT

LiveScore has over **430k monthly users** in Ireland

**Over 99%** of them watch sports on TV.

NOW Ireland wanted to target the weekend of high-profile games such as the Manchester derby, as these are some of the most popular games of the EPL season in Ireland.

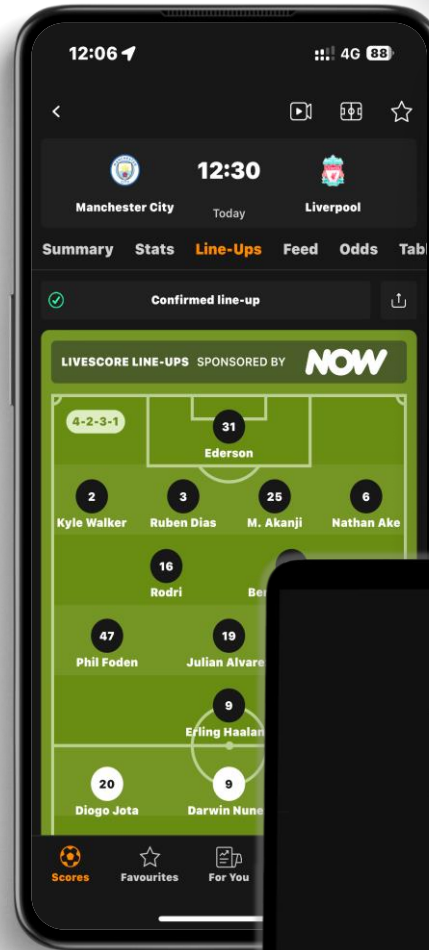
# THE SOLUTION

Building on the existing NOW brand platform, LiveScore launched premium digital & social display in contextually relevant sections of the platform such as the match centre, player profiles and on the LiveScore home page.

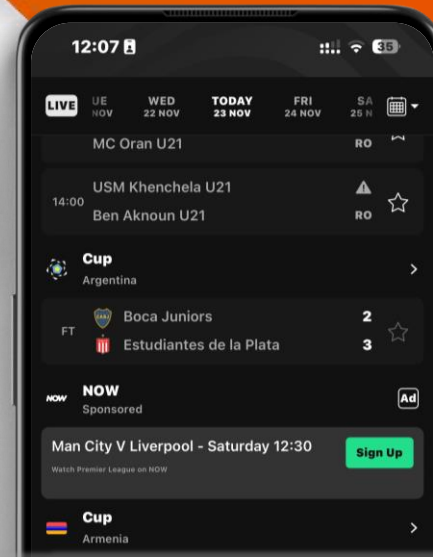
We also launched a native streaming banner & line-up sponsorship on the match centre of all key games during the campaign. This allowed users to easily sign-up to watch the game ahead of time, while users were looking up line-ups or stats in the lead up to kick-off.

**Over 7.7 million** high quality impressions delivered in the lead up to each high-profile game

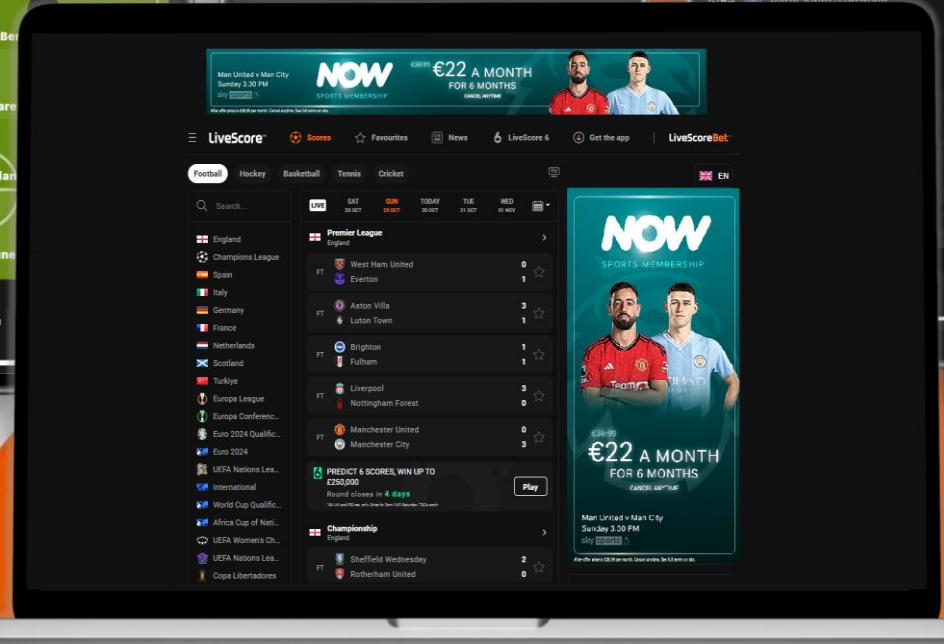
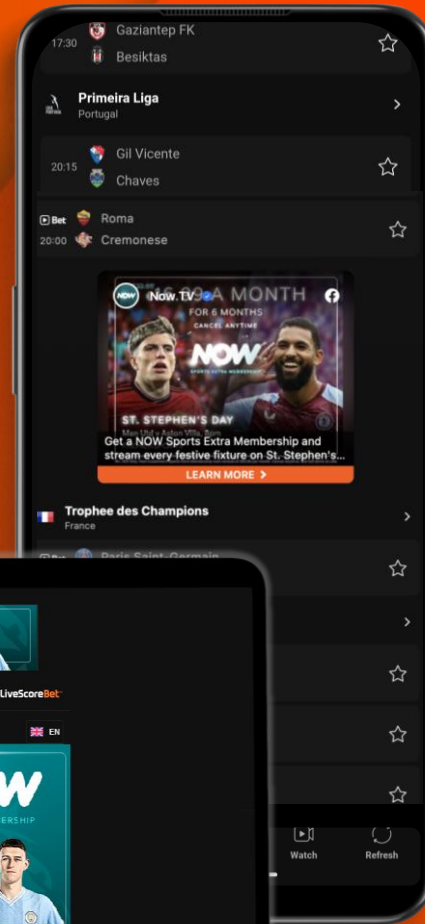
Line-up Sponsorship



Streaming Banner



Social Display



Premium Digital Display