



TOUCHCODE

CASE STUDY

PMI iSUPERGOL



Appealing to Soccer Fans with Exclusive Digital Content on Teams and Players



THE CHALLENGE

PMI, Israel's leading producer, marketer and distributor of branded leisure products for children and teens, wanted loyal soccer fans to be able to collect Supergol cards for each soccer player that would consolidate players' information and stats in one collectible card.

Soccer's passionate, loyal fans are always excited to have the latest, greatest info on their favorite players, like stats and highlight reels. PMI wanted their loyal fans to be able to collect cards for each soccer player, or multiple cards for their favorite players, that would allow them to access exclusive content. The aim was to make it easier to market other products, like player jerseys, to their fans.

PMI developed a new digital app and trading card experience with Ono Apps, iDigital, and Printechnologies. The app integrated with Touchcode and showed additional information and videos when customers touched a collectible card to a phone.

THE TOUCHCODE SOLUTION



22,000

DOWNLOADS IN
THE FIRST 5 WEEKS

PMI integrated Touchcode into the market-leading soccer card game iSupergol, producing 64 collectible cards that featured player stats, goals, and highlight reels. The cards allowed avid fans of teams and players to get direct access to exclusive content without an internet search and made it easy to market products like new player jerseys.

7.5M

ITEMS SOLD OUT
IN 2 WEEKS



THE RESULTS

The app was downloaded 22,000 times in the first five weeks of the campaign. Within two weeks of launch, 7.5 million products in iSupergol booster packs, which included stickers and Touchcode cards, sold out completely.



TOUCHCODE

Ready to Innovate?

We'll show you the way. Get in touch to learn how Touchcode's connected packaging solutions can help you deliver digital experiences your consumers will never forget.

WWW.TOUCHCODE.COM

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