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# Phygital Merchandise

Fan Commerce Forum 2023

## THE PROBLEM

**Sports organizations cannot monetize their customers properly because they don't know them.**

FC Barcelona **only** knows around **1%** of their **SoMe** followers. This led to a smaller deal with sponsor Spotify.<sup>1</sup>

<sup>1</sup>Source: sport.es, 12.03.22, <https://www.sport.es/es/noticias/barca/spotify-base-datos-barca-13360992>



collectID



THE SOLUTION

# Direct Connection to Fans through Merchandise



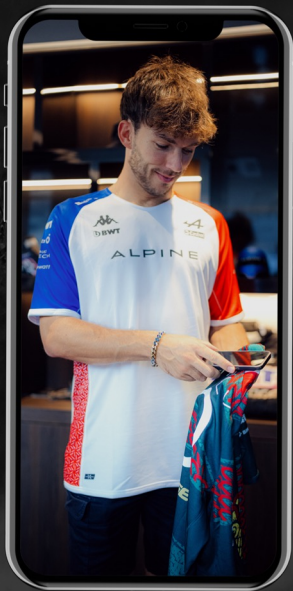
Smartphone-ready NFC tag implemented in the merchandise

Digital twin of physical product unlocked with the smartphone

New communication channel for direct-to-fan interaction

BENEFITS FOR FANS

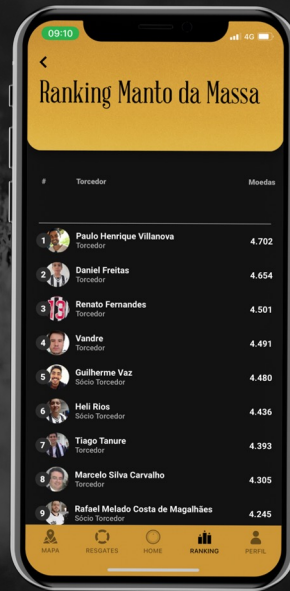
# Fans Receive an Immersive Phygital Experience



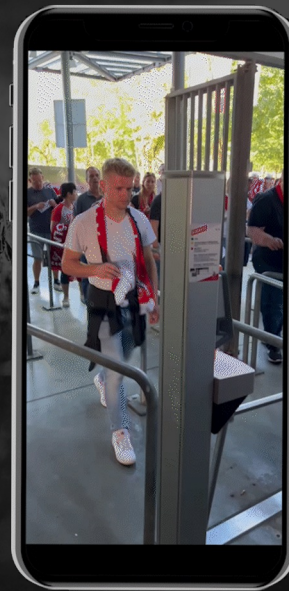
Content



Community



Gamification



Ticketing



Avatar

USE CASE - ATLÉTICO MINEIRO

# More Fan Engagement & Better Monetization



Fans interact with jerseys to access activations (e.g. check-in)

Fan activity rewarded with points and fans can challenge each other

Points feed into loyalty program and are used for offers/discounts





USE CASE - ATLÉTICO MINEIRO

# More Fan Engagement & Better Monetization



Regional

National

International

Fans find other fans and connect with each other

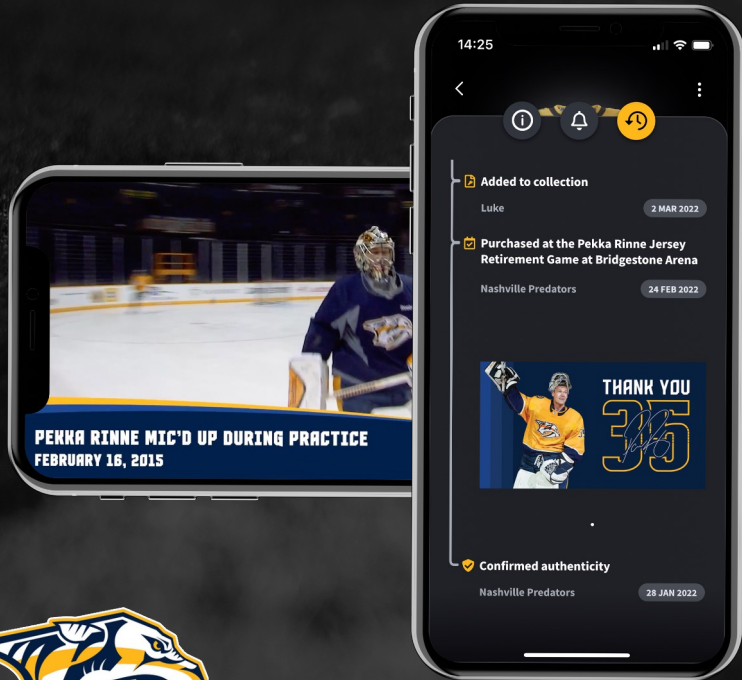
Club manages regional, national and international communities

Different experiences and content based on location and product



USE CASE - NASHVILLE PREDATORS

# Player Specific Content - Closer to the Idols



Fans unlock access to exclusive and never-before-seen content

Personal message from the player thanking fans for their support

Saving unique memory (i.e. visit of last game) forever on the jersey



USE CASE - NASHVILLE PREDATORS

# Creating a Dynamic Sponsorship Patch



Offer sponsors digital visibility through physical merchandise

Sponsor can tell stories, engage and sell directly to fans

Activation based on different events or outcomes (i.e. discount for goals)



USE CASE - MCLAREN RACING

# The Poster that does not just Hang on the Wall



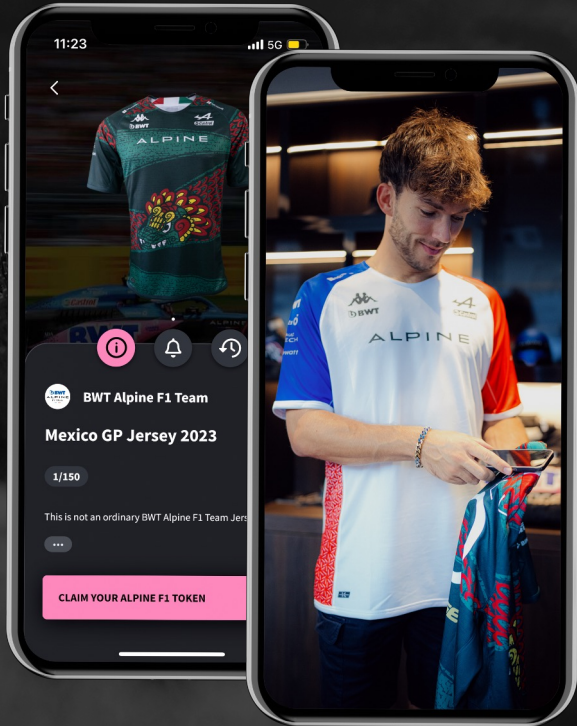
Scanning the physical poster to unlock the animated digital version

Owners can claim their McLaren Racing Tezos NFT collectible

Owners get access to exclusive content (i.e. message from drivers)

USE CASE - BWT ALPINE F1 TEAM

# Meet & Greet the Drivers and know the Event



Access information and content about the Mexican GP

Claiming Alpine F1 Fan-Token allows for easy onboarding of fans to Binance

Chance of winning a meet & greet with the drivers during the Mexico GP



USE CASE - HUGO BOSS

# Gateway for Physical Products to Digital World



BENEFITS FOR SPORTS ORGANIZATIONS

# Direct-to-Fan-Channel & Upselling Opportunities



## D2C Channel

Communicate directly  
and Personalized



## Upselling

Increased value/price  
of products



## Sponsoring

Track conversions  
& digital visibility

GO-TO-MARKET

# collectID is Easy to Implement with Minimal Risks



**Easy  
Implementation**



**Turnkey  
APP & API**



**100+ Washing  
Guarantee**



TRACTION WITH WORLD-LEADING BRANDS

# collectID Equipped Hundred Thousands Products

