

Bluegrass Digital to deliver innovative new website platform for Fives Futbol

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With offices in London, Cape Town, Johannesburg and Lagos, Bluegrass Digital's international experience delivering innovative technical solutions awarded their team of creative technologists a digital partnership with Fives Futbol, tasked with developing Fives' new sports management platform - the first of its calibre globally.

Five-a-side soccer is the fastest growing form of soccer in the world and Fives Futbol brings this exciting, goal-intensive game to South Africa. Fives is played in all weather, on all purpose, synthetic grass with floodlit facilities making the game much more accessible than conventional soccer.

"Fives Futbol is revolutionising the game of five-a-side football in South Africa - pioneering a fresh, energised concept into the soccer market with new venues opening around the country. We are excited by the opportunity to further enhance the Fives Futbol franchise for players and teams with a social platform to further support the growing brand," remarks Nick Durrant, Bluegrass Digital MD.

Bluegrass Digital was hand-picked by Fives Futbol to build a dynamic website which will allow the soccer brand to manage all aspects of their business and provide a unique user experience for their players.

With an array of enticing features, the management platform will allow players to register online, book courts, manage their teams and online profiles as well as manage leagues and fixtures. Included in the user profile will be unique player dashboards and ratings that will mimic the popular fantasy leagues in other sport genres.

"Bluegrass has been a valued digital partner, supporting us through the creation of our interactive new website. We have experienced unrivalled customer service and high quality deliverables from the team. We are very excited to launch our engaging new platform in April 2015," says Aaron Zipper, Marketing Manager for Fives Futbol.

About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With our head office in London and hubs in South Africa, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

www.bluegrassdigital.com

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