



Abu Dhabi World Professional  
Jiu-Jitsu Championship

# Background

- › The Abu Dhabi World Professional Jiu-Jitsu Championship 2017 is in its 9<sup>th</sup> year running
- › This year, the Championship was bigger than ever, with an extended 13-day tournament, the return of the Jiu-Jitsu legends, and the first ever para-Jiu-Jitsu championship
- › A total of 7,000 players from 100 countries participated in the world-class event, with over 70 hours of total fight time
- › A total of AED 3 million in prizes was handed out to winners
- › A total of 99 professional gold medals were handed out

## Key objectives

- Reach an existing and potential Jiu-Jitsu fan base regionally and internationally
- Engage a multi-layered local and international audience to broaden the reach beyond core Jiu-Jitsu fans.
- Generate interest and competition amongst prospective Jiu-Jitsu athletes to drive registrations.
- Drive public attendance during the extended 13 day event at an outstanding tournament experience.
- Educate the mainstream audience on the benefits of Jiu-Jitsu.
- Position the 13-day event as a must-attended and entertaining destination for families.

# Netizency's scope



Strategy  
development



Content  
Creation



Community  
Management



Live coverage



Analytics &  
Reporting



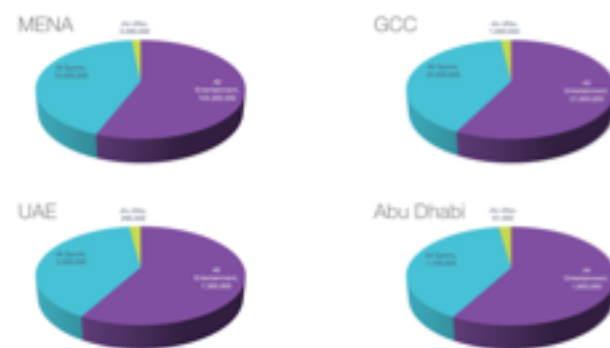
Influencer  
Amplification

# Strategy Highlights




## Segmentation and messaging across the customer decision journey



## Target Audience Analysis



## Content Planning

	Facebook 	Twitter 	Instagram 	YouTube 	Snapchat 
Platform overview	Facebook is the best platform for brands to advertise and reach the widest range of people	Twitter is the ideal channel to take part in conversations and share your views	Instagram is designed for visual communication, whether promotional, artistic, documentary and local influence	YouTube will be useful as a repository for all video from the advertising world	Snapchat will also be useful for advertising as it allows you to get close to your target audience
Minimum weekly costs	4	5	5	0.5	0.25
Games & competitions	●	●	●		
Workshop to go	●	●	●	●	
Community Outreach	●	●	●		
Influencer Partnerships	●	●	●		●
Best of all	●	●	●	●	
Event Announcements	●	●	●	●	
Links to Website	●	●	●		
Podcasts	●	●	●		
Sponsor Mentions	●	●	●		
Event Details	●	●	●		
Event Booking	●	●	●		
Live Content	●	●	●	●	●
Live Content	●	●	●	●	●
Event Event Summary	●	●	●	●	●

- ✔ **Facebook:** This is an extremely important social network due to the amount of people on it and its content capabilities, targeting and advertising. We will be posting all main content on Facebook
- ✔ **Instagram:** This is an optimal platform to reach Emiratis and to share beautiful imagery & daily stories. We will post only visually rich content on Instagram, and live coverage on Instagram stories
- ✔ **Twitter:** This is the best platform for news updates, live coverage, customer service, listening and engagement in general. We will use it for live coverage, to start conversations, and to answer queries
- ✔ **YouTube:** This platform will be used as a video repository and will include all videos
- ✘ **Google Plus:** We do not recommend Google Plus. It's a very weak platform in terms of audience and interaction and our content will seem unappealing there due to the limited engagement
- ✘ **LinkedIn:** We do not recommend creating content on LinkedIn for ADWPUJIC17 on LinkedIn because the platform is built around business content for professional networking
- ✔ **Snapchat:** We will be doing posts on Snapchat during live event coverage, and we recommend to have sponsored geo filters at event locations to incentivize people to share content
- ✘ **Pinterest:** We do not recommend pinterest for ADWPUJIC17 because the platform tends to attract a different audience mainly females interested in fashion and interior design



# Sample content



Countdown to the competition



Promoting legends fights



Announcing daily schedule



# Sample content



Snapchat geofilter



Pre-Planned - Insta-stories



Player profiles

# Sample content



Competitions



# Sample content



Live coverage– Insta-Stories

# Reporting Highlights

967

Posts created

3m

Engagements

30k

New Followers

67

Live Videos

4.5k

Photos taken

1.5k

Snaps + IG Stories

130hrs

Live Video Coverage

# Performance per channel



500 Total posts  
34.2% Likes growth  
**(42% organic)**  
+9.4M Reach  
**(27% organic)**  
6.75% Engagement rate  
+1.9M Total engagement  
**(22% organic engaged users)**



219 Total posts  
2.64M Paid reach  
11.2% Followers growth  
9.89% Avg. Engagement rate  
+935k Total engagement  
**(11% organic engagement)**  
+457k Total views  
**(18% organic views)**



200 Total tweets  
3.5% Followers growth  
0.1% Engagement rate  
+2.2K Total engagement  
**(81% organic engagement)**



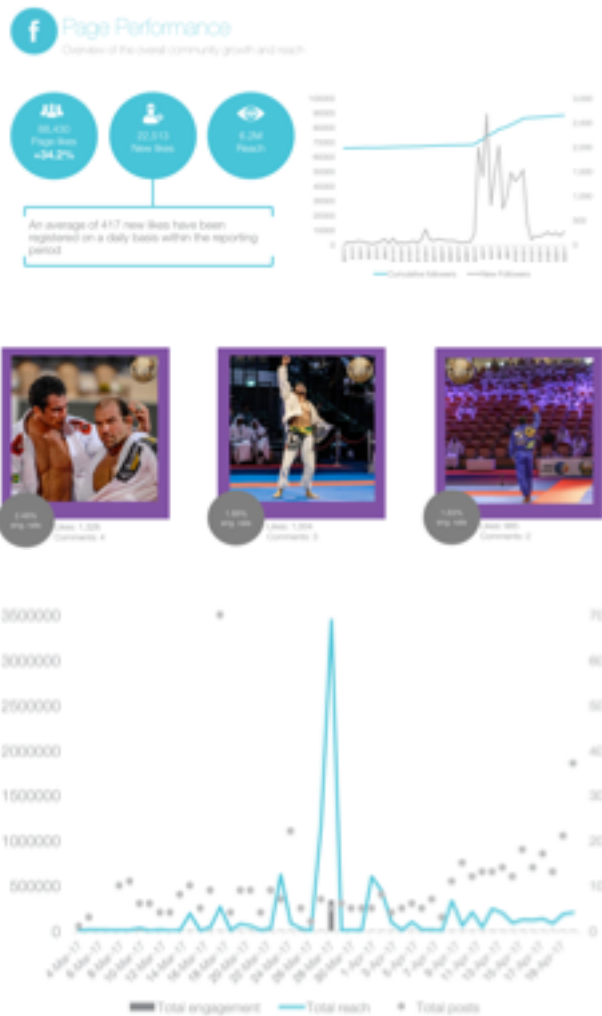
48 Total videos  
81,764 New views  
**(74% organic new views)**  
16% Subscribers growth  
0.32% Engagement rate  
72.1K Engagement



192,353 Views

# Reporting Samples

## Channel and Content Performance



## Sub-activity Performance Analysis



## Overall Conversation Analysis (Listening)

