



## Case Study



# UEFA INSTALLS FREE PHONE CHARGING TOTEMS FOR FANS AT CHAMPIONS LEAGUE FINAL

UEFA provided free phone charging for fans through branded Totems at both Hyde Park and Victoria Embankment Meeting Point/Fan Zones at UCLF London 2024.



## SNAPSHOT

UEFA commissioned Crable, through LS Events, to design and build branded structures to provide phone charging facilities to fans in the massive Fan Zones at UCLF London 2024.

Over 16,000 Borussia Dortmund and Real Madrid fans flocked to Hyde Park and Embankment respectively for the biggest event in the European football calendar.

Travelling supporters at international events such as the Champions League Final are desperate to know that they have sufficient charge on their appliances.

Only with a suitably loaded battery can fans keep in contact with family & friends, take photos and videos to share on social media and very importantly make travel arrangements.

UEFA were keen to keep fans entertained and charged-up within the Fan Zones that provided safety and security for all in attendance.

## THE CLIENT

The Union of European Football Associations (UEFA) is one of six continental bodies of governance in association football and is made up of 55 national European association members.

The UEFA Champions League is an annual club football competition that pits the very best of European clubs in a round robin format culminating in the Champions League Final.

LS Events were employed to stage the London 2024 Champions League Final due to their proven track record of creating and managing first-class sporting, music, entertainment and other public event experiences.

## ENHANCING MATCHDAY EXPERIENCES

At global sports events, it is imperative to understand that the match itself is just one aspect of a great day out.

Alongside critical safety and security provisions, events must provide other offerings like live entertainment and brilliant food and drink choices. A full schedule of entertainment is essential.

Organisers must provide charging hub stations for phones and other devices to keep fans engaged, satisfied and sharing their experiences with friends and family.

There's no better event promotion than your customers sharing their experiences locally and even worldwide. To do this, fully powered phones and other appliances are essential.

# BESPOKE CHARGING SERVICES FOR FANS



The brief from Verve was to supply Guinness-branded charging shelves that could be located beneath industrial parasols within the main car park at Twickenham.

Crable designed robust 4-sided structures that could secure to the parasol poles and sit on top of drinks tables.

Each Guinness 'box' featured four Crables with a total of eight wireless charging pads per parasol. Additionally, the undersides of Crables provided USB ports and plug sockets for those that brought their cables to the ground.

Wireless charging of phones provides a quick and easy top-up to batteries which enables people to keep in contact and share more of their experience with others.

Crable charging shelves can be wall-mounted or built into numerous structures like totems, plinths, stands and enclosures.

## THE RESULTS & BENEFITS

UEFA and LS Events loved Crable's charging Totems. Real Madrid and Borussia Dortmund's fans were wowed with the provision of free phone charging stations.

From the second the gates opened to the Fan Zones in Hyde Park and London's Embankment, the Crable Totems were in constant use.

Supporters kept their phones charged throughout the build-up to the match and even after kick-off some chose to watch on the big screens while getting a free charge.

Photos shared by supporters, and interviews by official TV channels, showed just how popular the Totems were.

Crable charging shelves were supplied with 15W QI compatible wireless chargers up top that fast charged most phones with more than 1% battery per minute!

In the underside of each Crable supplied to UEFA the charging shelves had a combination of both UK & Ireland plug sockets (Type G) and European versions (Type F). Four plug sockets per Crable along with two fast charge USB ports meant plenty of choice and availability of charging solutions per Totem face.



*Lucy Gore of LS Events couldn't have been happier with the phone charging solutions provided stating:*

**“Crable supplied charging totems at the Borussia Dortmund and Real Madrid UEFA Champions League Final Fan Meeting Points at Hyde Park and Victoria Embankment. These totems were vital for travelling fans and were well-used from the moment the gates opened throughout the entire event.**

**“Fans were particularly pleased with the European charging sockets Crable had included in the totems, showing great care and thought from the team in the planning. William and his team provided a fantastic service on the day, providing onsite support at both sites and supporting any fan questions or queries. I would definitely recommend Crable and look forward to using them at an event in the future.”**



## CONCLUSION

UEFA's commission of 4-sided Totems provided fans with a significantly enhanced experience due to reduced Nomophobia throughout the day and night. We're all familiar with that dread of having no charge.

The application of UEFA and London 2024 ID in the form of logos and calls to action ensured significant brand warmth was generated as a result of the fast, free charging provided.

Crable can manufacture structures to perfectly suit indoor and outdoor events of all kinds. Visually stunning and commercially robust units that show off a brand's ID and boost the attendee experience.



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