

Abu Dhabi Cricket Players Amplify Tournament in Real Time With Digital Media Distribution

Overview

Abu Dhabi Cricket knows that social media is today's dominant channel for building awareness and engagement for sports brands and live events. The league's annual ten-day T10 League tournament, marketed as "Cricket's Fastest Format," has eight teams competing in 29 games. With this level of action, publishing real-time photos fast and at scale on social is critical for keeping cricket fans tuned in. For the 2021 event, Abu Dhabi Cricket went bigger than ever and worked directly with players and staff to amplify social media impact and reach a significantly larger global audience.

Opportunity

The Abu Dhabi Cricket digital team wanted to boost the event's profile and give fans a more emotional, engaging experience above the broadcast. They knew players, executives and other staff have huge social followings and sought to tap into those audiences. They needed a quick, reliable and efficient system to share hundreds of photos and video clips from multiple daily matches. One that could also help collect unique media from those advocates, such as original match predictions and personal commentaries outside of the TV broadcast, for the tournament's owned social accounts. Manually texting photos, emailing videos and sharing cloud storage links simply couldn't manage the movement of so many media assets across dozens of advocates.



"Everybody should use Greenfly for their events. The process is smooth and easy and delivered more value than we imagined."

– Megan Brickell
Marketing Manager, Sporta Group

Partnership

The league selected Greenfly as their media exchange hub. They onboarded advocates within days to give them access to tournament content. Field photographers transmitted captured images directly from their cameras to PhotoShelter's digital asset management system, integrated with Greenfly. As soon as media was approved in Photoshelter, it was automatically tagged and sorted into curated Greenfly galleries. The league's digital team edited the photos as needed and instantly shared those images with over 60 advocates, who were notified of new media through Greenfly's mobile app. Greenfly enabled the league to identify their most engaged cricket players and teams, and most successful media. The platform gave the team further opportunities to collect original advocate media and optimize their content strategies.

It took, on average, just over one minute to distribute edited images during the tournament.



“We were using Greenfly, a phenomenal platform that distributes images to user groups using metadata that we embedded into the images.”

– Ian Roman
Photographer,
Abu Dhabi Cricket

Impact

With Greenfly, Abu Dhabi Cricket rapidly distributed massive amounts of timely content — over 12,000 match photos in ten days. These assets included 16x9 vertical images the photographers produced specifically for Instagram Stories and landscape images for feeds. Athletes and staff drove visibility for T10 and their personal brands, and the league saw triple-digit increases in their Instagram follower growth rate. And, for the first time, the digital team could identify key social content distribution insights and trends.

Empowering their closest advocates with advanced technology from Greenfly helped the team create an incredibly high-impact tournament for Abu Dhabi Cricket.



Results

60+
players

12K
assets shared

+191%
Instagram follower
growth rate*

Greenfly’s brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of authentic content.

Source: Greenfly, *CrowdTangle, a public insights tool owned and operated by Facebook, 1/12-2/26/21; data compared to prior fixtures in Nov. 2019. Photography credit: Ian Roman Photography.