

**PULSAR** 

Case Study

**How Standard Life  
Investments used  
Pulsar to find the  
Lions' dream team**







# Let's Play Ball

Why spotting talent through sponsorships is a win-win for Standard Life

The Six Nations is a rugby tournament featuring Europe's 6 best rugby teams (England, Ireland, Scotland, Wales, Italy and France) that happens every year. It also provides the perfect trailer before the 2017 British and Irish Lions tour starts.

The question was: how could Standard Life not only drive awareness of their sponsorship of the tour but also prove that they understood its audience and had a voice in the tournament itself?

They found the answer in three parts: the professional experience of rugby legend Martin Johnson, social media (through Pulsar) and rugby performance statistics.

This allowed Standard Life to identify the players who would make a strong investment to the 'ideal team' for the British and Irish Lions tour.



# The Plan

Using Pulsar's audience intelligence platform, Standard Life could provide top rugby player, Martin Johnson, with thousands of conversations on which British and Irish players were good enough to make the tour team - something he could then add his expert advice to.

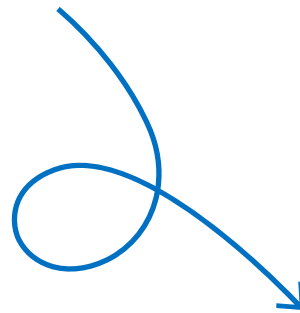
Standard Life identified the 'ideal team' through three steps:

## 1. Finding the Man of the Match

We tracked all the British and Irish teams in the Six Nations from the start of the tournament. Data was collected on match days, starting one hour before each match and finishing an hour after the match. We discovered which player social media users thought the 'Man of the Match' should be, plus what people thought about the teams' performance as a whole.

### Man of the Match:

1. Nowell (413 mentions)
2. Launchbury (259 mentions)
3. Moriarty (46 mentions)



“ Still wondering how we won. The sign of a great side that can still win when playing poor. @nowellsy15 was utter class #SwingLow #ENGvWAL ”

“ Great game. The forwards for both sides were amazing. Launchbury MOTM. Itoje & Farrell were immense #SixNations ”

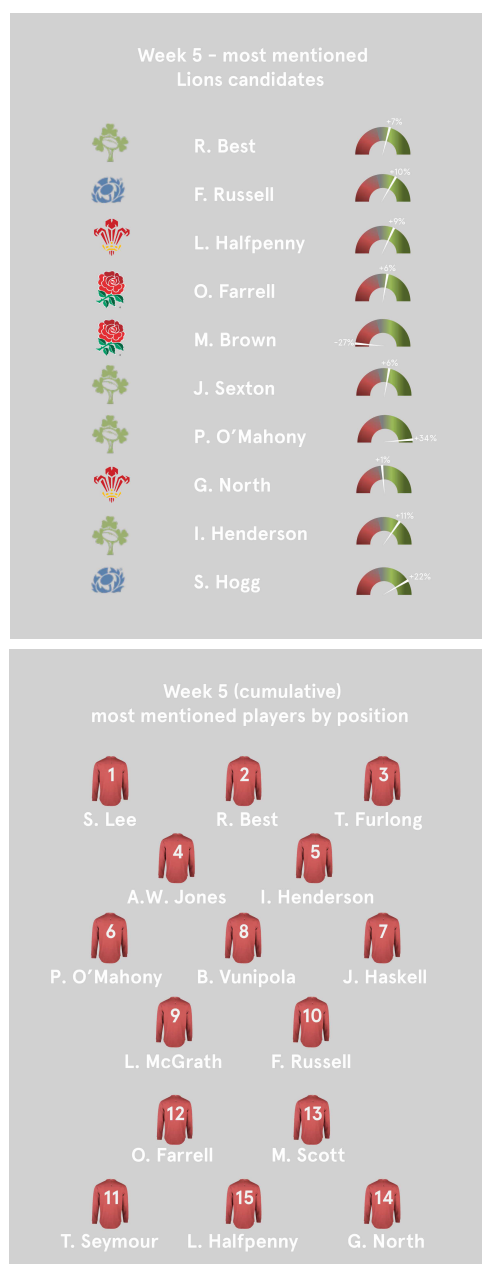
Source: Pulsar TRAC Wales-England match 11 Feb 2017



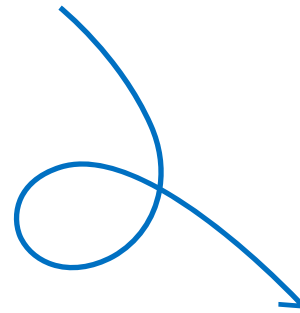
## 2. Tracking individual players

By going one step further and tracking the individual players in each team, we could discover not only who stood out, but who according to social media should be in the final Lions team.

Looking below, the first visualization shows sentiment, indicating how people thought the players were performing. For example, although M. Brown was much discussed online, it was mainly in the negative sense, meaning he would not end up in the 'ideal team'.

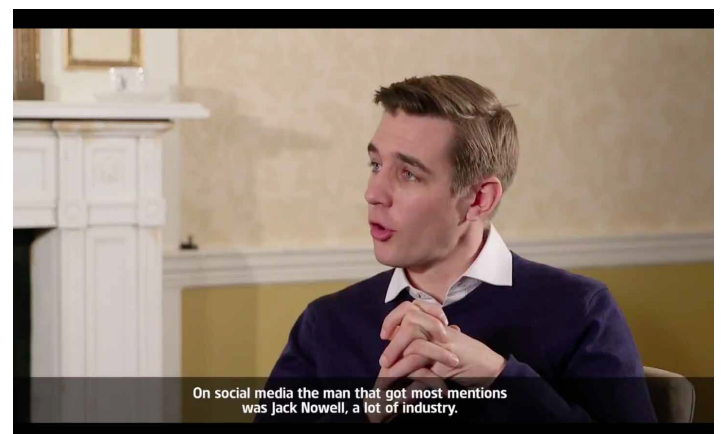


Source: Pulsar TRAC after five weeks of tracking every match



## 3. Informing the World Cup pro

This data was then relayed to Martin Johnson, who used the cumulative outcome of the opinions of thousands of social media users as input for his own professional analysis of the game.



Stills of interview with Martin Johnson giving his take on player performance, click image for video originally posted on Twitter





# The Result

## Presenting a winning game plan

By using Pulsar, Standard Life could demonstrate their integrity and have an important voice within the Lions Rugby tour by understanding their audience.

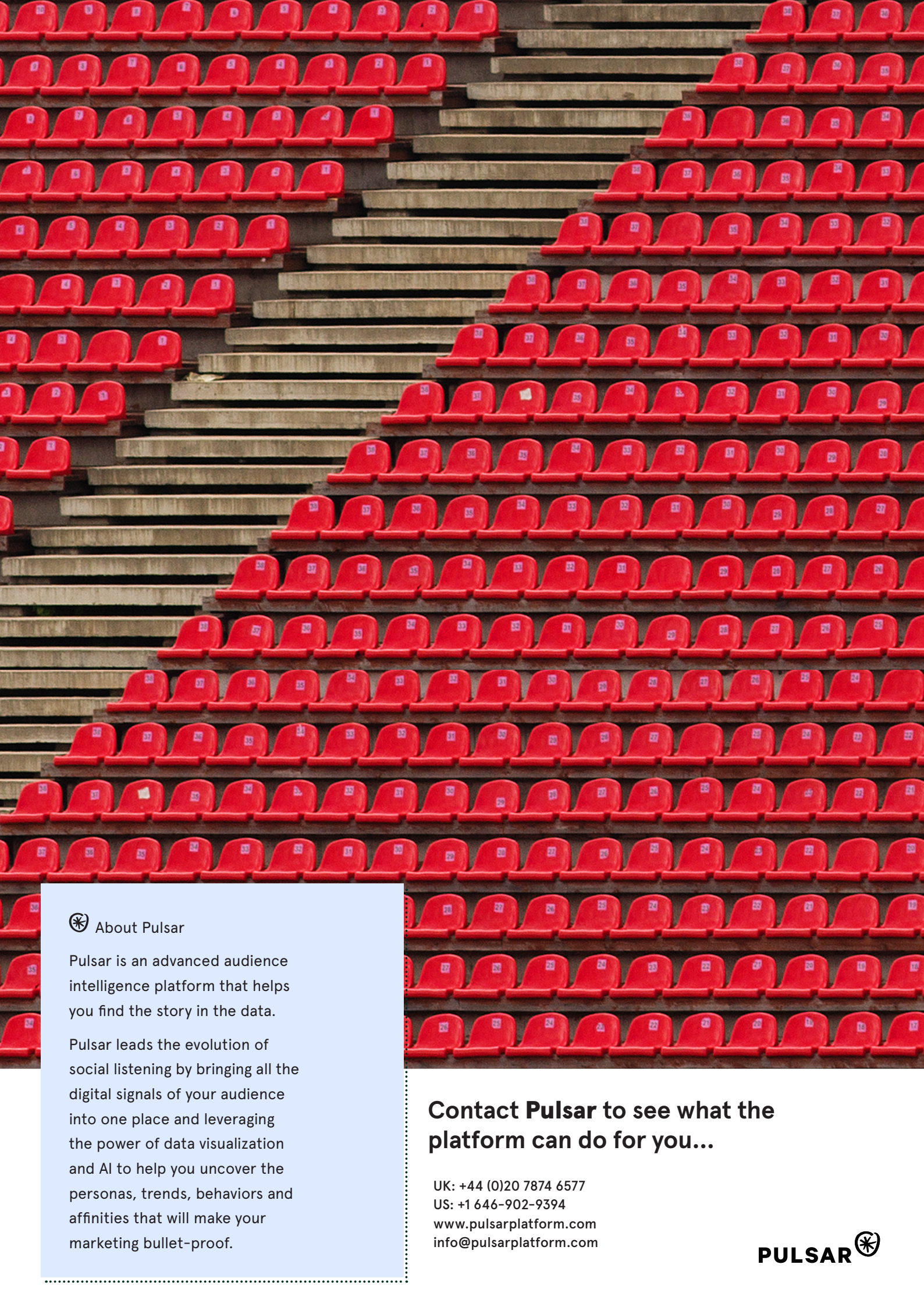
They simply needed 3 things:

- opinions
- facts
- professional experience

Pulsar provided the opinion in the form of thousands of posts from social media, an external statistics company provided the rugby facts showing basic performance indicators, and World Cup winner Martin Johnson gave his expert advice.

In this way, Standard Life were able to not only bring their brand to attention through an engaging campaign around the tournament but also prove that in business as well as in sports, it's not about separating opinion from fact. It is really about combining the two and using it with expert knowledge to make smart decisions.





#### About Pulsar

Pulsar is an advanced audience intelligence platform that helps you find the story in the data.

Pulsar leads the evolution of social listening by bringing all the digital signals of your audience into one place and leveraging the power of data visualization and AI to help you uncover the personas, trends, behaviors and affinities that will make your marketing bullet-proof.

**Contact Pulsar to see what the platform can do for you...**

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