



We're the go-to for researching

SPORTS

HERE'S WHY

tapestry
a screen engine/asi company



WE ARE TAPESTRY

We make the complex beautifully simple.

We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...



expand

We blow out your objectives to identify all the key issues and hidden complexities.



explore

We ensure the right mix of tools & techniques every time.



connect

We connect the threads to inspire, provoke and problem solve.



curate

We craft a compelling story that lives on in organisations.





Fanatical about sport, we help our clients grow their fanbase, improve their live viewing experience, and maximise the value of their assets.

Answering questions such as



We answer questions such as



which markets should be targeted to grow the fanbase? What should the strategy be in each market?

how can we demonstrate the power of our brand and fanbase to potential partners?

who are the different types of fan? What's the best way to build engagement with each one?

what is the fan journey and which touchpoints and messages should be prioritised?



IMMERSED IN SPORTS CULTURE



We know sport inside and out, from the perspective of rights owners, teams, broadcasters and fans. We use a range of approaches to help you connect with fans and grow your fanbase and commercial partnerships

INCREASE ENGAGEMENT


Our research helps you to identify different fan types, and gives you invaluable insight into building engagement with each one.

GROW YOUR FANBASE

Discover which markets and groups you could be targeting to grow your fanbase, and the potential strategies to be successful.

BUILD YOUR BRAND

Identify ways to deepen the connection with fans - to build and monetise brand loyalty and to showcase the power of your brand with potential commercial partners.





THE TAPESTRY TOOLBOX

Some of the tools and techniques we use to help our sports clients:

- Segmentation and audience understanding
- Market sizing
- Product optimisation and pricing strategy incl. conjoint analysis
- Ad sales research
- Trade off exercises
- Consumer Decision Journeys to understand the pathway to fandom
- Biometrics such as Galvanic Skin Response and facial coding to identify key moments of engagement
- Concept testing and creative testing
- Statistical modelling and drivers analysis
- Opportunity sizing
- CRM tracking



WANT TO KNOW MORE?

Drop us a message or get in touch directly with our sports research expert, Sam Elphinstone



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