



**We create maximum efficient connections between
brands, sports and companies.**



SportBrandits

Game Changing Marketing

25 years of experience in sports business.

Development, analysis, negotiation, activation & evaluation of sports sponsorship and marketing at the highest level!

25





30 years of experience with brand communication.

Full service agency. Wide experience in the creative development of unique communication that sells.

30



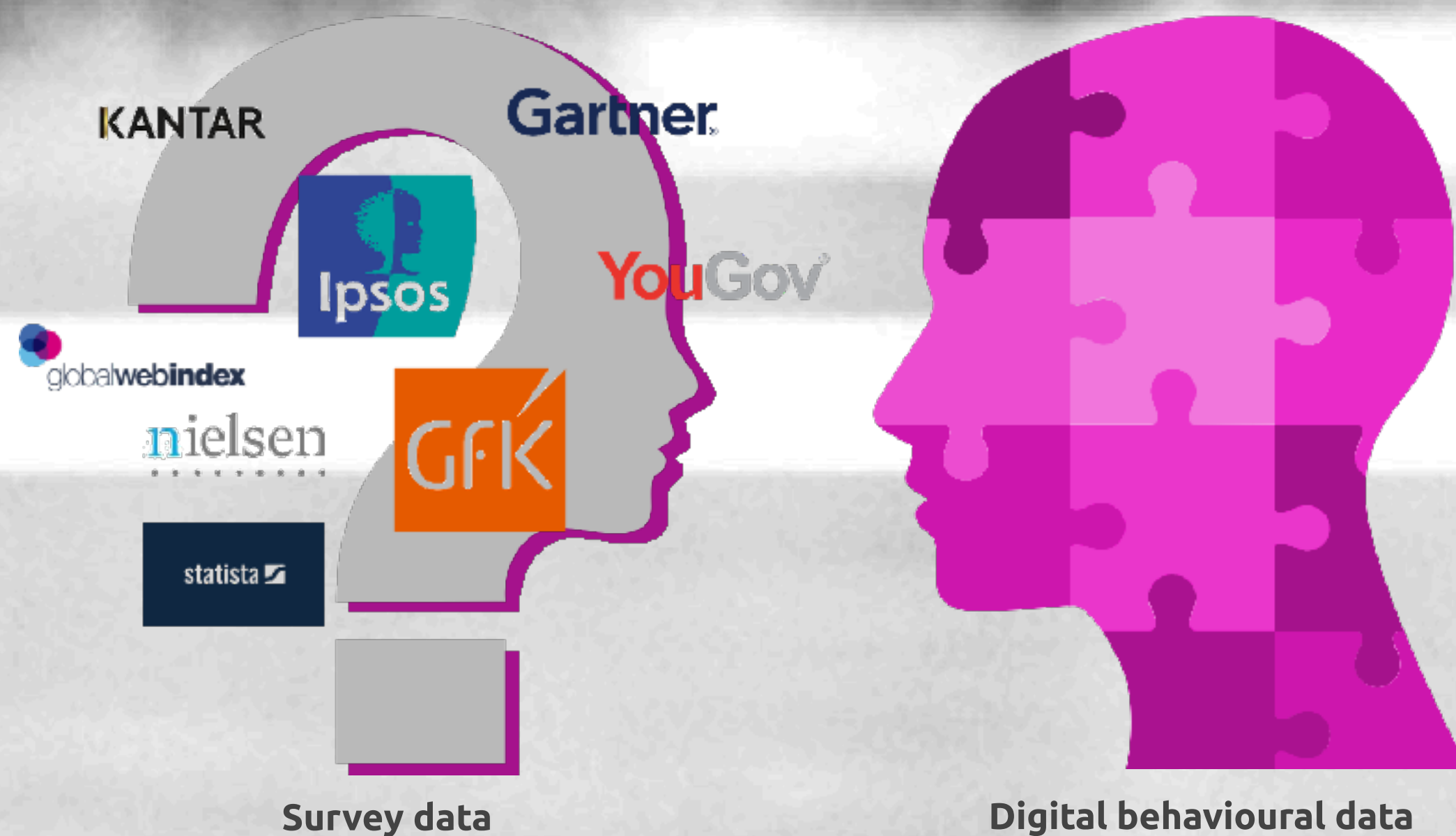
We connect **brands & sport**
and ensure that this
collaboration is of maximum
value for brands, companies,
clubs and associations, both
quantitatively and
qualitatively.





To do this, we use an **AI based brand and sponsor analysis** to optimise the fit and to develop the best possible partnership.





- ▶ For this analysis, authentic online behaviour is considered and measured holistically.
- ▶ There are no limited questionnaires. No biased answers. Just natural behaviour.
- ▶ Our analysis is not social media listening.
- ▶ No (uncertain) semantic interpretations are made.
- ▶ Instead, Likes, Clicks, Traffic, Followers, Search Volume, Plays and more are captured across many different websites and channels.
- ▶ Our currency is interest.

Our service portfolio

- Target group behaviour & sponsoring fit analysis (Audience Intelligence)
- Sponsorship & strategy development
- Rights negotiation, purchasing, evaluation & optimisation
- Relationship management, sponsorship activation & implementation
- Sports marketing & 360° communication (online & offline, campaigns & social media, VkF & POS, websites, landing pages, online shops)
























Sponsorship Activation & Sports Marketing Communication

Rights Negotiation, Purchasing, Valuation & Optimisation

Sponsoring & Strategy Development

Target Group Behaviour & Sponsorship Fit Analysis | Audience Intelligence



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