

A group of ice hockey players in red jerseys with green and white accents are on the ice. The player in the foreground is wearing a red helmet and jersey with the number 42. The background shows a large crowd of spectators in a stadium.

# HOCKEY ALLSVENSKAN CASE STUDY



# How HockeyAllsvenskan Used AI-Tailored Content to Forge Deeper Connections With Fans

Hockey is the second most-followed sport in Sweden behind football, and HockeyAllsvenskan is the highly entertaining second-division league, consisting of 14 teams and a 52-game regular season followed by playoffs and finals.

Away from the action on the ice HockeyAllsvenskan's digital team looks to outperform the competition when it

comes to capturing fans' attention on social media and building long-term fandom.

Since 2022, HockeyAllsvenskan has used WSC Sports' AI platform to automatically create content to serve different fan types across multiple platforms, ultimately bringing fans closer to the action, players and teams than ever before.

## KEY RESULTS

**50K**

new social media followers

**2X**

double the number of fans reached on social media

**8.4%**

the highest average social media engagement among similar sports organisations in Sweden

These results are from the 2023-24 season, during which HockeyAllsvenskan created more than 33,000 videos, 92% of these were created automatically.



# The Challenge

## Creating Content for Different Types of Fans

HockeyAllsvenskan's ultimate goal is clear: fill arenas. To do that, their marketing effort is designed to increase awareness and interest around the league. Their main tool to do it is content. Executing their content strategy effectively relies on creating different types of content for fans with vastly different preferences when it comes to what they want to watch. Highlights of great goals and saves might satisfy casual or even potential fans, but the team also features behind-the-scenes footage, in-depth player interviews, and funny reels to build more meaningful relationships with its most loyal followers.

## Optimizing for Multiple Platforms

Beyond tailoring content for different audiences, HockeyAllsvenskan's

marketing team knows that creating great content means that it must also be optimized for its final destination. With well-followed accounts on Instagram, Facebook, TikTok, and YouTube, the team needed a solution to quickly create content in different aspect ratios to serve fans on multiple platforms. They also needed the flexibility to create ad hoc content and make sure they never miss an opportunity to share incredible moments from live games.

“

**Our goal is to create as much awareness and interest around the league as possible. To do that we need content and we need to move fast, try new things, and not be afraid to make mistakes.**

”

**Gabriel Monidelle**, CEO, HockeyAllsvenskan



# The Solution



## Adding Automation to Create Any Type of Video

To streamline their marketing effort, HockeyAllsvenskan uses WSC Sports to automate over **90%** of the content they create. The team set up 160 automated rules to create highlight packages of plays like, top hits, goals, saves, assists, and much more. Once created, the videos are shared on social media for fans to enjoy; and also with the teams so they can amplify noise around the league on their own social accounts. There's also a real-time feed of all game highlights, instantly clipped, tagged, and star-rated, so they can quickly be shared on social media during live games.

## Using AI to Tailor Videos Per Platform

Part of the challenge is each platform has its own set of technical requirements. To

eliminate what used to take hours of manual cropping and editing work, HockeyAllsvenskan's marketing team uses WSC Sports' Magiccrop solution to automatically crop and publish videos in 1:1, 9:16, and 4:5 ratios.

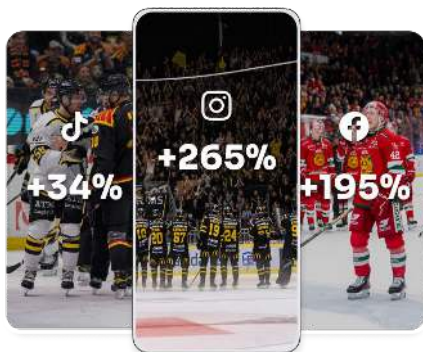
During the 2023-24 season, the majority of videos created (some 21,000) required cropping—and **98%** were cropped automatically. The time saved allowed the team to quickly publish to platforms that require vertical and square videos, like Instagram, Facebook, TikTok, and YouTube Shorts.

The increase in the amount of content being created and published has led to more fans being exposed to what's happening around the league, and more exposure and value for the league's advertising partners via branded/sponsored content.



# Takeaways

## 01



### REACHING LOYAL FANS AND NEW ONES

During the 2023-24 season, HockeyAllsvenskan gained **52,000** followers and substantially increased their presence on social media, reaching over **9 million** unique accounts.

## 02



### FAIL FAST & DOUBLE-DOWN ON WHAT WORKS

Part of HockeyAllsvenskan's marketing ethos is being bold and courageous with their content decisions. Introducing AI to their workflow allowed them to create content on new platforms like YouTube, where they got nearly **1 million** views in just six months.

## 03



### INCREASED AWARENESS AND REVENUE

Innovation, understanding their audience, and a relentless pursuit to elevate the status of the league has resulted in higher attendance. In 2023, average attendance was up **24.6%** and is poised to increase in years to come.



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