



mcm net

digital marketing agency

Chelsea FC

Case Study

20,000

Visits in 4 Days

1,000

Emails Captured

Extensive

Press Coverage

t: +44 (0)1732 368120

e: info@mcmnet.co.uk

w: mcmnet.co.uk

Google
Partner





Case Study: Chelsea FC

Brief

In order to attract visitors and purchasers to the [Chelsea FC](#) website and to build a buzz around Chelsea's wider Christmas campaign, the club were looking to launch an interactive [social game](#) that raised awareness, engaged a new audience and promoted a range of products and activities from merchandise and Chelsea TV to stadium tours and the Chelsea Christmas grotto.

The brief was to develop an innovative and creative challenge based game that served all types of visitors and age groups, generating a buzz across social media, forums and blogs and capturing data for Chelsea's CRM.

Strategy

The strategy was to develop a fun and engaging image based cryptic search and [microsite](#) centred around Chelsea FC players from the past and present. Paramount to the strategy was the ability for the game to be shared and accessed via the key social networking channels to encourage shares, reengagement and to build brand awareness.



Execution

MCM Net launched an interactive microsite centred around an image creative depicting a wealth of Chelsea players cryptically represented and hidden in the Stamford Bridge scene. '**Chelsea Challenge**' invites fans to identify a total of 60 players from the past century and by entering, players are in with a chance of winning one of three prizes including a £50 online Chelsea Megastore voucher, a Chelsea home shirt signed by the first-team squad, and the top prize of a Samsung Galaxy Tab 3 10.1.

Gamers can submit their scores and share progress via key social networking sites such as Twitter and Facebook.

Results

The Chelsea Challenge campaign was picked up by numerous blog networks and gained features in various marketing press including **Brand Republic**, **The Drum** and **Campaign**. In the first 4 days of the campaign launch, the site had received well over 20,000 visits, resulting in over 350,000 guesses being submitted, over 1,000 entries to the prize draw and a wealth of conversation around the hashtag #ChelseaChallenge on Twitter and Facebook.

Visit Chelsea Challenge [here](#).