



CASE STUDY

Sacramento Kings

The Sacramento Kings are an innovative NBA basketball team based in Sacramento, CA. Since Vivek Ranadivé assumed ownership of the Kings in May 2013, the Kings have implemented a forward-looking “NBA 3.0” philosophy focused on making the Kings the premier sports franchise of the 21st century. NBA 3.0 is driven by utilizing cutting-edge technology to enhance the fan experience, acting as a positive agent of change in the community and expanding the team’s and Sacramento region’s global brand.

The Kings have implemented this new philosophy with a unique approach, ranging from crowdsourcing to inform the draft strategy, to building a brand new stadium, to creating a more diverse team. Zignal Labs is an essential partner in helping the Kings implement their new philosophy by giving them the power to quantify their global influence and gain a better understanding of their fans.

CHALLENGE

As a major NBA team, the Kings’ communications department needed help harvesting massive amounts of online data related to their brand and delivering the insights most relevant to them. The Kings were seeking quantifiable metrics on their brand’s global image, media coverage of the team, and fan’s perception of the organization.

The Kings launched three major initiatives that they needed to track

1

New Arena at Downtown Plaza

the new stadium exemplifies the modern image the team is seeking to portray

2

Draft 3.0 - Crowdsourcing the Draft

the Kings seized the opportunity to give their fans more of a voice by tapping into the crowd-sourcing movement

3

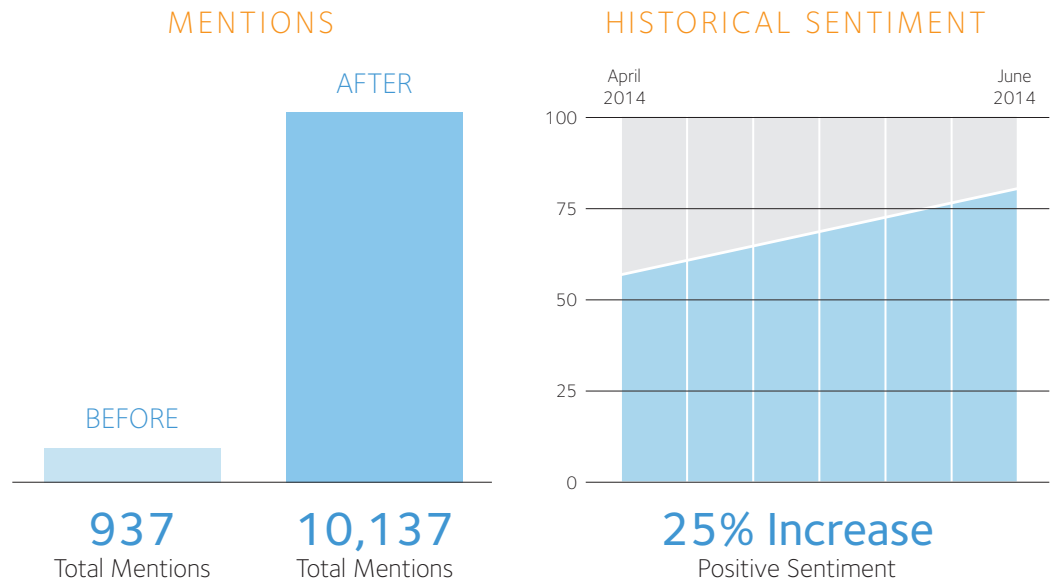
Understand Impact of International Players

the Kings were the first NBA team to recruit a player of Indian descent

“Zignal allows us to understand in realtime what people are saying while also helping making PR more scientific and quantitative. It helps save staff bandwidth and time, but also gives us a level of confidence in our strategy both internally and externally. It lets us know that we are really making a global impact.” - Laura Braden



Metrics and intelligence around the opening of the new arena in Sacramento gave the Kings the power to better engage with fans, leading to **10 times more** mentions related to the new Arena.



SOLUTION

Laura Braden, the Kings' Senior Director of Communications, and her colleagues count on Zignal Labs to help inform their communications and media strategy as the organization goes through major changes. By forming a partnership with Zignal, the Kings have been able to proactively engage with fans as well as adapt to constantly shifting situations and the fast-paced social media environment surrounding their team, through continuously monitoring the mainstream and alternative channels.

In particular, the Kings' media and communications teams depend on Zignal's threshold alerts, flexible reporting, and trend functions. Further, the close cooperation with Zignal's Client Services team enabled them to constantly adapt their research approach, no matter how quickly the media environment changes.

The Kings leverage Zignal's reporting functions to quantify their media impact and the influence of their global communications strategy. Laura and her team use these reports to understand reach and influencers among media organizations and guide their partnership strategies.

The Kings have pushed the envelope in several major events in their lifecycle, such as the draft and recruitment, and use Zignal Labs to give them realtime intelligence to keep ahead of both social and traditional media.

RESULTS

The Sacramento Kings' close collaboration with Zignal led to great improvements in their knowledge and relationship with fans and the media. For each of their major new initiatives, the Kings have leveraged Zignal as their yardstick to measure impact, understand fans, and build better relationships with the public by understanding the most critical issues and trends.



KEY RESULTS

- The Kings were able to analyze nearly 1 million total mentions relevant to their brand while gaining insights on sentiments, trends, and influencers
- With their increased understanding of fans and media partners, the Kings were able to improve their net sentiment rating by 25% over the course of 4 months while using Signal
- Metrics and intelligence around the opening of the new arena in Sacramento gave the Kings the power to understand and interact with their fans in a more meaningful way, leading to 10 times more mentions related to the new arena

Signal gives the Kings organization the intelligence they need to build international influence and establish their reputation as the most sophisticated professional sports franchise.



About Signal Labs

Untapped, powerful insights and prediction lie within the correlation of disparate data that is currently lost in the deluge of information coming at us everyday. Signal Lab's Next Generation Insights Engine cuts through this clutter by informing strategic decisions faster and more accurately than ever before.



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