



CASE STUDY

KOORA TIME

STATS SPORTVU™ TECHNOLOGY ENABLES SHELL QATAR TO DELIVER INNOVATIVE BRAND ACTIVATION ON QATAR NATIONAL SPORTS DAY

THE CHALLENGE

PUBLIC ACCESS TO SPORTS TECHNOLOGIES

Each year Qatar holds a National Sports Day designed to encourage the general public to get active. Shell Qatar's desire was to attach its brand to a unique sports experience to encourage participation in 5-a-side football and educate young people about its health benefits.

"Public health and fitness are concerns facing many developed and developing nations," said Rachel Preston, Account Manager at SDI Marketing (firm representing Qatar Shell). "The introduction of National Sport Day in 2011 and the Qatar National Vision 2030 demonstrate His Highness The Emir's commitment to the health and wellness of the Qatari people. Qatar Football Association and Qatar Shell have developed Koora Time, an award-winning initiative, designed to improve the health and wellbeing of Qatar's youth through football, the most popular sport in Qatar."

As a premium brand, Shell Qatar wanted to position itself at the forefront of innovation and give the public access to leading sports technologies. Knowing of STATS through the business' player tracking contracts within the Qatar Stars League, Shell Qatar chose to use STATS' technology to track the distance covered and calories burned by participants in its Koora Time football tournament. Providing a link between the amateur and elite games, the initiative was an opportunity to deliver a genuinely unique and professional experience to young players.

SOLUTION

STATS SPORTVU

STATS worked with Shell Qatar and its marketing partners to take the Koora Time project from concept to delivery within three months. Leveraging the business' technological and sports science expertise, STATS' team of operational staff worked diligently to overcome the complexities of the project. These included the fact that the SportVU system had never been calibrated to cover 5-a-side pitches and that the event consisted of 77 matches conducted over a continuous eight-hour period.

By putting together a detailed project plan, STATS was able to execute on every aspect of the task and continue to build on the strong professional reputation it has in the Middle East. The success of the Koora Time initiative achieved all of its strategic objectives and repaid the trust Shell Qatar had placed in STATS' personnel and technology.

"Qatar Shell and the Qatar Football Association wanted to do something different for this year's National Sport Day," said Rachel. "We decided to partner with STATS as they offered live tracking of each individual player, showing the results of how far every participant ran and the calories they burned. This was the first time this had been done in Qatar and it was well received by the public and media

STATS



THE RESULT

ENGAGING BRAND ACTIVATION

The Koora Time project saw a wealth of unique tracking data and calorie information produced for hundreds of young Qatari football players. This was data that the players had never seen before and was key to engaging them with the health benefits of football as well as introducing them to the technologies that are used at the elite level of the sport.

Shell Qatar was delighted with the amount of brand exposure the project generated, with the event being covered in the press throughout the Gulf region. Koora Time also started important conversations around health and wellbeing and was a showcase for the professional, creative and dedicated way in which STATS approaches brand activation projects.

<https://vimeo.com/160209676>



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**-Rachel Preston SDI Marketing
(representing Qatar Shell)**

STATS captures and distributes the most sports data in the world. STATS combines the industry's fastest and most accurate data feeds with the largest trove of sports data and the richest historical database. The most innovative brands, media and tech companies, and sports leagues and teams trust STATS to find their winning edge.

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