



Electrifying VIP experience keeps football fans charged up with Chargifi.



Challenge

On match days, stadiums are alive with excited fans, ready to get close to the action. How could a stadium improve their VIP box experience and also enhance brand opportunities for the club and their sponsors?

Opportunity

On match day, if you're not careful, by the time you've finally found your friends in the stadium, taken a few photos, checked the scores of other games, your phone battery will be half gone. Worrying about whether you have enough battery for the journey home really gets in the way of enjoying the day and engaging with the innovative fan experiences your favourite club have launched.

Solution

We partnered with the club to deploy Chargifi wireless charging spots in VIP areas and key brand sponsored spaces to keep football fans charged up for the match. Not only are football fans saved from the stress of low battery but this solution offers up an additional opportunity for brands to engage with fans while their devices are charging.

Business benefits

1. Promising potential to add revenue opportunities through sponsored wireless charging.
2. The VIP boxes and sponsored areas now offer enhanced fan interaction.
3. Positive PR as the club is seen as innovative and fan-focused, driving fan loyalty and engagement.

Customer benefits

1. Convenient way for fans to stay charged up and enjoy the match.
2. Easy way to interact with the club and sponsor brand offerings.
3. Unexpected bonus which alleviates battery stress and increases game enjoyment, thanks to the club.