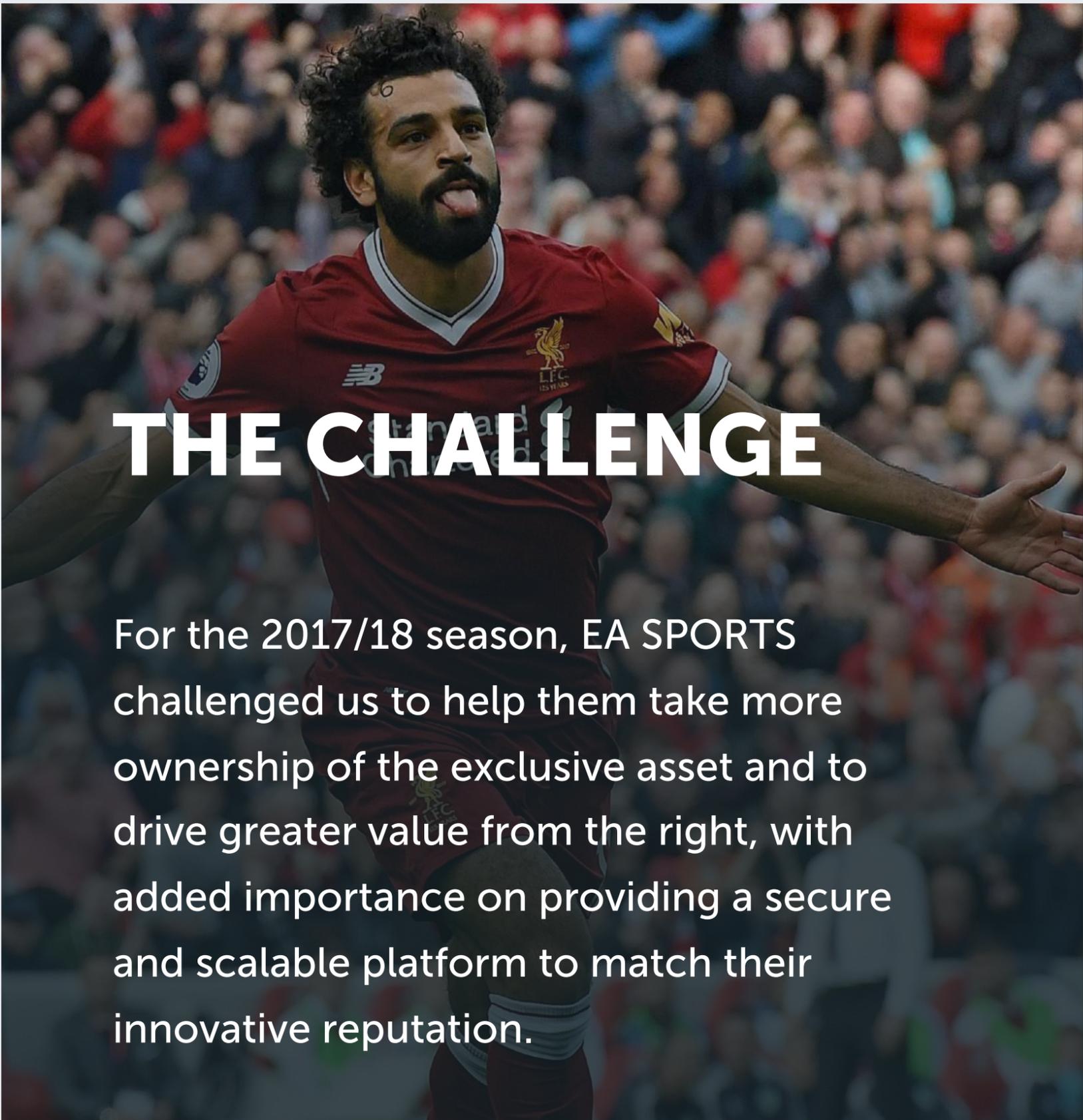




EA SPORTS Premier League Player of the Month

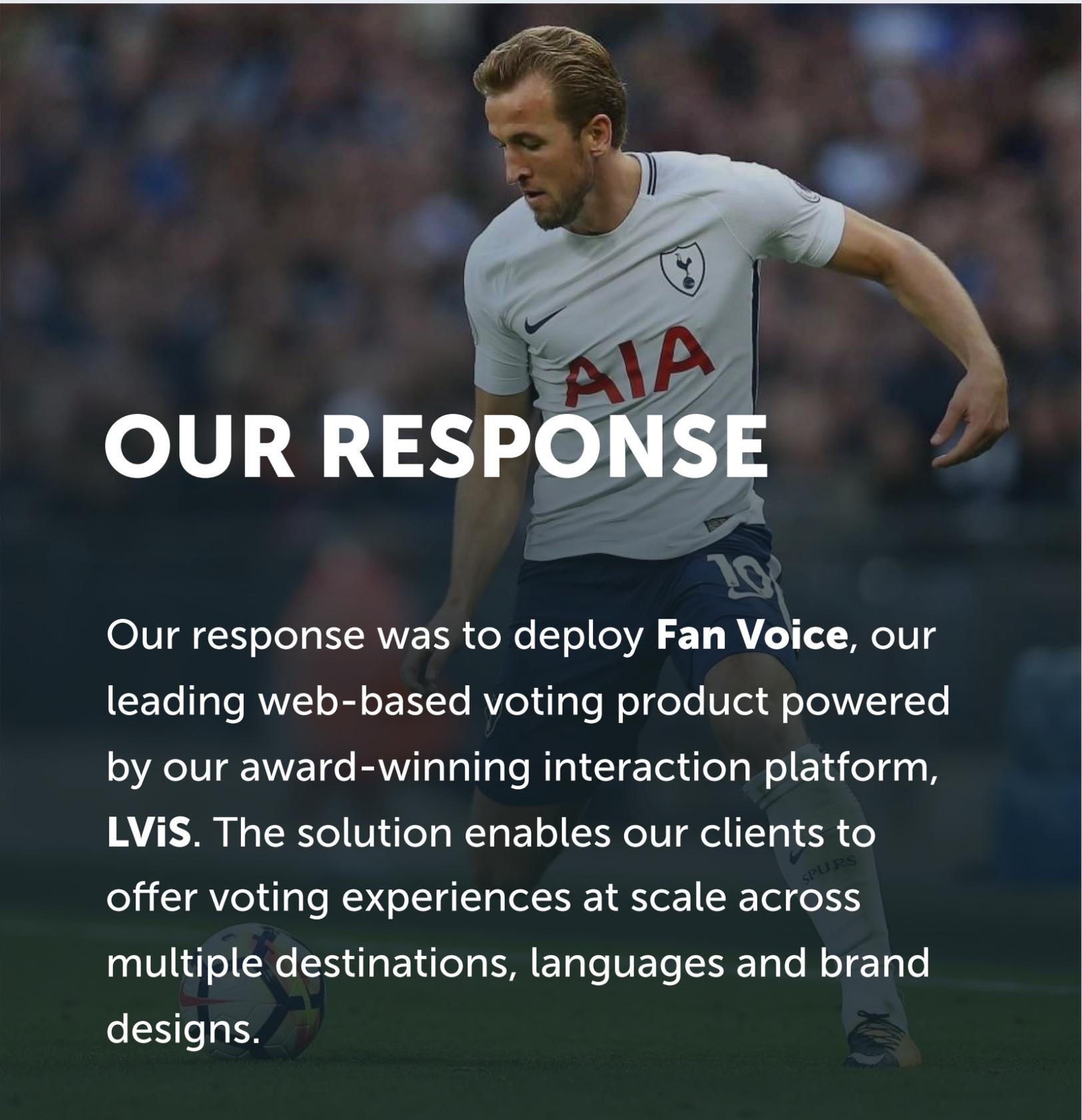
How we helped EA SPORTS take control of their exclusive Premier League Player of the Month rights, double the audience take-up and transform the global voting experience





THE CHALLENGE

For the 2017/18 season, EA SPORTS challenged us to help them take more ownership of the exclusive asset and to drive greater value from the right, with added importance on providing a secure and scalable platform to match their innovative reputation.



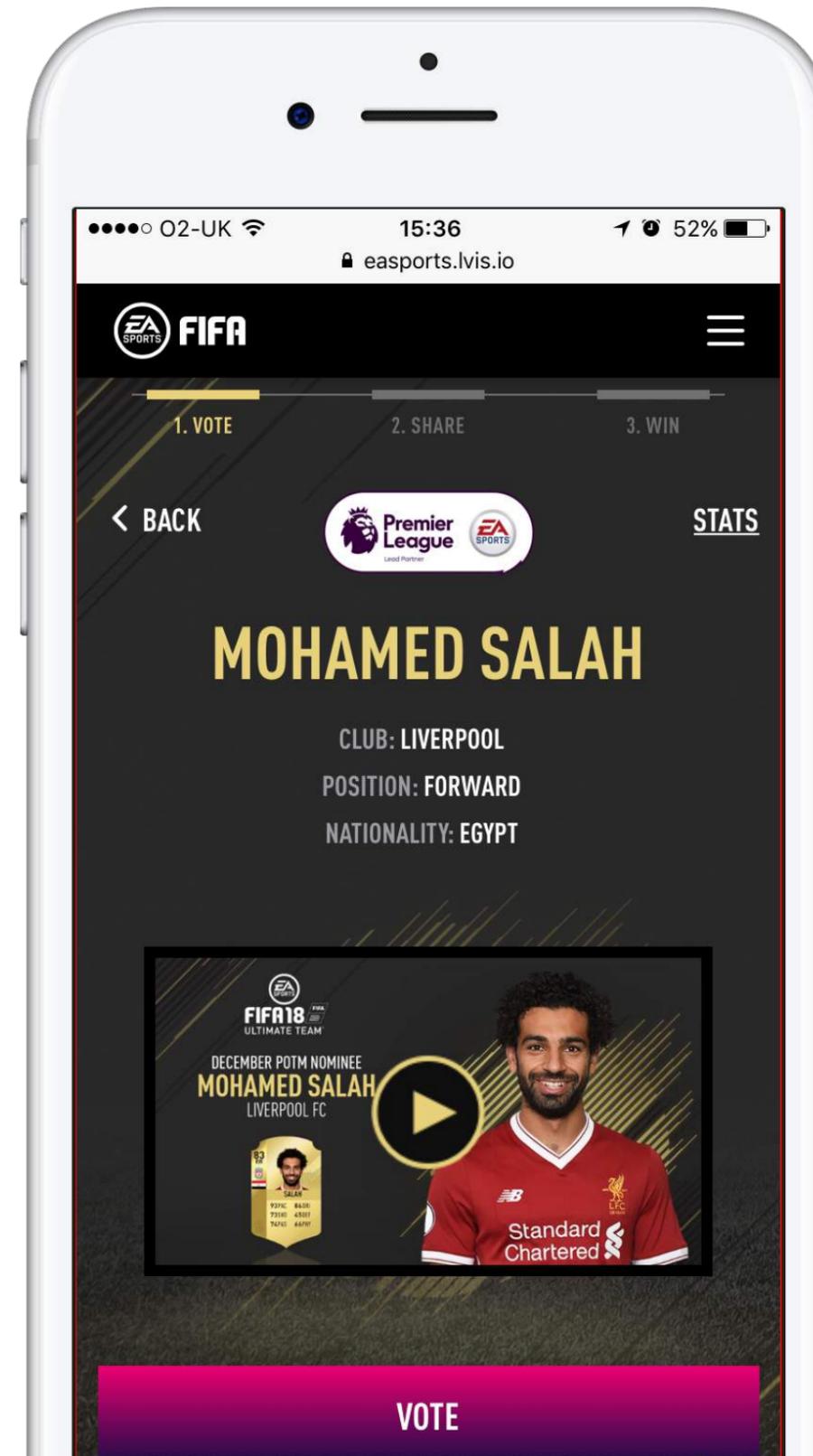
OUR RESPONSE

Our response was to deploy **Fan Voice**, our leading web-based voting product powered by our award-winning interaction platform, **LViS**. The solution enables our clients to offer voting experiences at scale across multiple destinations, languages and brand designs.

1. GIVING FANS THE CONTEXT

Fan Voice integrates with video and live data to transform voting from a task into an experience.

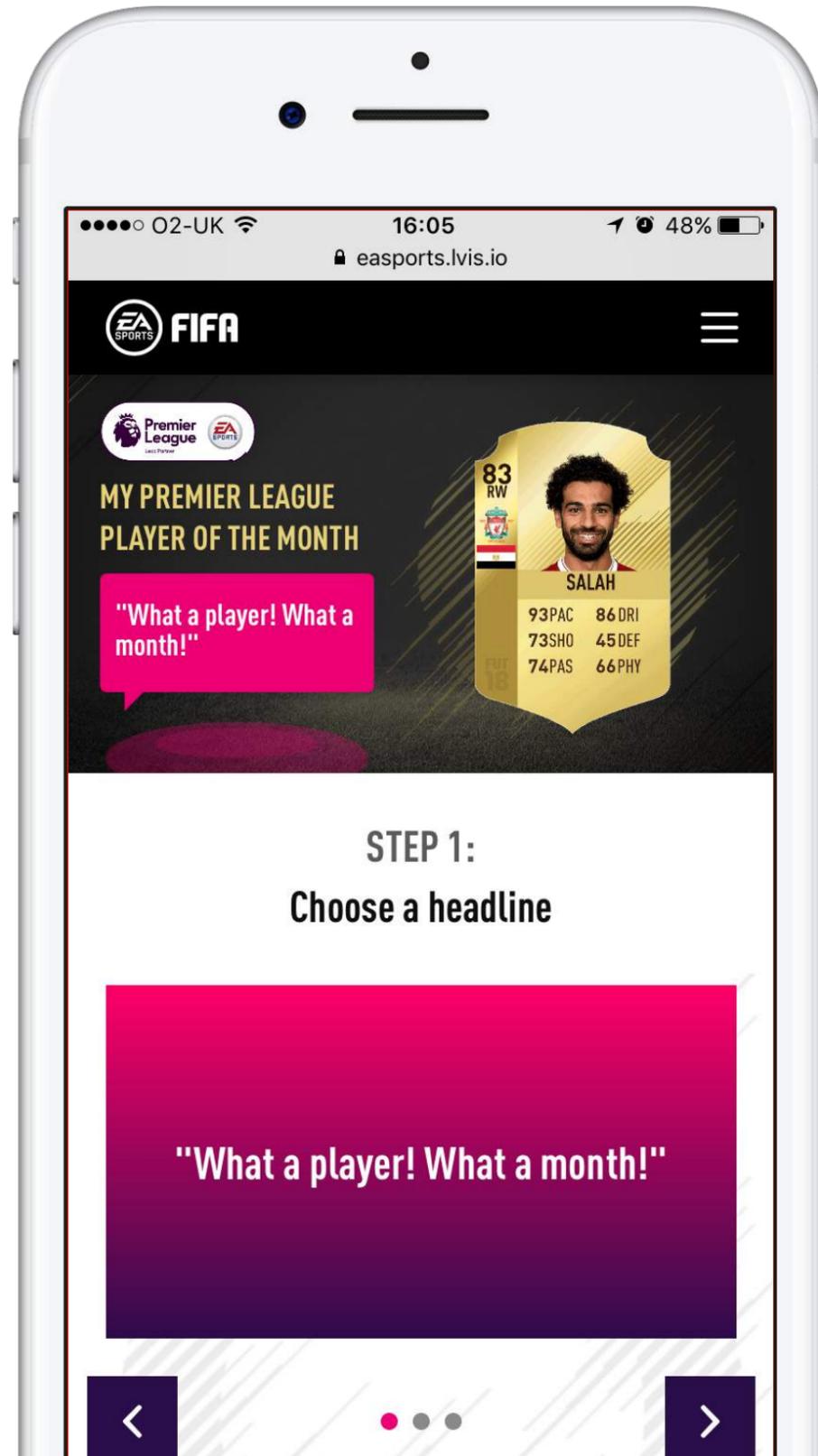
With each player having their own page, fans can now review their monthly performance (minutes played, goals scored etc.) and watch the player in action, to help them choose their preferred option.



2. SOCIAL VOTE SHARING

We wanted the fans to be able to shout about who they voted for. So we deployed Fan Voice meme generator.

Fans are offered a choice of headlines to lay over an image of their selected player. It then creates a card that can be shared instantly across Facebook, Twitter and WhatsApp.



3. CAPTURING DATA & REWARDING FANS

A key area identified for this project was linking the FIFA game series with the real-life Premier League competition and we were keen to find ways in which we could create a connection with EA SPORTS' popular FIFA Ultimate Team (FUT) feature.

By asking fans to share their gamer details we were able to reward a selection of fans with highly sought-after Player of the Month hero items within their personal FUT teams, giving them an advantage over their online competition.

The image shows a smartphone screen displaying a mobile web form. At the top, the status bar shows '02-UK', '15:38', and '52%' battery. The browser address bar shows 'easports.lvis.io'. The page header features the EA Sports FIFA logo and a hamburger menu icon. The main heading is 'ENTER YOUR DETAILS'. Below this, there are five form fields, each with an asterisk indicating it is required: 'FIRST NAME*', 'SURNAME*', 'E-MAIL*', 'PLATFORM*' (a dropdown menu with 'Select an option' and a downward arrow), and 'PSN ID / GAMERTAG / ORIGIN ID / SWITCH ID *'. Each field is currently empty.

RESULTS

x2

Increase in
votes

7mins

Average
dwell time

150k+

Sign-ups

150k+

Meme cards
generated

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Monterosa came back to us with an innovative solution to our brief, helping EA SPORTS truly take our Premier League Player of the Month sponsorship to the next level.

The results have been superb, transforming the voting experience for our players, whilst EA SPORTS FIFA has become an integral part of the real-world footballing conversation.

We're very excited to see how the POTM activation continues to grow and engage our global fan base.

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**POWERING THE FUTURE
OF FAN INTERACTION**