

## 4. case Study →

### CHALLENGE

Cádiz CF has a complex digital ecosystem from which it orchestrates its enormous range of products and services: ticketing, merchandising, subscriber and fan club management; foundation and social projects, academy, women's league, minor leagues, hospitality in the stadium... The information is very disaggregated and difficult to access for the user. In addition, the digital transformation of the sector and the opening of new avenues of income are required.

### SOLUTION

Mágico González is the digital clone of the famous Cádiz CF footballer, who now becomes one of the pillars of its digital strategy aimed at the fan. Mágico González is a digital human who will be in charge of providing a first layer of attention in the areas of B2C, B2B and Social Responsibility relationships of the club, generating a differential and entertaining experience that helps provide dynamism and fun in digital channels. that the club has opened for its fans.

### BENEFITS

24/7 Availability

**+15,000 interactions with fans**

Access door to the ecosystem of Cádiz

**Knowledge of Club history and relevant data**

It can act as a virtual image by leading communication, activation or purchase campaigns.

## SOCCER

