

# FAN LOYALTY IN TOUGH TIMES

Even in times of ghost games, fans remain loyal to their favorite club. This cannot be taken for granted.

[www.scltigers.ch](http://www.scltigers.ch)



## ASSESSMENT

The COVID-19 pandemic led to ghost matches in the 21/22 season and empty stadiums. While a maximum of 1000 fans were initially allowed to attend matches, major events were completely banned again from October. However, the season tickets were already paid. All Swiss clubs discussed questions about refunds. Since the SCL Tigers, in comparison to other clubs, does not have access to large commercial donors, a complete refund of all season tickets was not financially viable.

## SOLUTION

As a traditional club with an enormously loyal and supportive fan base, the SCL Tigers asked their season ticket holders to waiver of refunds. At the same time, the #mirfüröich campaign was launched, which gave season ticket holders access to exclusive fan experiences. They were able to register on the platform established by LivXp for the following unique experiences:

- Exclusive behind-the-scenes tours
- Official jersey handover for the new season
- Prize draws for activities with players, for example:
- Sports activities such as badminton tournaments or jogging
- Cozy game night
- Online NHL duel on the Playstation

## RESULTS

- Huge loyalty from fans
- Bidirectional, digital fan engagement
- Despite the lack of consideration, the club received almost no reclaims.
- The #mirfüröich campaign was perceived as very positive and helped to avert a financial disaster.

The established platform made it possible for ordinary fans to contribute to the club with their wishes. Today the platform is under the name "Tigers Fanzone".

## SCL TIGERS

- Traditional club since 1946
- Back in the top CH league since 2015
- Sporting: Battle for the playoffs
- Ø5500 Zuschauer\*innen/Ligaspiel
- Marketing focus: Regional

## WITH LIVXP

- Implementation of 15+ fan experiences
- Almost no reclaims
- Legacy use as fanzone for fans
- Engagement and auctions



## SIMON LAAGER

Managing Director

"Fan loyalty is not a matter of course. As in any relationship, mutual investment is key. LivXp has not only given us new possibilities in relationship management, but also high data quality which enables us to get to know our fans better."

Über LivXp

Tigers Fanzone

