

Realm Digital provides Fantasy Sports platform to Brandhouse, IOL and more

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Brandhouse launched their fantasy rugby league for this year's Super 14 for one of their leading brands of rum, Captain Morgan. The game is targeted at rugby fans globally with the main objective being to increase their CRM database for further marketing initiatives. IOL also uses the same [Fantasy Platform](#) for its Fantasy Formula 1 league to increase their profitability by selling advertising space on the website.



[Captain Morgan](#) supports local rugby with sponsorships which led to the launch of their first Fantasy Rugby league. This league was launched for this year's Super 14 and has proved to be a great success with Realm Digital's Fantasy Platform proving the backend technology for the game.

The game targets Captain Morgan drinkers and the general rugby population of South Africa. Here players can make their own predictions which are measured against the actual games played during the Super 14 league.



There are great prizes to be won like a trip to Twickenham to watch the Springboks play which takes the competitive nature of the game to new heights.

Captain Morgan's primary objective was to increase brand awareness and CRM database by running the game. This marketing initiative is becoming increasingly popular as more and more companies are using [Fantasy Sports](#) as a marketing tool to reach their online audience.



Media giant, IOL is also hosting their own Fantasy Sports league for [Formula 1](#) fanatics following the success of the Fantasy game they hosted for the Rugby World Cup last year. Here players can pick drivers and form teams where their performance is judged on their live performance throughout this season's Formula 1 league. IOL's main purpose for running this F1 league was profit motivated.

These games can be run as marketing initiatives for your brand, but can also be hosted to increase profitability. Hosts may offer pay to play options to increase revenue or even sell advertising space on the websites to further increase their profitability. Sports associations are hosting mini fantasy leagues or challenge groups to increase their fan base and draw more interest to their sports clubs. The private sector has also started using challenge groups in order to increase team spirit amongst employees.

Online communication strategies can easily be managed from the Fantasy Sports Platform as it supports online [newsletters](#) which enhance the interactive nature of all games from Formula 1 to Rugby. The Fantasy Platform supports widgets for both the teams and leader boards that can be embedded into blogs.

We are also running various advertising and sponsorship packages in conjunction with the Fantasy Sports leagues. You'll have the opportunity to advertise your company on leading Fantasy Sports websites at affordable rates. The growing popularity of these sites makes this a great opportunity to spend your advertising budget so visit www.fantasyplatform.co.za to view current games and please don't hesitate to [contact us](#) for any further information.

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