



RSC ANDERLECHT CASE STUDY



How Anderlecht Turned Its App Into a Daily Destination for Fans

Check out RSC Anderlecht on any of its digital channels and you'll see a masterclass in club marketing. Clean UI, content gushing with emotion, and that iconic purple that makes you want to be a fan. But it wasn't always that way.

Anderlecht faced a challenge familiar to many clubs: winning matches was no longer enough to sustain fan engagement. For years, the club's marketing strategy focused heavily on hardcore supporters already connected to the team. But attracting a new generation of fans required something different. Anderlecht began reshaping its identity around culture, community, and experience. Matchdays became more than just football, incorporating DJs, fashion, and fan activations.

To consistently bring that new identity to fans every day, not just on matchdays, the club expanded its partnership with WSC Sports to include In-App Experiences (IAE). Built around automatically generated Stories and Moments, Anderlecht turned its app into the go-to destination for fans of Les Mauves.

KEY RESULTS

All results are from the 2025-26 Jupiler Pro League season.

46%

average story completion rate

34%

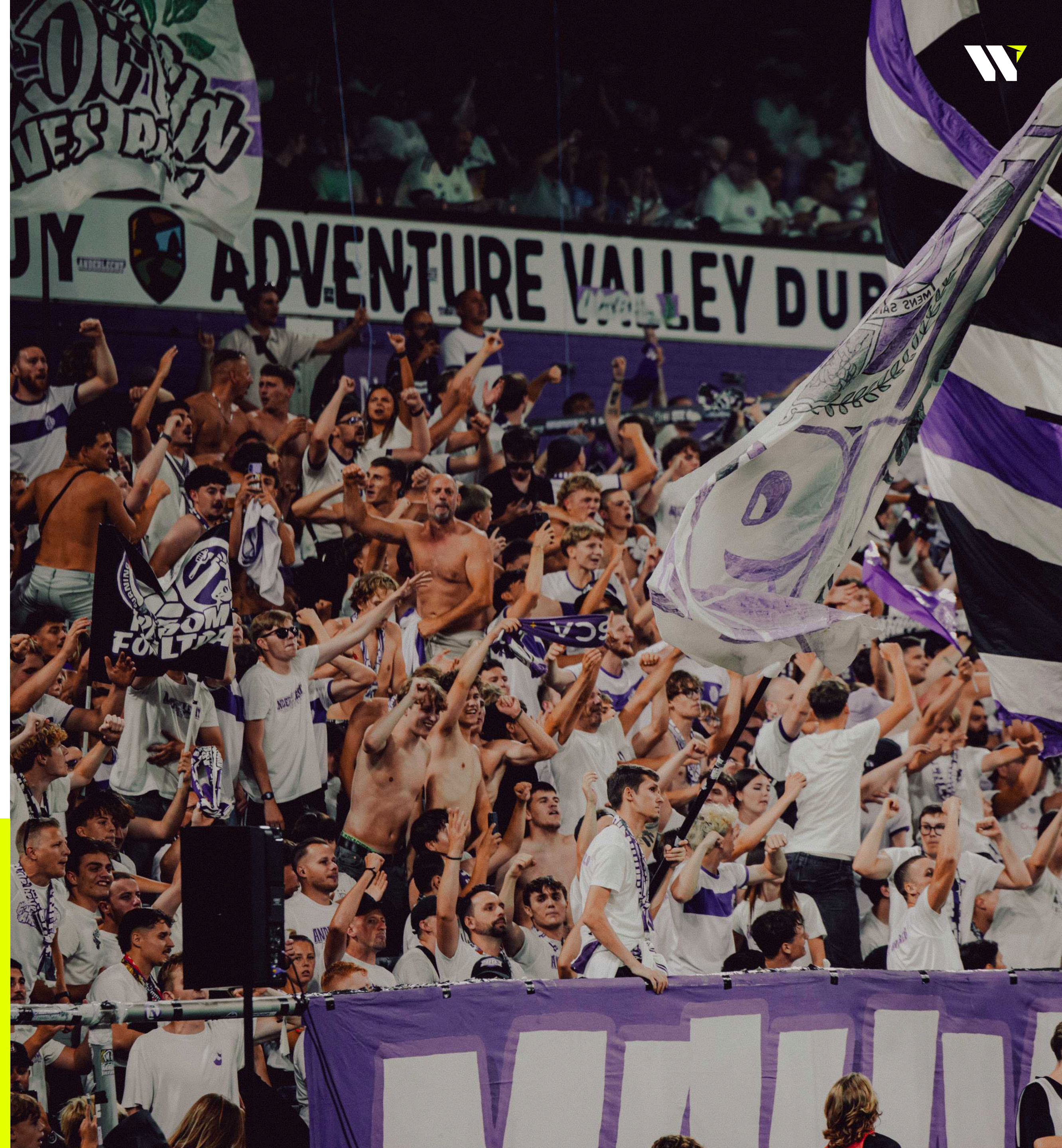
CTR on top-performing WSC Stories

37%

CTR on top-performing Moments

5

pages viewed per WSC Story session



The Challenge

Engagement, merchandise sales, and matchday demand were deeply tied to on-field performance, limiting the club's ability to consistently grow its audience.

At the same time, younger fans were consuming sports differently. Attention had shifted toward mobile-first, visual, and always-on content experiences. Traditional marketing strategies built around match results and post-game coverage no longer created the same emotional connection.

Under a renewed marketing department, Anderlecht began repositioning the club culturally. The organization invested heavily in creating experiences that extended beyond football itself. Fashion collaborations, music, DJs, fan events, and lifestyle-driven storytelling helped broaden the club's appeal and reconnect the brand with younger audiences.

But building cultural relevance was only part of the equation.

The club still needed a scalable way to consistently distribute that identity to its growing fanbase. Social platforms alone weren't enough. Anderlecht needed a mobile app where fans could engage with the club continuously, through Stories, Moments, highlights, behind-the-scenes content, and emotional experiences that lived beyond the final whistle.

“

Four years ago we needed to give people a reason to fall in love with Anderlecht again. We found ourselves at a club where no one was in line to buy a ticket, and no one was in line to buy a shirt.

RSC Anderlecht

”



The Solution

To support this new engagement strategy, Anderlecht expanded its partnership with WSC Sports by implementing In-App Experiences using WSCs SDK to transform its official app, "RSCA".

The result is a mobile experience that feels like more than a traditional team app. It combines stories, vertical video, highlights, replays, articles, club updates, and interactive fan content into a single ecosystem designed for daily engagement.

At the center of the experience are social-style Stories and Moments powered by WSC Sports. Stories provide fans with tappable, sequential videos, while Moments deliver a vertical swipeable feed inspired by the short-form viewing habits fans know from social media.

Using WSC Sports' SDK infrastructure, Anderlecht can automatically publish vertical Stories, Moments, and traditional 16:9 videos directly into the app through predefined workflows and publishing rules. The club combines automated content generation with editorial storytelling to create a steady stream of relevant content without the large-scale, manual production.

The content itself reflects the broader identity Anderlecht has worked to build.

Fans can move seamlessly between match highlights, "Last Time We Faced" stories, top goals, player-focused content, women's and youth team coverage, merchandise promotions, behind-the-scenes footage, and live club updates. The experience blends utility and emotion, allowing supporters to follow every dimension of the club from a single platform.

The system also enables Anderlecht to maintain a consistent storytelling presence around major events, even when full broadcast coverage is unavailable.





The 2025 Belgian Cup Final

Rather than relying solely on traditional match coverage, Anderlecht used Stories and Moments to build a layered narrative around the event itself. The club published practical information about transportation, watch parties, DJs, stadium access, and merchandise while simultaneously capturing the emotional side of the competition through raw footage, archival content, cinematic hype videos, and behind-the-scenes storytelling.

One of the most engaged-with Stories, "This Was Your Cup Final," compiled photos taken of fans from across the tournament and maintained a 45% completion rate across 37 unique story pages. Other content focused on historical Cup moments, pre-game celebrations, and city-wide fan experiences hosted throughout Brussels.

The result was not simply more content. It was a deeper, more continuous storytelling layer that allowed Anderlecht to control its own narrative, strengthen its relationship with supporters, and transform its app into a destination fans actively returned to throughout the competition.

“

Social platforms let us reach fans, but they never let us build the relationship on our own terms. WSC Sports’ In-App Experiences turned the RSCA app into the one place where everything we do as a club lives together, and fans keep coming back to it between matches.

RSC Anderlecht

”



Takeaways

01



YOUNG FANS EXPECT MOBILE TO BE A TOP PRIORITY

Today's audiences are more likely to get their sports fix through short-form content. By building a mobile ecosystem around Stories and Moments, Anderlecht created a digital destination fans consistently returned to, **averaging 5 pages viewed per story** session during the 2025-2026 season.

02



EMOTIONAL STORYTELLING CREATES DEEPER ENGAGEMENT

Anderlecht's strongest-performing content focused on emotion, fan culture, nostalgia, and behind-the-scenes stories — not just highlights alone. That approach helped generate a **46% average story completion rate**, showing fans were willing to stay engaged through longer, sequential content.

03



OWNED PLATFORMS STRENGTHEN FAN RELATIONSHIPS

By expanding its longtime partnership to include In-App Experiences, Anderlecht transformed its app into a daily destination built around the swipeable, mobile-first behaviors fans already expect from social platforms. The result was a more immersive experience, with Stories generating up to **34% CTR** and Moments reaching as high as **37% CTR** during the season.



[Learn More](#)