# CASE STUDY



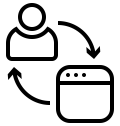

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GOALS OF THE FC ST.GALLEN CASE

# Guarantee authenticity and increase sales



... to **generate attention and strong conversion rates** with worldwide first football jerseys on the blockchain



... to **create unique experiences** for the fans after the purchase



... to **guarantee authenticity** of the jerseys and protect them against counterfeiting



... to **sell at a higher price per product** due to the collectID technology



... to generate valuable **data about the fans and their products**



... to **control** possible **resale** activities

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HOW IT WORKS

# Blockchain and NFC for fans and merchandise



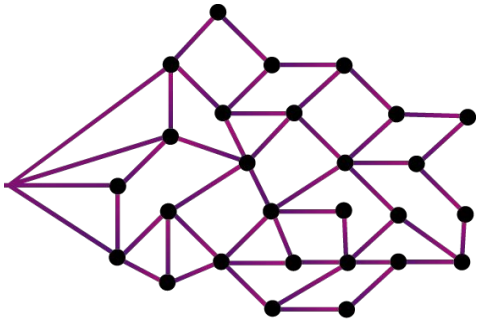

## App

With the collectID app fans can easily verify the authenticity of a fan article by scanning it with their smartphone. They can store it in their personal portfolio, and even trade it through the app. Sports clubs can place digital content on their merchandise products and turn them into a communication channel.




## NFC Tag

Each authentic fan article (e.g. a jersey) gets equipped with a collectID NFC (near field communication) tag that provides the product with an individual identification number (ID). The NFC tag contains a dynamic URL that prevents it from being copied and the tag cannot be removed without being destroyed.



## Blockchain Storage

Verified fan articles, together with their unique IDs, are securely stored on the blockchain and assigned to their respective owners. Since blockchain is a decentralized protocol verified by multiple parties, that provides immutable data storage, information cannot be changed without the consent of the respective owner.

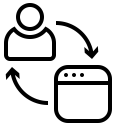
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ALL GOALS ACHIEVED

# More trust, more security and more sales



… first football jersey on blockchain received **a lot of attention and very good conversion rates**



… buyers who registered their jersey **got a unique personal experience** through the collectID app



… **85% of buyers** scanned their FC St.Gallen jersey to **check its authenticity**



… **50% higher sales price** than the regular FC St.Gallen jersey due to limitation and the collectID technology



… **more than 57% of buyers registered their jersey** on the blockchain and added it to their collection within the collectID app



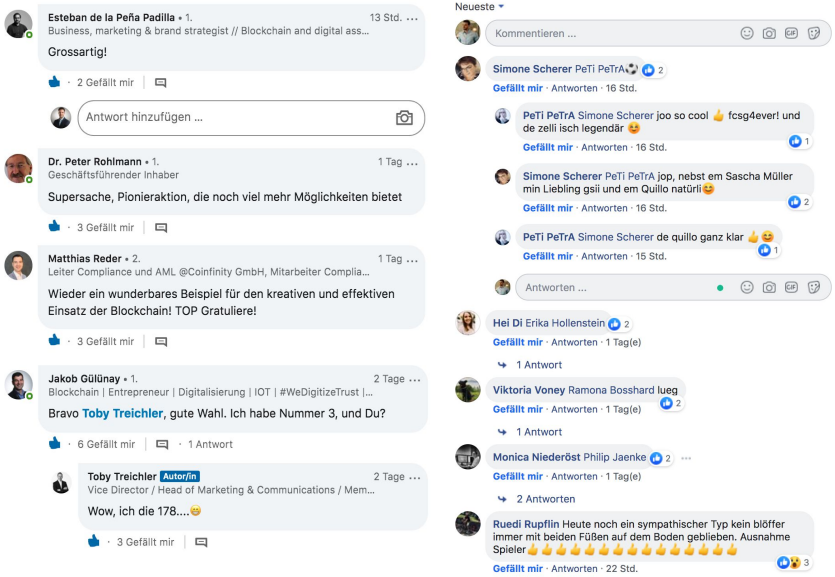
... FC St.Gallen gained more **control over the resale market**

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ALL GOALS ACHIEVED

# The FC St.Gallen Fans loved the project

## COMMUNITY FEEDBACK










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TIMELINE

# 6 months from production to happy fans

**DEC 2019**

## KICK OFF AND DESIGN OF FAN EXPERIENCE

Discussion of partnership and fan experience after scanning

**JAN - MAY 2020**

## PRODUCTION OF JERSEYS

Production of jerseys by manufacturer and shipping to club

**MAY 2020**

## INTEGRATION OF NFC TAGS INTO JERSEYS

Flocking of NFC tags on the jerseys after production by club/partner

**JUNE 2020**

## RELEASE OF FC ST.GALLEN LEGEND-JERSEY

First football jersey on blockchain received a lot of attention

**JULY - NOV 2020**

## ONGOING FAN EXPERIENCE CONNECTED TO JERSEY

Providing a unique and ongoing experience for fans after scanning their jerseys (e.g. scan during a game)

**NOV 2020 - ...**

## FURTHER LIMITED EDITION MERCHANDISE

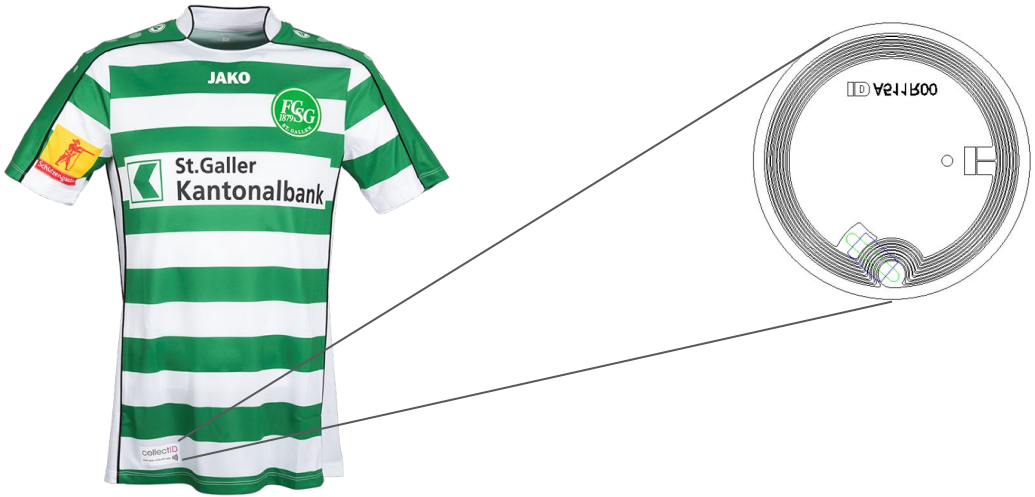
Releases of further limited edition legend-jerseys planed

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NFC HARDWARE

# Simple integration of NFC tags into products

There are **two ways** to integrate the collectID NFC tags into products: The NFC chip can be **sewn directly into the product** during production. Alternatively, the NFC chip can get **flocked onto the textile** after production. The post production flocking allows to equip existing products with the collectID technology.




Size: Ø 25 mm

Thickness: ~ 560 µm

Chip: NXP NTAG 424 DNA
(encrypted chip with dynamic code)

Material: PET clear

Operating: -20°C to 70°C, washable

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# ARE YOU READY TO TRANSFORM YOUR PRODUCTS?

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+41 79 389 86 18

www.collectid.io

linkedin.com/company/collectid

geisser@collectid.io

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