COOP x Portfolio Intelligence

Customer case study

The challenge

COOP is one of Norway's largest grocery retail chains. They sponsor more than 30 football clubs and sports organizations across the country. Each sponsorship was managed separately, with no unified view of what the total portfolio was delivering.

COOP could not answer basic questions: Which sponsorships deliver the most value? How does exposure break down across TV, press, and social? Are they getting what they pay for?

Without a portfolio view, every renewal conversation started from scratch.

What Foocus did

COOP initially had NOK 110K in measurement invoiced through NTF as part of the league package.

When they saw what the data could do, they chose to contract Foocus directly for their football and athletics sponsorships. Every club, every channel, every exposure, measured and valued in one system.

The complexity of COOP's portfolio made this technically demanding. COOP's logo appears on 30+ different clubs, across match broadcasts, studio shows, news segments, social media, and press. Tracking which club, which placement, and which channel generated each exposure requires contextual AI that can distinguish between a stadium signage appearance during a Rosenborg home match and the same logo in a Vålerenga studio interview.

Traditional logo detection counts a logo. Foocus identifies which club's sponsorship generated the exposure, in which context, on which channel. That precision is what makes a 30-sponsor portfolio manageable.

Foocus now gives COOP:

- **Full portfolio overview** across all 30+ sponsorships in a single dashboard
- **Contextual tracking** that identifies which club and placement generated each exposure, across match broadcasts, studio shows, news segments, social media, and press

- **Sponsor-by-sponsor comparison** so they can see which partnerships deliver the most per krone invested
- **Evidence for renewals** with documented exposure value that both sides can trust

The outcome

COOP expanded from NOK 110K/year to NOK 450K in annual contract value. Further portfolio expansion is potential upside.

The reason for the expansion was specific: Foocus could isolate the value each individual sponsorship object created. For the first time, COOP could see exactly what each of their 30+ club partnerships delivered, separately, across all channels. That granularity turned sponsorship from a bulk budget line into a portfolio they could actively manage, compare, and optimize.

The platform became their system of record for sponsorship decisions.

Why this matters for investors

1. **4x expansion on the same platform.** No new product. No new feature. The customer saw the data and wanted more of it.
2. **Brands are the ICP.** COOP validates the shift from clubs to brands. Higher ACV, self-serve capable, lower churn. A single brand contract is worth 3-4x a typical club contract.
3. **Portfolio lock-in.** Once a brand measures their full portfolio in Foocus, switching costs are high. Historical data, established benchmarks, and cross-sponsorship comparisons cannot be replicated elsewhere without starting over.

COOP has been a Foocus customer since 2024. Contact: Glenn Myklebust, CEO, glenn@foocus.ai

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