



REVIEW
**IRISH HOCKEY
WORLD CUP 2018**



Irish Women's Hockey Heroes

Before

- **2nd** - lowest ranked team
- **16th** - World ranking
- **18** - amateur players
- **16** - Qualified for first World Cup in 16 years
- **€20-40k** - estimated shirt sponsorship deal with IT software company SoftCo in June
- **11th** - Previous best finish in 1994
- **€550** - Until 2016 their players had been obliged to stump up €550 annually for the privilege of playing international hockey

After

- **#2** - Topped group vs Eng / US / India
- **5** - Top 5 articles on Irish Times online all on women's hockey
- **#1** - Ireland's first ever major sport World Cup Final
- Largest ever audience for a hockey game in Irish history
- **40%** - of Irish TV viewers watched Silver medal win
- Average audience of 381,500
- **1** - minute peak audience of 439,1000
- **5,000** - fans turned up to post-WC celebrations in Dublin's main square
- **1** - Celebrity endorsement from Mariah Carey
- **€1.5m** - additional funding for Tokyo 2020 promised by Irish sports minister
- **8th** - in FIH Hero World rankings
- **200** - game milestone achieved by Chloe Watkins in the final
- Ayeisha McFerran awarded goalkeeper of the tournament
- **10,400** - Sold out final at Lee Valley Hockey and Tennis Centre



SoftCo Score Big with Sponsorship of Irish Women's Hockey Team

SoftCo

- **15** - SoftCo has supported grassroots hockey in Ireland for nearly 15 years
- “Hockey Ireland was in need of major investment to help our squad prepare for the 2018 World Cup. SoftCo has answered that call and injected vital funds into our organisation which will have a direct impact on the women's team as they finetune their World Cup preparations.”

Jerome Pels, CEO Hockey Ireland

Key Insights (Twitter)

- **88** - Total mentions pre World Cup
- **2,125** - Total mentions during World Cup
- **1337** - Unique Authors
- **4,162,599** - Impressions

Social Analysis

Ireland Hockey

			
10.7k	22.7k	14.1k	1k

Key Insights

- **45k** - Total mentions of Ireland Hockey World Cup
- **19k** - Unique Authors of Ireland Hockey World Cup
- **20k** - tweets mentioned @irishhockey
- **18k** - tweets mentioned @irewomenhockey
- **1525** - tweets mentioned @softcogroup

Ireland Hockey

TWITTER AUDIENCE Emojis



Ireland Hockey

TWITTER AUDIENCE Gender



Ireland Hockey

TWITTER AUDIENCE Keywords

- #hwc2018*
- #greenarmy*
- FINAL*
- silver*
- women*
- team*
- #chaseit*

 **caytoo**