



Case Study:
The Chicago Fire S.C.

i|M insights in marketing
Connecting people to brands.



THE PROJECT:

THE CHICAGO FIRE, THE CITY'S HOMETOWN SOCCER CLUB,

has faced challenges driving ticket sales and maintaining a connection with local fans and enthusiasts. Team management came to Insights in Marketing with the goals of understanding how Chicagoland residents view the team and how to connect with them to drive ticket sales.

RESEARCH OBJECTIVES

- » **IDENTIFY CUSTOMER segments and target consumers for the Chicago Fire**
- » **UNDERSTAND GROWTH opportunities for each segment and customer target**
- » **DEVELOP KEY MESSAGES to attract customer segments and drive ticket sales**

OUR RESEARCH METHODOLOGY

QUALITATIVE:

In person focus groups with individuals who identify as soccer fans and Chicago Fire ticket holders to determine their attitudes, beliefs and habits with regard to sports events

QUANTITATIVE:

Online survey designed to identify attitude towards Chicago Fire matches, barriers to attending a Chicago Fire match, and key messages to develop to reach key targets.

USING THE FINDINGS OF THESE RESEARCH CAMPAIGNS, IIM WAS ABLE TO IDENTIFY FIVE KEY MARKET SEGMENTS:

- **ENTERTAIN ME**
Consumers who enjoy the fun and excitement of experiencing a game with friends and family members.
- **MEH**
Consumers who like soccer, but find other sports more compelling and cost effective to attend.
- **DO IT FOR THE KIDS**
Consumers who enjoy soccer games as a family friendly way to bond with kids and teach them the value of good sportsmanship.
- **ALL SOCCER**
Consumers who enjoy "the beautiful game" at every opportunity, including watching on television, discussing it on social media and following professional leagues.
- **SOCCER SOCIABLES**
Consumers who like soccer and enjoy the camaraderie and spirit at soccer games.



KEY INSIGHTS

- 1 While awareness of the Chicago Fire was high among respondents, being aware **did not translate to attending a match.**
- 2 Many soccer fans are considered casual fans and **should be approached in a different way than avid fans** and supporters of the Chicago Fire.
- 3 Targeting segments of consumers who love soccer and find entertainment and social value in attending a match is vital for the Chicago Fire, as these segments add up to **potentially 13 percent of Chicagoland residents.**

RECOMMENDATIONS

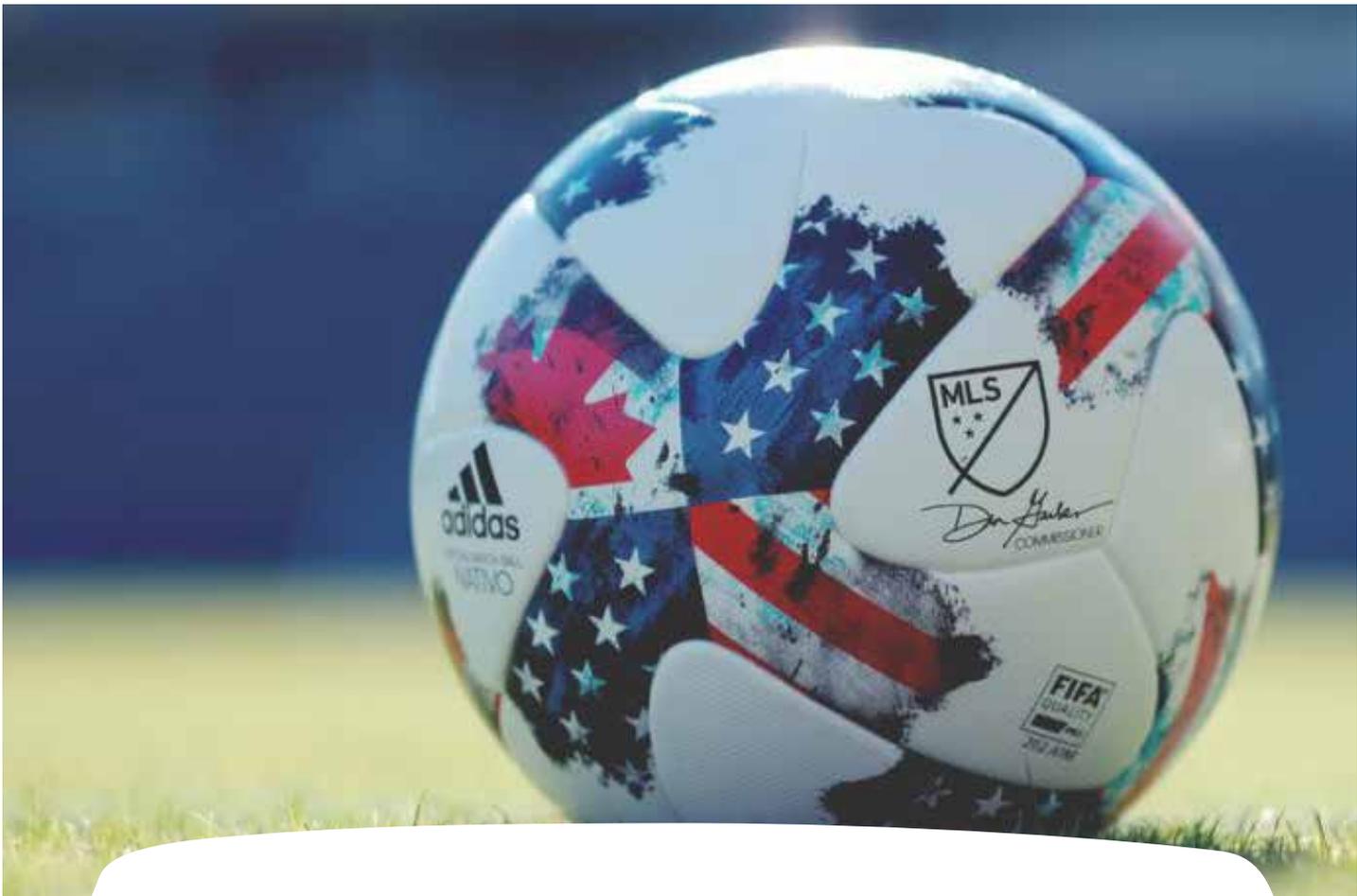
- **TARGET CASUAL FANS**
by improving the overall game day experience
- **EMPHASIZE THE FUN AND EXCITEMENT** of being at a Chicago Fire match to all high priority target segments
- **TAILOR MESSAGING** to appeal to specific segments for greater effectiveness

BY LEVERAGING INFOGRAPHICS to bring insights to life for each segment, Insights in Marketing easily disseminated the results from the research, ensuring adoption throughout the Chicago Fire Chicago organization.

Based on research results, Chicago Fire marketing team is employing various

marketing tactics that best align with each recommended target.

Chicago Fire management revised marketing communications and sales presentations to appeal specifically to the target segments and launched a new advertising campaign based on the insights from this research.



“Insights in Marketing helped us better understand which segments have the **highest potential for the team**. The insights they identified are **invaluable to the team**, and we are actively using those insights in sales presentations and marketing communications.”

— CHICAGO FIRE

**IF YOU HAVE MORE QUESTIONS
WE WOULD BE HAPPY TO HELP!**

**CONTACT US FOR
MORE INFORMATION**

about conducting a segmentation
for your brand or business.

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