geoblink®

FIFA WORLD CUP MARKETING

Location Data Takes the Temperature of Football Fever in the Capital AND the Marketing Opportunity

...New footfall feature capability announced...

London, UK – 12 June, 2018. Location Intelligence solution startup, Geoblink, has today announced the release of its latest product feature that segments the quantity of footfall traffic by time of day. The company launches this new footfall feature with an analysis of target audiences ahead of the forthcoming FIFA World Cup tournament across London (North of the River Thames – 77 km²). Deep-diving into the locations of three popular sports bars in area, the data tells a compelling story as to when and where is the right time to reach England fans before the game.

"This new footfall capability has been launched at a highly strategic moment for retailers. Competition for footfall between sports bars has never been fiercer and the FIFA World Cup event is a massive draw for not only die-hard football fans, but also a wider sports interest audience," says Geoblink UK Country Manager, Miguel Fernandez. "This is why it's absolutely critical that businesses use granular data to target their audiences accurately in order to maximise interest, prioritise where to invest in marketing spend and gain competitive advantage.

With reference to the FIFA World Cup event specifically, you can see from the snapshot of data we've collected how gaining a better understanding of your customers behaviour and local distribution can help to launch targeted geomarketing campaigns successfully — by enriching your knowledge with data from that environment. Also, apart from the sports bars and neighbourhoods from the study, you can see how other venues showing the games would do well to carry out marketing campaigns to reach a wider, but targeted audience in specific areas to attract more customers and boost sales - invaluable insight!"

Key data findings:
- From a total population of 829,240 within this area, there are 411,037 England fans.

- 26,500 businesses operate within this zone including 9,447 bars and restaurants.

- With reference to sports bars specifically, key intelligence data reveals the following:

  o **Carlsberg Sports Bar, Leicester Square**

- o England Fans – There are 5,692 (44 percent) within 2.24 km² of this location of which 60 percent are males (40 percent female) aged 20-55 years of age.
- o Average salary for this area is £37,750.
- o Best location and time to launch a FIFA street marketing campaign where footfall traffic is at its highest – data indicates it would be at *24 Cranbourn Street, WC2H 7AB* between 12 and 7pm but **also** on *SW1Y 4QN* which has the highest concentration of England fans (42 percent) within a 15-minute walking distance.

- o **O'Neills, Kings Cross**
  - o England Fans – There are 15,298 (48 percent) within 2.21 km² of this location of which 49 percent are males (51 percent female) aged 20-55 years of age.
  - o Average salary for this area is £34,550.
  - o Best location and time to launch a FIFA street marketing campaign where footfall traffic is at its highest – data indicates it would be at *287-297 Pentonville Road, N1 9NP* between 7 and 12pm but **also** on *WC1X 9QX* which has the highest concentration of England fans (56 percent) within a 15-minute walking distance.

- o **Riley's Sports Bar, Victoria**
  - o England fans – There are 12,444 (49 percent) within 2.02 km² miles of this location of which 51 percent are males (49 percent female) aged 20-55 years of age.
  - o Average salary for this area is £43,350.
  - o Best location and time to launch a FIFA street marketing campaign where footfall traffic is at its highest – data indicates it would be at *287-297 Pentonville Road, SW1W 8AQ* between 7 and 12pm but **also** on *SW1V 2AL* which has the highest concentration of England fans (53 percent) within a 15-minute walking distance.

To see the full visual representation of this data, **click here**
-ENDS-

About the data:

Data collection for this analysis took place in May 2018 and is a combination of GPS data, Census and ONS statistics treated with advanced data analysis and machine learning techniques.

About Geoblink

Geoblink is the Location Intelligence solution that enables professionals from the retail, FMCG and real estate industries take informed decisions about their business strategies. With its easy-to-use and visual interface, Geoblink's advanced data capabilities and predictive technology empower companies of any size to perform in-depth market research and gain strategic insights in a matter of minutes. This competitive business intelligence is what helps these professionals to maximise the efficiency of their store networks, make accurate sales forecasts as well as optimise their distribution, marketing and expansion strategies.

Geoblink's Location Intelligence platform serves several top tier brands such as Danone, KFC and Papa John's, among others.

For more information on how to optimise your business strategy with Location Intelligence, please visit: www.geoblink.com

Press Contact
Geoblink
Rachel Kreis
press@geoblink.com
+34 910 599 784