Abu Dhabi World Professional
Jiu-Jitsu Championship

Background

- The Abu Dhabi World Professional Jiu-Jitsu Championship 2017 is in its 9th 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

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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.

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Netizency's scope

Strategy development

Content Creation

Community Management

Live coverage
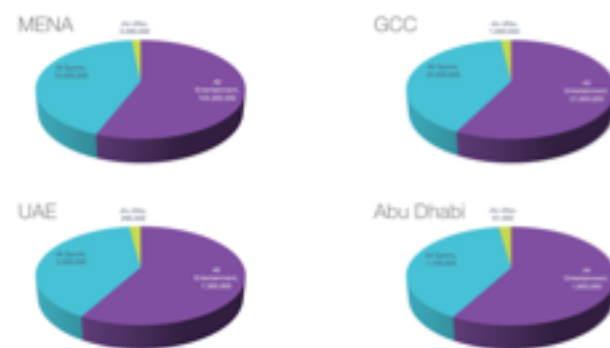
Analytics & Reporting

Influencer Amplification

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Strategy Highlights

Segmentation and messaging across the customer decision journey

Target Audience Analysis

Content Planning

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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

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Performance per channel

Facebook:
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)

Instagram:
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)

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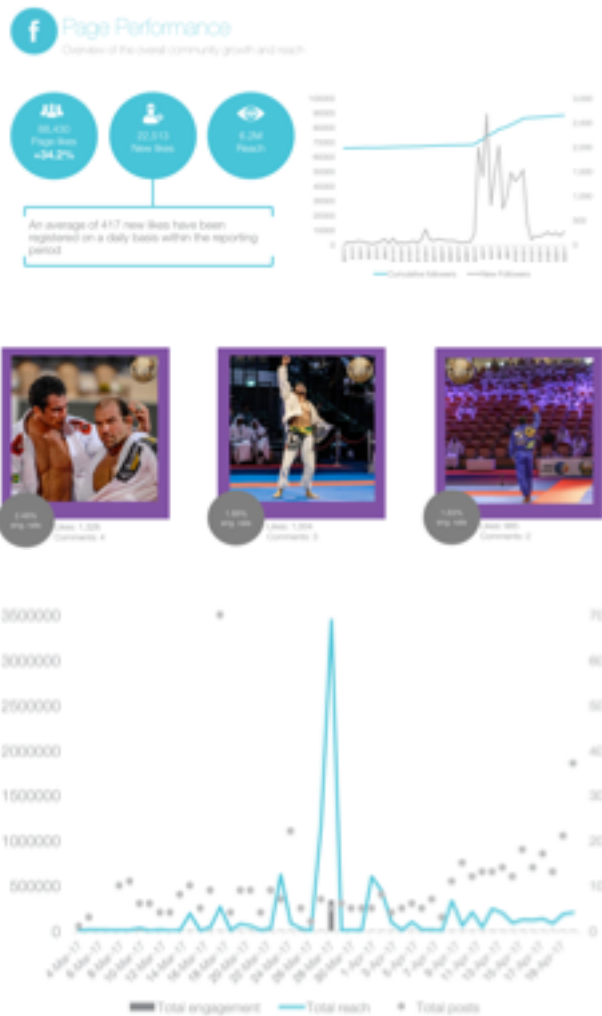+2.2K Total engagement
(81% organic engagement)

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

Snapchat:
192,353 Views

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Reporting Samples

Channel and Content Performance

Sub-activity Performance Analysis

Overall Conversation Analysis
(Listening)

The End