

The Los Angeles Dodgers Co-Create Media With Fans to Celebrate Championship

Overview

The Los Angeles Dodgers staff understood the power that a passionate fanbase has to spur athletes to victory and build iconic sports franchises. And they knew that social media is now where fans gather, especially during the worldwide pandemic that permanently altered the way audiences consume and share their passion for sports.

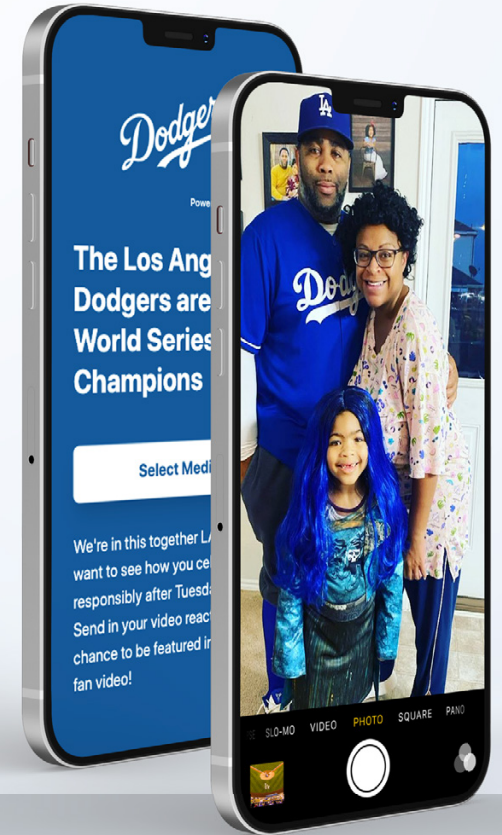
When the Dodgers clinched the 2020 World Series championship with only a handful of fans in the stands, the club's digital team sought a way to capture and recreate the magic and energy of that moment with their global community of loyal followers. They wanted to bring fans together and fully immerse them in that sublime experience.

Greenfly has a special connection to the Dodgers; the company's Co-Founder Shawn Green was a former MLB All-Star and played five seasons for the club. He recognized how valuable media exchange could be between sports teams and leagues, and their brand advocate communities of athletes, staff and partners, to keep fans engaged.

Opportunity

Celebrating a major sports championship in the middle of a global crisis presented unique fan engagement challenges for the Dodgers organization. The club's passionate supporters couldn't be together en masse in the stadium or elsewhere to revel in the team's first World Series title since 1988. And with no victory parade in sight, the Dodgers team decided to ask fans for their home videos highlighting their spontaneous reactions to the final out of the Series. They planned to share those stories on the club's social channels so followers everywhere could enjoy them.

The Dodgers' digital team members were already using the Greenfly platform to collect media for digital promotions. The World Series win gave the Dodgers the opportunity to leverage this technology to collaborate and co-create media with fans in much the same way as it did with their athletes: by making them the stars of their own content. In this way, the team could more deeply engage both their devout and casual fans with the club's brand and build stronger athlete-fan connections.



“Greenfly has been an incredible solution for the Dodgers to connect our fans with our players and club brand through digital content. Greenfly +Engage is helping us reach generations of fans who want to be a part of all the special moments with this team — in or out of the stadium.”

– Tucker Kain
President, Dodgers Business Enterprise, Los Angeles Dodgers

Success Story | Fan Engagement

Partnership

Within just a few days of their 2020 World Series win, the Dodgers ran a fan engagement campaign with Greenfly +Engage, a new product created specifically for crowdsourcing original media from fans. The team was able to quickly launch a full digital campaign to collect and highlight Dodger fans' authentic video reactions to that historic victory and edit them into a spotlight promotional video.

+Engage's automated, one-click technology allowed fans to easily submit their authentic, emotional reaction videos from their mobile device or computer. They simply clicked the team's campaign link and uploaded their recorded video content on a Dodgers-branded page — without needing a social account to participate. To promote the campaign, the team emailed their fan database and put up a public post on their social channels, which immediately garnered excited responses. The digital team collected and organized the fan video submissions faster and much more efficiently than they could have done through email or custom web applications. The 100% rights-cleared content was automatically routed into an organized media library, tagged and sorted — all within the Greenfly platform.

The team selected clips for exporting or downloading, and edited them into a heart-warming and emotive 90-second compilation video. They launched the video across the Dodgers' social channels within several days of the final World Series game, so their legions of followers could enjoy it while the big win was still top of mind — especially since there wouldn't be a parade. And the digital team was happy to have so much content to cut multiple pieces and have amazing fan reaction content to use for a long time to come.



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By using +Engage, we've already collected thousands of photos and videos with just a single Twitter post. We're thrilled to share those incredible reactions and celebrations with our fans!

– Caroline Morgan
Vice President of Digital Strategy,
Los Angeles Dodgers



The Los Angeles Dodgers are one of the most successful and storied franchises in Major League Baseball history. The club has won seven World Series championships, including the 2020 title, and a record 24 National League pennants. The Dodgers have a huge fanbase celebrating “The Boys in Blue” at home, on the road, and around the world.

Impact

Greenfly simplified the Dodgers' content workflows, making it easy for a small but mighty social team to execute a wildly successful digital fan engagement campaign in such a short amount of time.

The team received over 4,000 reaction videos from fans and families around the world celebrating the club's title at home. Most of these clips came within the first 24 hours of their initial outreach. Collecting and evaluating that many videos would have been impossible before Greenfly +Engage.

The final compilation video garnered over 1.5 million views and nearly 100,000 engagements across the Dodgers' social channels. And the team expanded their fan database in the process by collecting basic contact information with each submission.

Looking ahead, the team plans to build upon this success and drive ongoing engagement with their robust fan community. They intend to involve their diehard supporters more in media co-creation and create opportunities for them to access exclusive club content as well.

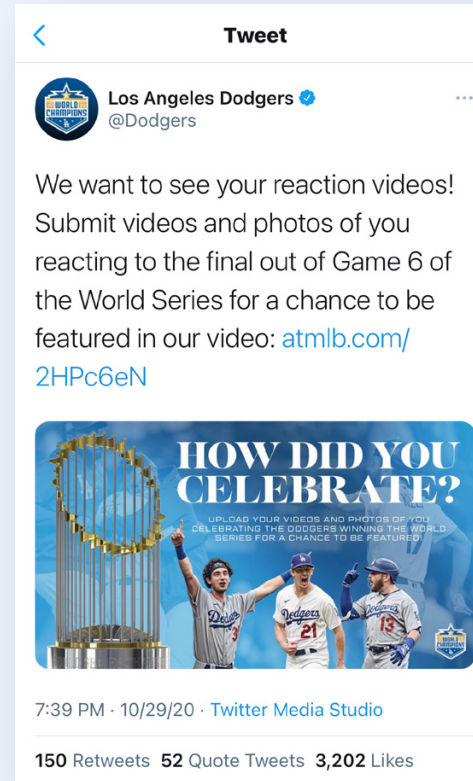
Even though Dodger loyalists were separated physically at such a glorious moment in the franchise's history, generations of fans were still able to come together — and will continue to do so through the connecting power of Greenfly and digital media.

Results

4K+
entries, with
contact details

100K
engagements across
social platforms

1.5M+
video views across
social platforms



Greenfly's brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of digital media.