



## PRESS RELEASE

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### **GOALMANIA: Bundesliga launching the hot phase of the season with an international marketing campaign and a dedicated event brand**

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Bundesliga is marking the commencement of the hot phase of the season from the 26th to the 28th match day with an international cross-media campaign and the launch of a dedicated event brand. Starting from 31 March, a total of 27 decisive encounters are scheduled over a period of ten days in the world's goal-heaviest league under the title "BUNDESLIGA GOALMANIA". The highlights include the German "Klassiker" pitting FC Bayern München against Borussia Dortmund (8 April) and the prestigious "Revierderby" between FC Schalke 04 and Borussia Dortmund (1 April).



Within the space of a few days, football fans around the world will be able to experience a large number of top Bundesliga matches and possibly also a few preliminary decisions. The aim is therefore to use the BUNDESLIGA GOALMANIA campaign to highlight the aspects that set Bundesliga apart: national and international stars as well as top young talents, a great atmosphere in the stadiums with the world's largest spectator following and, above all else, goals, goals and more goals.

Last week, Bundesliga CEO Christian Seifert presented Bundesliga's global growth strategy at the Leaders Sport Business Summit in New York. The main thrust of this strategy is to expand the leading role played by German professional football in technology and media capabilities and to offer partners around the world solutions for the digital era.

## **Bundesliga**

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BUNDESLIGA GOALMANIA is being supported by Bundesliga's international media partners. One key element is the specially developed BUNDESLIGA GOALMANIA logo, which will be used in different versions in connection with the emotion-driven visuals. Communication activities will focus on BUNDESLIGA GOALMANIA on Bundesliga's own international digital platforms (Web, Facebook, Twitter, Instagram) for the various target markets (including the United States, Latin America, China and Japan).

BUNDESLIGA GOALMANIA will also be transporting the ethos of German professional football around the world. Thus, former national goalkeeper Jens Lehmann (FC Schalke 04, Borussia Dortmund) will be explaining first hand the fascination of Bundesliga in the United States, while Mexican former national player Pavel Pardo (VfB Stuttgart) will be doing the same thing in his native country. This will be accompanied by numerous PR activities.

Please find the BUNDESLIGA GOALMANIA logo attached (for editorial purposes only).

The logo in two versions is also available at the following link:  
<https://www.hidrive.strato.com/lnk/S9imtEe5>

# Bundesliga

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