Customer Case Study: NTF x OBOS Liga

Foocus
2025

NTF x OBOS Liga

Customer case study

The challenge

OBOS had been the title sponsor of Norwegian professional football (OBOS-ligaen) for years. The original strategic rationale was to build brand awareness in regions outside Oslo where OBOS was expanding its housing development business.

By 2025, that goal had been achieved. OBOS had near-universal brand recognition across Norway. A competing measurement provider reviewed the sponsorship and recommended ending it. Their assessment: the awareness objective was met, and continued logo exposure offered diminishing returns. The sponsorship had served its purpose.

NTF (Norsk Toppfotball) faced losing one of their most important commercial partnerships.

What Foocus did

Foocus worked with NTF to build a richer picture of the sponsorship's actual value. Instead of measuring only logo visibility and brand awareness, Foocus documented the full spectrum of what the OBOS partnership delivered:

- **Cross-channel exposure** across TV broadcasts, press coverage, and social media for all Eliteserien and OBOS-ligaen matches
- **Contextual analysis** showing how and where the OBOS brand appeared, not just how often
- **Activation insights** identifying new sponsorship concepts that better aligned with OBOS's evolving strategy, beyond the original awareness-building objective
- **Evidence-based narrative** that reframed the partnership from "awareness building" (mission accomplished) to ongoing strategic value through association, community, and digital engagement

The data told a different story than logo-counting alone. The sponsorship was delivering value that the previous measurement approach did not capture.

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The outcome

OBOS chose to renew and increase the sponsorship agreement.

A competing provider had recommended termination. Foocus provided the data and narrative that justified continuation. NTF retained their title sponsor, and OBOS gained a clearer understanding of what they were actually getting from the partnership.

Why this matters for investors

1. **Foocus changes commercial outcomes.** An external provider recommended ending a major sponsorship. Foocus data reversed that decision. This is not a reporting tool. It directly protects and grows revenue for rights holders.
2. **Measurement is a wedge, strategy is the lock-in.** The initial sale was measurement. The retention driver was strategic insight: helping NTF build a new narrative that matched their sponsor's evolving needs.
3. **Anchor customer, expanding relationship.** NTF has been a Foocus customer since 2022, now at NOK 450K/year. They trust Foocus with their most important commercial relationship.

NTF / Norsk Toppfotball has been a Foocus customer since 2022. Contact: Glenn Myklebust, CEO, glenn@foocus.ai

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