

# THE MESSI EFFECT



## LAFC's Path to Unprecedented Social Media Growth

Sponsorship revenue is a major pillar of MLS team income, yet accurately measuring its impact on social media has been a challenge—until Videocites. By delivering unprecedented insights into sponsorship performance and digital engagement, Videocites helped LAFC maximize partner exposure, refine its content strategy, and unlock new growth opportunities.

In 2024, a new jersey sponsor required precise asset tracking, and Videocites delivered: every premier partner saw increased visibility, with all experiencing an average of +10% boost in impressions. These insights proved invaluable in quantifying the true value of fan-generated content.

Beyond sponsorships, Videocites reshaped LAFC's content strategy. At the start of the season, TikTok accounted for only 8% of LAFC's video post, despite its strong view-to-upload ratio. Once data revealed its untapped potential, LAFC increased its TikTok share to 20%, fueling a 5,747% year-over-year surge in viewership and securing a top-three MLS ranking in followers, engagement, and impressions.

This data-driven approach also positioned LAFC to capitalize on the Messi Effect—the viral explosion triggered by a matchup with Inter Miami. One game alone generated 1.6K TikTok uploads, driving 56% of LAFC's annual platform viewership. Messi's arrival has ignited a league-wide surge in UGC, and teams that harness this data effectively stand to gain significant sponsorship and digital growth.



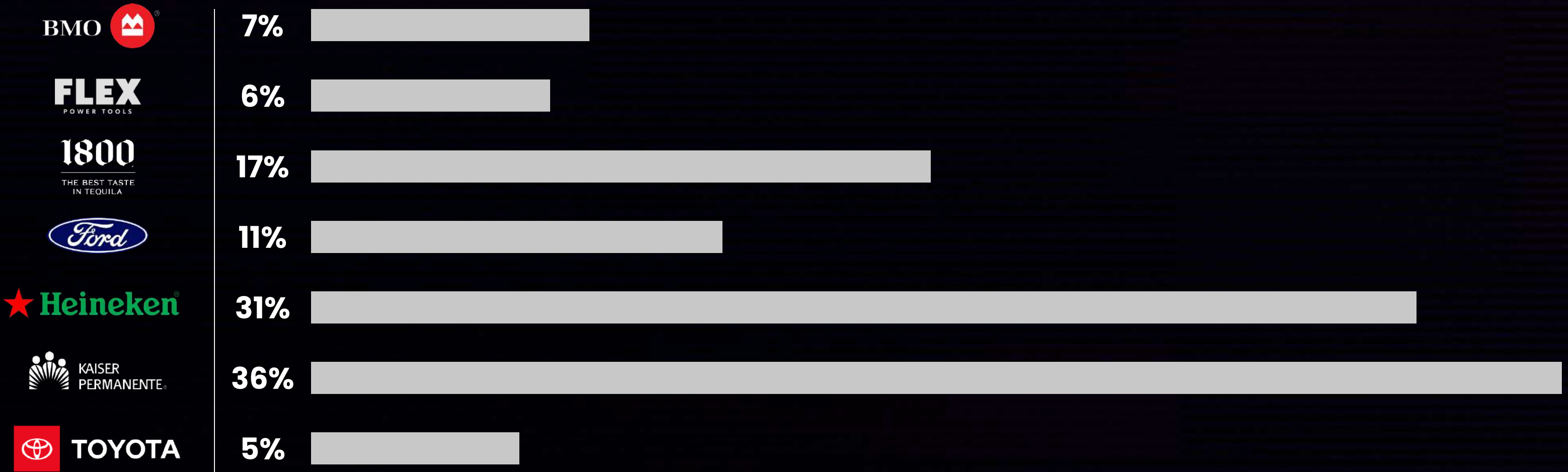




# Information Is Power And With It LAFC Has Adapted Its Marketing Strategy, One That Will Only Improve Their Standing For Seasons To Come.

## A RISE IN SPONSORSHIPS:

With Videocites, LAFC generated 1 billion new impressions through UGC and affiliate partners. By way of this, all of their top brand partners saw an average 10% lift in impressions, proving fan-created content is a game-changer for sponsorship success.



## EMBRACING TIKTOK:

LAFC’s TikTok pivot paid off. After shifting their platform mix, LAFC’s TikTok handle experienced a 21% rise in followers and a 1,418% YoY engagement boost—making LAFC a leader on this platform for the entirety of the MLS. By meeting fans where they post, LAFC unlocked huge value for themselves and their partners.

275K FOLLOWERS  
**21%**  
GROWTH YTD

47K NEW FOLLOWERS  
**299%**  
GROWTH YOY

269K ENGAGEMENT  
**1,418%**  
GROWTH YOY

2.7M IMPRESSIONS  
**1,421%**  
GROWTH YTD

## THE MESSI EFFECT:

Messi’s appearances at LAFC matches triggered an unprecedented explosion on social media. Over 2K uploads and over 480M views came from this game alone, largely driven by UGC and the newfound power of TikTok. This surge supercharged exposure for LAFC and its partners, maximizing value on an untapped platform.



**+2K**  
UPLOADS

**480M**  
VIEWS







## The Power is in UGC

LAFC's focus on technology and innovation translates into a stronger ability to manage its online presence and remove blindspots from its marketing and partnership efforts. As MLS continues to strengthen its global recognition, we are thrilled to support LAFC in its efforts to bring existing fans into the fold and excite new fans around this energetic growth.



**EYAL ARAD**

Chief Executive Officer / Videocites



## Creating Ripple Effects on Social Media

Videocites' insights enabled LAFC to uncover unseen trends and make data-driven decisions that optimized their marketing mix, benefiting the club, players, and partners alike. By identifying key opportunities and pivoting their strategy, LAFC capitalized on emerging platforms like TikTok, driving exponential growth in sponsor exposure and fan engagement—setting a new standard for MLS seasons to come.

## Follow Your Content, Everywhere.

Social media tells a story that traditional social media analytic tools can't capture. Platforms thrive on dynamic interactions, real-time engagement, and viral UGC moments. Videocites is the only technology company that tracks how content flows across social media channels and platforms, no matter the source.

Discover how to tap into the power of organic uploads and accurately measure your content's performance.

[\*\*CONTACT US TO GET STARTED\*\*](#)