**CASE STUDY**

CHENNAI SUPER KINGS

# CHENNAI SUPER KINGS USING AR FACE FILTERS TO ENGAGE WITH FANS

**THE CHALLENGE:**

# ENGAGING FANS BEYOND THE STADIUM

With a fan base of nearly 20 million, Chennai-Super Kings – a franchise cricket team based out of Chennai is captained by Mahendra Singh Dhoni who has led the team to three victories since 2008 and coached by Stephen Fleming. Most recently, they were crowned champions of the Indian Premier League in 2018. One of the CSK's key sponsors – ACT Internet showed interest in furthering
their reach beyond the stadium and offline promotions. ACT Internet wanted to make a more meaningful connection with CSK's digital fans by enhancing the fan engagement.

What followed was a series of discussions that resulted in the using of Augmented Reality to give the CSK fans an immersive experience. The CSK team committed to offer a series of AR face filters for the fans to use. Although the project was initially expected to be completed

by the internal team, the limited technological capability and fan engagement domain knowledge meant the internal team would have faced considerable challenges in completing the project in time. With the IPL season only a few days away, CSK could not afford to face the risk of awarding the project to a team that was venturing into a new technology space. It was crucial for the project to be undertaken by a company with experience in building AR products and solutions.

Having evaluated many app development companies with some experience with AR and being rejected due to the complexity and limited time available to deliver, the Director Mr. George John of the CSK franchise reached out to Fanisko – a fan engagement company offering a one-stop platform for sports & entertainment brands increase mobile fan retention, digital engagement and revenue opportunities.

With CSK facing a tight deadline themselves to deliver on their promise to their sponsor, the highly skilled team at Fanisko had just 2 weeks to build the AR face filters in time of the launch so that they could be leveraged at its maximum potential to gain the fan's interest. And since the launch of the Indian Premier League was only days away, the CSK staffs were too preoccupied with preparing for the upcoming IPL season to provide support.

However, the Fanisko team were able to leverage the feature sets from their AR library to build the face filters based entirely on their independent research and expertise. As the time constraints meant the solution could not be integrated into CSK's existing app, Fanisko was able to develop an entirely new "fan engagement" app that fans could download through the Google Play Store. Using this app, fans could share the pictures taken with the AR face filters to show off their CSK pride through social media outlets like Facebook, Twitter, etc.

Post the launching of the AR Face Filters in time of the start of the IPL season, performance data collected over a 2 week period on the effects that the AR face filters had on fan engagement showed an average of 3,024 sessions per day and over 50,549 image shares recorded. Furthermore, Chennai Super Kings sponsor ACT Internet noticed a considerable increase in the brand reach through their logo being automatically placed on the pictures being shared as well as an increase in mentions on twitter and an overall positive sentiment towards their brand.

Being a dedicated fan engagement company, Fanisko was uniquely advantageous for the successful outcome of CSK's AR face filters project in the limited 2 week timeframe as they have a library of readymade solutions on hand in their platform that could be customised to addresses 75-80% of the client's needs.

# Let's Get In Touch Here

**Fanisko offers a one-stop fan engagement platform, that helps brands increase mobile fan retention, digital engagement and revenue opportunities.**

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