

Setting Context

The biggest football league in the world, underwent a rebranding for the first time in 30 years.

Along with singing EA Sports, LALIGA's new brand positioning aimed to communicate them as the largest sports ecosystem in the world!

4 LALIGA

Further, with the restart of the 2023/24 Season, LALIGA also hoped to continue momentum & build hype for the new campaign

By leveraging global & local spokespersons, broadcasting partners & ambassador connect, How does a Spanish league seamlessly blend business, cricket and football to leverage the LALIGA brand?

What We Aimed To Do

What We Had To Overcome

Generate Awareness

Generate Awareness for LALIGA's new strategic positioning

Build Hype

Continue momentum for the start of the 2023/24 LALIGA EA Sports Season

Push Boundaries

Utilise a host of media tools to drive specific PR & Business Outcomes

Partner Connect

Leverage partnership & ambassador outreach to foray into new media opportunities

LALIGA Is a
Global League
With Minimal
Indian
Footprint &
Associated
Relevance

News on Asian Championship, Asia Cup & ICC World Cup Dominated News Outlets

Strategy To Generate hype for the NEW LALIGA EA Sports 2023/24 In line with the objective to showcase a NEW LALIGA Leaked Conversations Influencer/FAM Embargo Outreach Conversation N W **Business** Regional Corporate Mass Stories Connect Storytelling Dissemination G Ambassador Player Connect Movements LALIGA Catch-

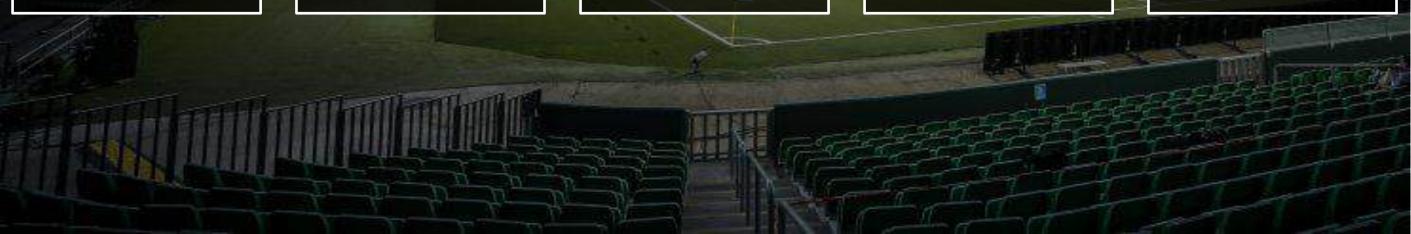
Roll Out

360-degree communication strategy targeting mass media, both traditional & new age platforms sustained 90 day period Engage with a variety of stakeholders: from Financials, Business of Sports,
Mainlines, Wires,
Online, Television,
Regional Media,
Photographers,
Entertainment Football
Bodies, Influencers,
Events & Social Media platforms in the story telling process

Unify the rebranding of the league alongside 70 countries across 6 continents and over billion fans Sustain hype with the commencement of the league under the same umbrella communication:

"A New Era Begins"

Utilize Digital
influencers,
ambassador & partner
connect to bring the
cricket, politics,
business, football &
entertainment worlds
together





Seeding Hype Leaked Stories





Leaking the new brand imagery in the media to create suspense about a possible announcement







Dark navy trims the collar, sleeve cuffs, and sides, along with a hem stripe around the lower back. Same goes for the Adidas and Emirates logos. Further trim is in gold, including the Adidas shoulder stripes. The club rally cry of "¡Hala Madrid!" adorns the rear neckline.



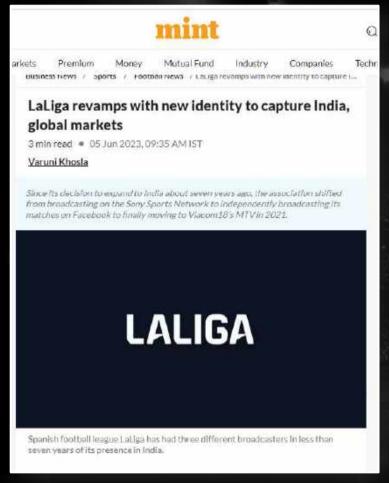
Of note though is this is one of the first looks we're getting at the new LaLiga logo. Gone is the familiar buckyball encircled by rainbow colors. The new image for the league is a stylized "LL" mark (which kind of looks like a "4"), with "LALIGA" underneath, enclosed in a white rectangle. ROYGBIV has been replaced with one color, a bold brange, and it looks like this:

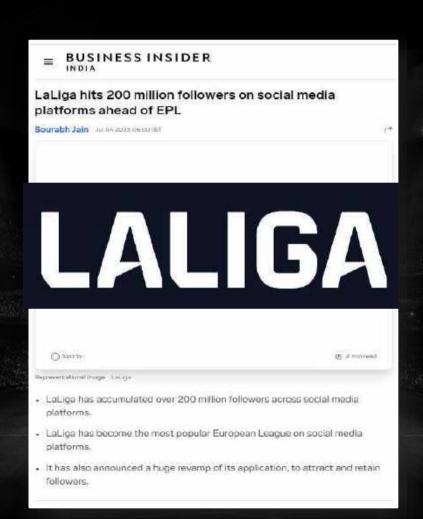




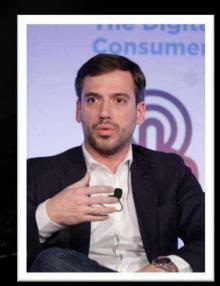
Embargo Conversations | In - Line With Global Timelines

High Impact Exclusive Interactions with Financial & Business of Brands Media









Embargoed conversation with the Commercial Head & Digital Strategy Director of LALIGA

Tapping Mainline Media to unveil the new brand from a financial capability standpoint

Unveiling the conversations together with global counterparts



BUSINESS Insider

Embargo Lunch | Ensuring Indian Centric Messaging

Select Roundtable with Key Business of Brands Media in Mumbai



Working to increase

female football fans in



printle meat fallowed foot property, bore will you build putter brand and its viewer-

estratabuilty second poution competitive

the English Pennier League, Victoria, Increase the number of the standard formation of the stand

considering the English Primiter. What assembled the referri which more also bost interbroad acabamator in 2019, thow loss that association worked out:

Adadrothian Courses but simply to styre if a port a chierce and

> are still exemples of the leggly made. What stops are you taking to boost emale viewership! or, the is definitely a conern and focus date for us.

many word, and in self-cody closure to and in the spart My need to suppose

Any secural plans to address feet half cours markets such as Ker ala Contand Boot Boots?





Twitter's new CEO









Embargoed conversation with the Managing Director & Global Delegate of LALIGA India

Tapping Business of Brands media to provide an Indian messaging to a Spanish brand rebranding

Unveiling the conversations together with global counterparts

Media: Forbes | Financial Express | CNBC Campaign India | ET Brand Equity | MINT

Embargo Exclusive | Brand Promotion Footage

Exclusive access to on an embargo basis to one of India's biggest english television channels





Exclusive Unveil Video shared LIVE & on NDTV for 60 seconds organically

Anchor carried out messaging of LALIGA's global footprint & Logo significance

Unveiling the conversations together with global counterparts



Buidling Hype | Unvieling The Logo For A New LALIGA

High impact promotional activities to garner maximum traction







The Power Of ALL: Rebranding Teaser

The Power Of Our Futbol: A Preview Of What Is To Come

New LALIGA: Logo Unveil











Going Public | Presenting a New LALIGA PAN India

High Impact coverage across mediasphere in India including regionalization across key markets

LaLiga unveils new positioning, branding

Mumbai, June 5

SPAIN'S PROFESSIONAL FOOTBALL league, LaLiga has unveiled a new brand logo and strategic positioning with the tagline, 'the power of our futbol' for the first time in 30 years.

The second most valuable soccer league in the world, after the English Premier League, will now have its brand written as one word 'LALIGA' in upper

The logo change and new brand positioning also comes at a time when the

league will see a new title sponsor in Electronic Arts (EA) Sports FC, replacing its title sponsor of seven years, financial services company Santander.

The fitle sponsorship deal is report edly for a five year period at around \$30.5 million annually. EA Sports is the creator of the popular football video game, FIFA, which has now been renamed to EA Sports FC after the organisation cutties with football's global governing body. While the logo has seen a few tweaks in the past, this is the first time in three decades that it has been completely everhauled.

लालिगा ने नई रणनीतिक स्थिति और अंतरराष्ट्रीय बॉर्डिंग की पेशकश के साथ एक नए यग की शरूआत की

মান্তবাদন কৰে কৰা বিশ্ব বিশ্

LALIGA launches a new era, presenting new strategic positioning & international branding

LALIGA Logo: LALIGA has decided to rebrand, itself and has unveiled its all-new logo with the slogan "The Power of our Futbol." Lalige has decided to change the feature, colour, and logo to create a new identity for themselves and continue to inspire and create a positive impact

La Liga Announces Rebrand Following Partnership With

60% of total coverage in Category A Media: Messaging Inclusive of New Logo & Position

Tapping a mix of Wires, Business of Brands, Sports, Online, Television & Business of Sports platforms for the unveil

Print coverage across Goa, Maharashtra, Karnataka, Kerala, Delhi, Gujrat & Kolkata.

Mentions: Dainik Bhaskar, People Samachar, Tarun Bharat, The Goan Varta, Kalakaumudi, Shah Times, Deepika & Dainik Navjyoti

Financial Impact in MINT, Forbes, Financial Express & CNBC amongst others

LaLiga revamps with new identity to capture India, global markets

his late-bank total infoliosis-revenue, reciscretypillensi, reconstrate dur to open to nation lielegel (igabiliotex) to accisis shiel for the desprissopolatic to beautifused in bia discharate habe brodderforal- bracking or do hery sine appurhect ratio-score a helicitation of an extra helicitation and an extra helicitation of the contract of the con commentation and Soft Swittenium - infrastrica (FSc21) swhering metals | reducement, from son social disponentialistic edinalisticiente all'accidentispecto de disponentialistic de l'accidentispecto de l'a A strinkristie i ignes facarlegi rig activitatisch natig seconternation (c. activitatis site ids sense biodeogliche Thing to diffe accrementation for tribust/different Equipositorionisate acceptable. rolli-ligationidas (vidascontunga Town, Ligasilia or Tavdubdwoli). To light bein scarte interleg distribute against and a second advantage of the second and a second a inel liest an Civine Cultus sit her werser Experiminate before in militaries. tedis-translation proteit statiction (heretopendiatoid), profestatoig, (on Silictoresson) colorado infigro-

alkovilisdalricas (watatichine alw is surfreggy when I program as belief and Germa Berbelggraffin. Life physiology and program belief basis for National Signal, on addiefariname formidentinelia lader/logeranel conscensives in 2000 hillerinale blockshipsteine." nalbió-fredfavez: Sambleia tepad i medgadifizes (or lagranor/Sapitáts i discrendicabasia lesif.

-છ-ચ્છ પસાર થઈ છે તે ઉત્તાંતિ આલેબિત કરે છે. જે સાથે તે વધ ભવ્ય. વયુ આંતરરાષ્ટ્રીય બની છે અને વયુ લોકો સુધી પહોંચી છે. માડિક, પ જુન, ૨૦૨૩ -ઇન્છિ દારા આજે ' ધ પાવર ઓઠ અવર કટબોલ "સત્ર હેઠળ તેની સંપૂર્ણ નવી ભાન્ડ અને વ્યકાત્મક પોઝિશનિંગ રજ કરવામાં આવી છે. આ લોન્ય સાથે સમાજ પર હકારાત્મક પ્રભાવ પ્રેરિત કરવા અને બનાવવા માટે સ્પર્યાની કરિબકતાને કરી એક વાર સમર્થન આપે છે. આ परिवर्तन छ आश्रर अने वैशिष ઓળખની દ્રષ્ટિએ છેલ્લા એક દાવકામાં ન્કન્પ્લ જેના હેઠળ પસાર થઈ છે તે ઉત્કાંનિ પ્રદર્શિત કરે છે. આ સ્પર્ધા કોઈ પણ સ્પોર્ટસ સંસ્થાના સૌથી વ્યાપક

રાષ્ટ્રીય અને આંતરરાષ્ટ્રીય નામનાના

નવી બાન્ડ છેલ્લાં ૧૦ વર્ષમાં રેકિંગમાં સન્માનિત બાન્ડ તરીકે સ્થાપિત કરી છે. સ્પષ્ટ હેત સાથે નવા યગનો આરંબ નર્ગેન્છ વૈશ્વિક ભાન્ડ છે. જે બધા પ્રકારના દર્શકો સુધી પહોંચીને તેના સુત્ર ष पायर ओड अवर डरकोसमां तेना नया વ્યહાત્મક સ્થાનને પ્રદર્શિત કરે છે. જે લોકો અને સમાજને પ્રેરિત કરતી સંસ્થાની લમતા સાથે સંસ્થાનો હિસ્સો બનવા માટે ગૌરવ આલેખિત કરે છે. આ સત્ર ચાનકો, ક્લબ્સ, પ્રાચોજકો અને પથા અન્ય લાહી ગા હિસ્સારકોની સંભાવના આરોપિત કરે છે. નઈન્છ માતે વૈશ્વિક બ્રાન્ડ અને વ્યવસ્થનાના હેડ એન્જલ કરનાનીઝે જણાવ્યું હતું કે "છેલ્લાં ૧૦ વર્ષમાં અમે અમારા સ્પોર્ટનાં હકારાત્મક મલ્લો થકી લોકોને પ્રેરિત કરવાની જવાબદારી હાયમાં લીધી છે. જે અમે આંતરરાષ્ટ્રીય નેટવર્ક સાથે દુનિયામાં સ્પર્ધા અને સંબંધિત પ્રવૃત્તિઓની અમારી કલબો. અમારા ચાહકો અને અમારી સીથી વિશાળ કટખોલ ઈ કોસિસ્ટમ બની છે અને હાલમાં ૧૧ કાર્યાલયો અને આખી ઈકોસિસ્ટમ થકી સતત પ્રદર્શિત મોવડીઓના નેટવર્ડ સાથે ૪૧ દેશમાં થાય છે. નવી બ્રાન્ડ આ પરિવર્તનનું પ્રતિક મોજૂદ છે. છેલ્લાં ૧૦ વર્ષમાં તેણે બધાં છે, જે ધ પાવર ઓફ અવર ફટલોલનું જ ક્ષેત્રમાં સક્ષમ વૃદ્ધિ જોઈ છે અને પોતાને પ્રતિનિધિત્વ છે, જે અમે આવણા બધાને

પ્રેરિત કરતી અને લોકો તથા સમાજ તરીકે

હિસ્સો બનવાના ગૌરવને કરી એક વાર સમર્થન આપવા માગે છે."નવે બાન્ડિંગ ફીયર્સ, લોગો અને ક્લર આ પરિપ્રેશ્યને ધ્યાનમાં રાખતાં ન્દ્રીન્ક્રક હવે ન્દર્કન્ક્ર બની છે. જે કેપિટલ લેટર્સમાં એક શબ્દ તરીકે લખાય છે. આ શબ્દ ધ પાવર અંક અવર ફૂટબોલ આલેખિત કરે છે અને નિયમોનું પાલન કરીને લીગ તરીકે ગૌરવ અપોરેબિત કરે છે. જે સમાજમાં જવાબદાર છે અને ભેદભાવ સામે હો છે. નવો બાન્ડ લોગો ટંકાવર "+-" આલેખિત કરે છે. લોગોની પસંદગી મેદાન પર અને બહાર બે મુખ્ય અવસરોને જોડે છે. જે ફટબોલ પ્રત્યે લગની આલેખિત કરે છે: ખેલાડીઓ ગોલ કરે ત્યારે ઉજવણી કરે છે અને તેમના શરીરને એ રીતે કાળે છે કે પંતિષાવે પડવા પર '+' અન્નર રસાવ છે અને ચાહકો તેમના ટીમના ગોલ અથવા સકળતાની ઉજવણી કરે ત્યારે તેમના હાથો સાથે "-" રચે છે. નઈ-પ્છનો નવો લેપોરેટ રંગ કોરલ (પેન્સેન રેડ 03રઝ) છે. જે ફરબોલનું ગૌરવા લગની, ઊર્જા અને

LALIGA द्वारा नवं व्युहात्मक पोजिशनिंग अने EA Sports આંતરરાષ્ટ્રીય બ્રાન્ડિંગ પ્રસ્તુત કરવા સાથે નવા યુગનો શુભારંભ



LALIGA launches a new era, presenting a new strategic positioning and international branding



Kolketa - LALMGA has today unrelied its all-new brand and strategic positioning under the slogar. The Power of our Firibal. The launch reaffirms the competition's commitment to inspire and make a positive impact on society.

This change reflects the evolution that LADICA has undersome over the last decade. in terms of both size and slokal recognition. The some either has become the largest football acceptation in the world, with the most extensive international network of

any sports emity, and is now present in 41 countries through 11 offices and a network of delegates. Over the last 10 year It has seen sustained prowth in all arrays and established itself as a brand proveniesed in both parisonal and international

LALIGA unveils new strategic positioning and international branding

The new brend logo is represented by the initials LL.



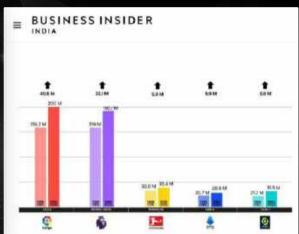




Bringing Perspective: Influencing Positioning

Showcasing the breadth of the brand and LALIGA USP against competition







compared to last season

LALIGA X EA

LaLiga Tech Content Protection services works to protect The Championships. Wimbledon from Receiving alcital monitoring services that identify, analyse 5 remove illegal broadcast **©TECH**

> **LALIGA Tech Capability**

First to 200 Million **Followers**



Audio Visual Leadership

This Indian student shared a classroom with Juan Mata and other Spanish football stars in the LaLiga Business School

Slijk Sarkar also studied alongside renowned athletes in the football industry, including, former Spanish International, Juan Mata and Poberto Jiménez Cago, the former Atlético de Madrid shot stoppes. The Latiga Business School aims to create a pipeline of talented sports executives for the future by focusing an providing them abundant exposure to the industry right from the offset.



More than LALIGA Sport

Bringing to the fore the new fan profile LALIGA looks to acquire with EA Sports

Showcasing LALIGA's social dominance w.r.t competition

Over 100% Increase in viewership

Highlighting LALIGA's Tech Advancements through Wimbeldon

Explaining LALIGA's vision with AR/VR/ Cinematic camera's for the new season

LALIGA Business School: Placement Highlights

Impactful Positioning | Controlling Narrative through Mainline India

High Impact Interactions with Financial & Television Media



LaLiga revamps with new identity to capture India. global markets 1 min read . 05 Jun 2023, 04:20 AM IST

managing director tay India, John Antonio Cachana, sald they when surprised will



LaLiga hits 200 million followers on social media platforms ahead of EPL

Sourabh Jain MIOL 2023 04:00 IST



FIZENS TO EVACUATE • AN INDIGENOUSLY DEVELOPED I



Half Page Interview in Financial Express about business perspectives in India including

Commercial potential of the brand in India with MINT

Digital presence globally & contribution from India with Business Insider









Television coverage of LALIGA'S new Identity & highlighting their Indian presence



Official India Annoucement | With Rohit Sharma

No one is an automatic selection for ODI World Cup, not even me'



fac hindership planerships a says face ner-strength, kerbasis that socials springuishe a biggust ness. World Cap conditrigyou proviotellely with the

encis occupación about Successability the TAD forme, her, by her boundin reach tedinal that right transports Tiese

endora Tra eta lengo are diffaron, rie la militar te gaya di a bose proposta la se Deterribie: as la seguntador es has e

'No automatic selections'

Robit Says Shreyas And Rabul Will Have To Fight For Their Spots

Menther It but not possible to heart share he rememed house the Want Indies tour win the US. Room Sharma was groupe even Hereyer outline trade loose for the feet we tion in casks off tris judge and oficional the spicifical actions.

The Cardibon rejects on the form a term of the form of the cardibon and the cardibon are cardibon as the cardi TWO Test scries, with access of and 40 & 61. Molester Wilso to king to the reported on the side his Tobal mortest describer within

Visi cost'l shak owwerthood and he dyforthe World Cua Wednobled



time Shawar lookumder No. (and affility water at foreign for fadiets le ard Edition al Songfall : le Res have sell interneunty in . Bellet blangfalcabill sex scoople als record TXI games. Bealt said : paries keys tradebil are The gar-sectivabilities are frequentiable. redintuction of ways it according to the West British program are not be the The two personage Technical Lefe ja. When the players just reproduce the 1th left impairs to be less about it for a size our persons Tell, you make no and realized, you by drong office out. this is 100 feet follows: "So infriegs - face is what I have to see this very some lates. These

drafted that no butter had seems . II. Relial were manufact choices . tarrel Whendapout scribble. Less the frame transmitted the Visit No. 1861 ones they retained tracken Rober the fielding that his boy knows his

and bod to underso support our and know how a forth. It is tough, Wormanage how they re-ground The Scalegi what writing a Trescaling to to foliation that agest."

Connected Surya to face 100 folicent make 50" A major sury Team india, point late the Asia wo and the World Con, is the me nun ta 728h, Auryaharun Yeder of the Portion that they from me

of to be "grandresdom to have to

www. Settin 20 neers, there is a chaletter inspervs who have alread a to smoot thermostry op Tomas's in my limps tree of the contribution to of Childright has become filling present out the Cher have, we would find fitting transport a serious of the best that groups and get

> Talking about studier type and things; for this ago, he is quite me soft. To our handout murroreist. Stating-above formistry; wher he





Press Conference in Mumbai with Wires, Online, Business of Brands, Sports, Regionals, Television & Social Media Influencers

Controlled Q&A with Rohit Sharma on Indian Football, Cricket, LALIGA, Real Madrid & ISL

Select talent Interview leveraging the ICC World Cup with LALIGA Brand **Imagery**

Partnering with Entertainment outlets to drive conversation on social media

Blending LALIGA with Football via select interviews





Partnering with Entertainment Influencers to build Buzz on Social







Controlled Q&A on Love for LALIGA, Real **Madrid, Indian Football**

Amplification via popular cricket accounts, Mumbai Indian/Rohit Sharma fan pages, sports influencers & partner assets

Ambassador Amplification | Bringing Indian Football in the Conversation





ISL has helped Indian football team take giant leap, says Rohit Sharma



ISL से भारतीय फुटबॉल टीम को लंबी छलांग लगाने में मदद मिली: रोहित



Amplification Through Football Centric Accounts Driving the Conversation Through the ISL

Taking the conversation to Mainlines & Print

Amplifying through regional connect





Rohit Sharma: ISL has played a huge part in helping Indian national football team take a giant leap

**Autoput post finishe and levels were the latin learn compile up the state of the take in input tries in the take a giant leap

**Autoput fix all from compile parts across the latin learn compile up the state of the take in the latin learn compile up the state of the take in the latin learn compile up the state of the take in the latin learn compile up the latin learn compile

Partnering with India's foremost Football Journalist

Utilizing Influencer Impact to leverage content on Social Media

Sustaining the conversation online

Setting The Stage for LALIGA In India

Corporate & Brand Story Telling with Viacom18 to highlight audiovisual innovations



Jose Antonio Cachaga, managing director, LaLiga India, said, "The new image tries to portray what LaLiga is becoming as it has new ways to connect with the market by entering other areas like technological solutions, security solutions, business schools, consultancy among

"Our task is to enhance our brand presence which in turn will benefit the main stakeholders, the chibs," he added,









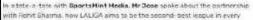


Exclusive: LALIGA India MD Jose Antonio Cachaza speaks on reveamped branding, allies and targeted broadcasting

Jose Antonio Cachata, the Haraging Director (AD) of LALIGA India, believes that the roping in of EA SPORTS as the new title sports or domanded a holistic transformation in turns of the way the league projected itself in front of the new tach-sawy, digital audience















Highlighting a 100% increase in viewership since last year

Focus on LALIGA'S pillars of growth for India alongside partners

Bringing to the fore LALIGA's tech and broadcasting innovations

LALIGA CatchUp: Anticipation For the First Game of a New ERA



Announcing the LALIGA Match Schedule



Highlighting Transfers & Player renewals on weekly basis



Showcasing Potential Superstars



Announcing Managerial Recruitments



The initiative, which applies initially only to LAUGA EA SPORTS clubs, is based on implementing new and innovative voluntary measures that will enhance the audio visual experience.

Updates on new Fan Engagement platforms



Profiling New Signings & Game Changers



Highlighting the Newly Promoted Clubs into LALIGA



Preview of what is to expected this LALIGA Season

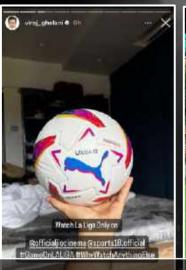


Unveiling the New Puma Ball



Throwback Imagery & Content

Influencer Outreach Unboxing the New ball & Immersive Experiences In Spain





Official ball announcement & broadcast partner





Instagram takeovers & club spotlight



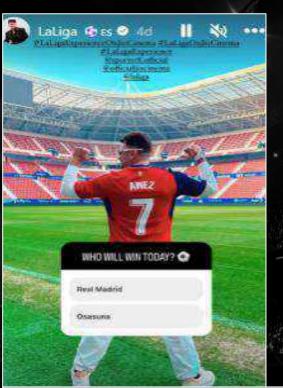


Reels & player activations at the stadium & training session





Spotlighting Spanish culture via LALIGA





The LALIGA matchday experience

Utilizing cricket influencers to expand our outreach to a new audience on new age media with exceptional results

Sustenance: Seeded Branding

LALIGA Imagery branding seeded at high visibility events or business portals









Brands & Entertainment Summit:

Part of a high impact panel discussion alongside NBA India on the business of sports.

The Logo Evolution,
Promo was played at
the event along with a
conversation on
LALIGA's new vision in
India

Duologues by Panasonic:

How LALIGA in building football in a cricket loving nation alongside Manish Sharma, Chairman Panasonic

The new slogan and branding was showcased in the background with a conversation on the culture of sports, similarity's with Spain & India and LALIGA's efforts in India

Sports Mint X Aakriti Vohra:

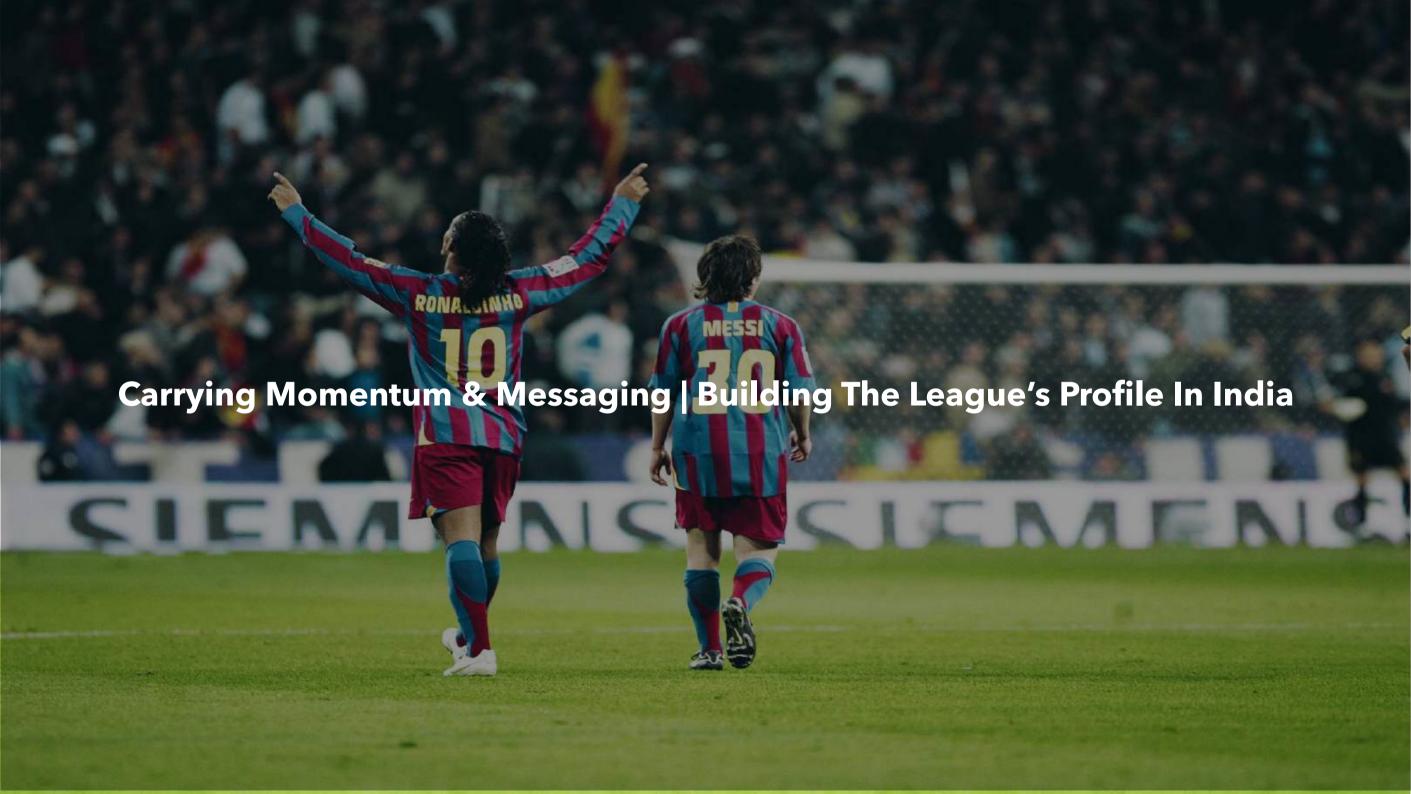
A conversation on how LALIGA is aiming to grow football into the second biggest sport in the country after cricket.

The Logo was seeded into the interview to create hype and inquisitiveness

Indian Television Awards - Trailblazer, Wonder Women:

Aakriti Vohra, Global Delegate of LALIGA was awarded the trailblazer of the year award.

At her award ceremony, she spoke about the new branding & how LALIGA is trying to grow the sport in India



Building LALIGA's Profile Through Associations with Bollywood & Cricket

Building on moments to build virality and leverage the association and pull of Bollywood & Cricket

How it Works

Gujarat Titans partners with Spanish Football League to introduce 'Junior Titans'

This program will aim at fostering a love for outdoor sports amongst children under 14.









Leveraging Gujarat Titan's success & pull to build LALIGA Football School

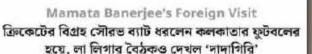
Building on the visit of LALIGA legend, David Beckham during the World Cup, to Gift Real Madrid fan Rohit Sharma a jersey

Seeding content to FC Barcelona for the hit Kaavaalaa Tune from the Tamil movie Jailer reposted by Crew & Actors

Leveraging moments such as Saif picking his children from LLFS camps in Mumbai

Utilizing Indian Cricketer Dinesh Kartik to shed light on Sevilla's work in India

Why India? The LALIGA Promise to Chief Minister of West Bengal, Mamta Banerjee







11:21



We are happy to help Bengal: Tebas

ers from Spain plying their trade in India, La Lies objet Juster Teres are ames. We are happy to help

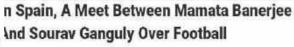
eshand a few videous miser to taurum secount in which she

rush with Spanish football. bout a decade ago. Atletico - ce de Eclicata sittorie voar long.



Marrieta Barreries and Source

In a first for an Indian club.



nemotion durn of understanding (MoU) was signed between the West Bengal government and La











Collaborating with cricket icon -Sourav Ganguly & CM - Manta Banerjee to announce an MOU with LALIGA & West Bengal

Tapping a mix of Wires, Business of Brands, Sports, Online, Television & Business of Sports platforms for the announcement

Television coverage across 20 leading national and regional news channels

Front Page coverage in leading English papers like Times of India, Indian Express, Hindu & Millennium Post

85% Coverage from CAT A Publications; With a 3X coverage earned in comparison to the top 5 brands & tourism ministries visited by the CM during her investment visit to Spain & Arabia

Mamata meets La Liga chief in Spain, on investment in football clubs of Ber

PRESENTING SERVICE

ely governor South, were fail Lin. gentiobal eagenment

In Word Brook





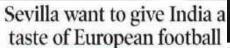


Roundtables With Key LALIGA Executives & Talent: For Premier Business & Sports Media

Showcasing clubs from LALIGA doing interesting work in the country to build Indian football: Villareal, Sevilla & Athletico Madrid







Pleased? Trace Marris dec Million

To Keep Going







namics" - Captain Jesus Navas the stab position set. The Association will be seen to be seen to

Have to train hard and set an example for youngsters: Navas 🔊

Building Accessibility to Indian Talent Through LALIGA

Showcasing the development of LALIGA Football School Trainee's on the National & State Level; Including Scholarships **Awarded & Investments In The Nation To Build Football Accessibility**

academy in Spain

BENGAL'S SPANISH PLAY

MIRMAIN AND AND THE PARTY OF THE

Dreams to Reality

Anusha's Inspiring Journey from Rural Fields to National Football Arenas

ADATION'S INITIATIVE TO develop potential and stimulate a nameon shift in womens football, aspiring footballer Anusha Mandala, who joined the Amentagus Sports Academy, a sport for development initiative by Rural Development Trest in 2018, has so cured a spot on the Anolhra Prodesh State Junior Football Team. Showcasing great potential from the start despite her humble becampings from a farming community. Annalsas aelection atgesala a morement in the right direction for



La Liga and Instituto Cervantes unveil the 'Spanish-Bengali Football Dictionary'

La Liga and Instituto Cerventes unveiled the "Spanish-Elengal Football Dictionary" at the S Pavilian, International Kolkela Book Fav.

Published: Wednesday, February 5, 2023, 18:21 IIST





Set up academy, help us train future Messis & Ronaldos, Didi urges La Liga



Mamata meets La Liga chief in Spain, talks on investment in football clubs of Bengal

EXPRESS NEWS SERVICE JUKATA SEPTEMBER 14

VEST HENCAL Chief Minister lamata Baneriee, who is curody touring Spain, met La Ligo esident lavier Tebas on hursday evening and invited the morean friothall league to invest filse state to promote sports.

Banerice was accommunitied ericketer Souray Ganguly and Himals of two Kolkata hased notball clubs - Mohun Bagan nd Mohammedan Sporting Club - during her closed door miseting with Tebas officials said Meanwhile, Chief Secreta Mest Bengal Government)

on de Bengala Imn LALIGA, España

this work can be done by twin ies witheducati nal institution in Whot Rongal Reconsportation of the Spanish generament has also been invited to visit the state: If poprothing goes well a agreement will be signed by tween the two governments a the World Trade Conference which will be held in November this year," said an official.

new education policy reweiler

Anusha's Inspiring Journey from Rural Fields to National Football Arena

It PNI forest - Un Der 20, 2023



LaLiga-Instituto Cervantes unveil 'Spanish-Bengali Football Dictionary'



Spain being the Fair's focus country, the dictionary aims to enable football w

The dictionary was presen

Spain in India, Prithijit Das - representing AIFF and Aakriti Vohra - LaLiga G Delegate

Kolkata, Feb 8 (UNI) LaLiga and Instituto Cervantes have unveiled the 'Spanish-Bengal' Football Dictionary' at the Spain Pavilion, International Kolkata Book Fair.

in both languages; boostin social interactions and mo

La Liga and Instituto Cervantes unveil the Head of Culture at Instituto Cervantes Delhi and Jose Antonio Cachaza - Man Spanish-Hindi Football Dictionary LaLiga India with the participation of Sonsoles Ballesteros-Venenat, Secretary

the chief minister wi

Today I attended the

West Bengal Session

with SCLaffin,

Spain occumised in

surmerably with WHIDO

India's under-20 striker Kajol Dsouza earns full scholarship into Laliga

Secures FC Future scholarship by EA SPORTS & Loligo among top 20 young global players



India's Under-20 Striker Kajol Dsouze Earns Full Scholarship into LALICA Academy in Spain Mangar (Managatory) Brook September 19 (With As burt plan initiative by EA SPORTS

FC PUTURES to promote a global football community and during women's football, indias Raid Dougs will juin the LALICA Apademy in Madrid on a full scholarship to learn under the LALICS Methodology and international smoot, alongstre some of the less youth

Championing Fair Play Conversations: With The President Of LALIGA



Vini abused for being the best: Tebas

#Emestroup.com

se much hate se Vinicius Jumior in Spenish football.

Since 2020, the Ruol Medrid striker has been constantly abased Of the 12 cases that have been officially proported by Lufting wine in olve Vinicius, while five of those incidences have oc

It was only after the larger have aimed at Vinicius at Valencia on Sunday that so taken. The club was fined, a partial stadium bon was alw clinions their rection to norms. in LaLico domined the repu tation of the world's second beet football learness.

"If I wasn't concern about the bruge phroad. would be cases. We would try the image around Scanish football is not racist." LaLign-



Real Madrid forward Violeius Junior has been reclaffy abased in nice of the 12 cases that have

Basidos Vinteius, Nice Williams, Curley Alegre and faced ruciat abuse in LaLigo. though not as much as the razilian. So why do opposing feems target Vinteins so-

old TOI during a global. nedla conference on Thursday: "It's not a more coincidence, it's a consequence of his greathess as playor. The himes that be manages to do on the pitch in fantsatic That's why some idiot will abuse when he accords a goal i's not what people are say. ng that he provides. That's not true. He's not provoca-

Preside for the Timestian. rom the Laflus prochient nmes a few days after Vinick mand Tobos were trivolved in a row on social modia, followng the forward's comments. that the Spanish league halongs to recents'. The LaLiga president applogised on Thursday institute bedidnot mean to attack the Brazilian. to the player when "things

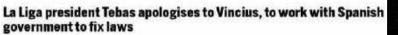
"I wouldn't have a probbeen to Being to him. It is agreed: have to alliew things to calm down, for everyone to ex-*Vinceius is being turget plain, I hope Vinicius will continue in Spanish foot-

cytela after the incidents at Volencia on Sunday drew widespread condemnation burtholesgue antdit has been ighting and leading the bot the against violence, racism. seconhobia, and Incolorance for years, as evidenced from the money in Hatherines the have been put in place in recent years, especially cases bemaght before courts.

We need the power to do more things. If we have the power, we are convinced will be arrived. Some of the of-Cickel bradies, they fine, but it we don't get the aupport, it's very difficult. There are insults by a particular group i to resoccet them to us.

We will continue to work Lab economiento in stactroma. Ir inician or anyone pets frathe beam, can walk off the field, I will support them, and no will LaLina. Probably: like it happens in other longues. inepoints," said Tebas.





feltos stressed that the league has, at times, taken drastic steps against racial abuse but will now look to changes in edistation for Spenish football

salated may be start to our sections around received

HEADER SPATACHARDS



Positioning LALIGA as a leader in the fight against Racism & Fair Play

Conducting Media Roundtables to provide media unprecedented access to LALIGA's top tier management

Providing data & information from the league including live cases in the Spanish Courts

Print coverage in leading English papers like Times of India & Indian Express, Hindu & Hindustan Times

Focusing on Business Aspects Of the Game: With LALIGA India's Managing Director











BUILDING THE BRAND.

INCREASING CONNECTIONS. AND EXPANDING THE FAN BASE WITH A GRASSROOTS APPROACH

JOSE ANTONIO CACHAZA

Managing Director - Latiga India

🚮 LaLiga



Jose Antonio Cachaza

Managing Director, LaLiga India



Podeust Episode Interview: Jose Antonio Cachaza, managing director of La Liga India The Price of Football

BRANDS &: ENTERTAINMENT

SPEAKER

Spanish football

India and the growth of the country over the last few years was the biggest incentive in maintaining close connects with the nation for Spain, according to Latiga's Managing Sirector Jose Antonio Cacheza, who spoke to Sports Tak It's not fe #ItsLaLiga #ItsLaLiaa

'India is a growing country so it makes a lot of sense' - LaLiga's Managing Director opens up on India's special connection with

not 1

Antonio Cachaza

Sustaining Into The Season: Storylines That Catch Attention



Sk

Friends, neighbours and rivals: The story of the Madrid Derby through the years

New Pehi Sep 21 (WAS) A though the day of Madrid currently boasts occurs UNIOA fearns, see the trial or administration in the highest for their place to the chy known as maddened.

After fine fixed or were offloadly established in 1 Set, and then Atle to the following year, the two sides faced off in various frametics and unreffical meetings before the first recorded offload meetings in the Companyanto Regime Cervini, a 1-1 does in the following year, the two states faced of the various first recorded offload meetings in the Companyanto Regime Cervini, a 1-1 does in the following unit 1928-29 when LARGA began with both of this as wither founds the mises. The first meeting in the new compations came on refiniturely 24, 1929 at first floading the forward happing them were content to the new to the content of the following training the following training to the new training the following training to the content of the following training to the following the first respective types give the name to the content statum they play in to this day guested with A tente of the gent water files. Administration the following the 1880 of the files of the files and the files of the following the 1880 of the files of the f

Simeone vs Ancelotti: The key duel in the Madrid Derby in LALIGA EA SPORTS

Shee invaring in the Heat Madrid dugant in 2023. Arcentil feet was three dud of the chets with characte.

Adjust just Segreeties 27, 2003 Sind 3 pm Selections in

Morata at double as Atletico Madrid beat Real in Madrid derby

| Martin | Martin | Martin | Martin | Madrid Artin

Spotlighting LALIGA's Young Talent

Showcasing Player Journey's & Career's

LALIGA Rivalries Over The Years Key Duels That Matter For Silverware Match Updates & Reports

"From a different planet:" Jude Bellingham wins 2023 Golden Boy award

The Englishman is the severith LALIGA player to win the award since its inception in 2003, making LALIGA the league with the most winners, and follows in the foosteps of FC Barcelona's Pedri (2021) and Cavi (2022) to make it a 'three-peat' for Spanish clubs. Previous LALIGA winners include Lionel Messi for FC Barcelona (2005), Sergio Agüero for Atlético de Madrid (2007), and isco for Malaga CF (2012), before Pedri, Cavi and Bellingham.

Talent That Stands Out In Europe

BrandZ Ranking Puts LALIGA's Brand
Value UP By 15%

I X 6 D

Business & Corporate Wins

LALIGA continues the fight against racism with 'VS RACISM'

Uses the concell Professional State Dior estent of the Fibrities seed to rate seements of their container of makinding sold Sectionality.

Bloomes States Name 11, 2026 F.F. In Comment

Efforts To Rid The Game Of Racism



Twists in The Title Race



Hero & Challenger Stories

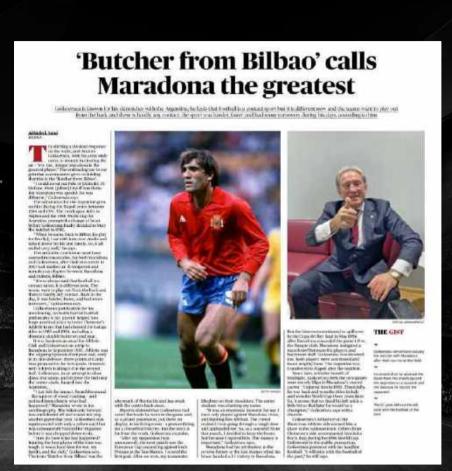
FAM Trips: Showcasing India the Beauty of Athletic Club SPORTSTAR THEFT



Collaborating with Indian media houses to showcase the club in a unique light: Culture, fandom, history & much more



Explaining Tradition & Historic Derbies Online



Leveraging Talent For 1 Pager Interviews in The Hindu



4 pager features in The Sportstar Magazine

FAM Trips: Showcasing India the Significance Local Derby's





Collaborating with Indian media houses to showcase the clubs in a unique light: Culture, fandom, history & much more



El Gran Derby X The Hindu

Print feature about the historic significance of the derby and spotlighting both clubs & LALIGA in Print & Video Formats



Basque Derby X NDTV

A feature highlighting the unique footballing culture that exists in the region and the rivalry between the two clubs aired 6 times on India's leading English channel + Online

Talent Access - Global

Providing Indian media with access to LALIGA Talent: Ambassadors, Players & Ex Professionals that lead the news and headlines





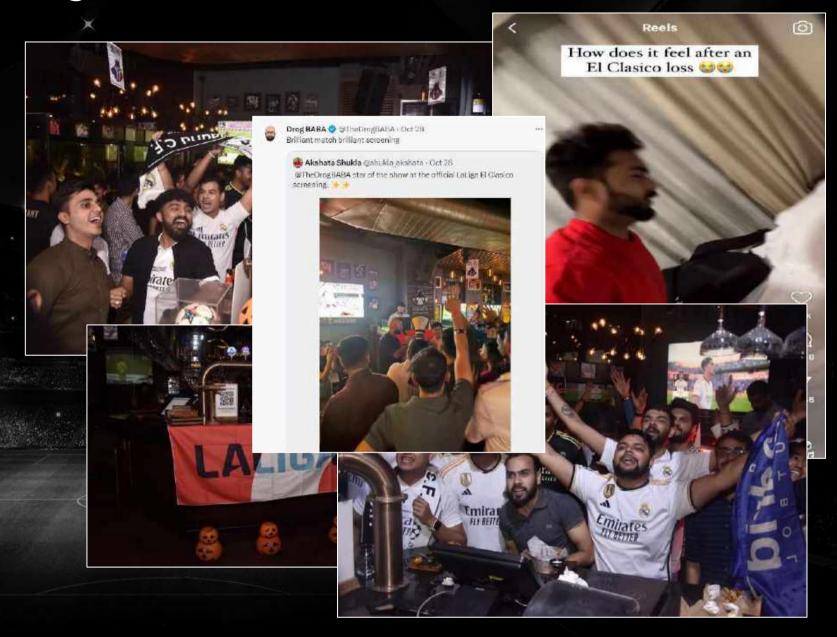
Influencer Marketing: Partnering With Fans Clubs & Influencers

Collaborating with fan clubs across Delhi, Mumbai & Kolkata - to tap key LALIGA markets

Leverage partner association through activations with Viacom18 & Puma to create a LALIGA experience in each city

Partnering with influencers talkfootball hd & drogbaba to coverage and host the event respectively

Engaging with existing fan clubs to provide access to experiences & connections in football



Staying Ahead: Showcasing Expertise In Strategy & Football Development



Opinion piece on how LALIGA India has managed to grow social channels by 2000% and viewership by 100% by utilizing cricket



Interview piece on how LALIGA India combines grassroots development in India with rigorous brand-building and has achieved an identity and impact greater than the Premier League



Interview piece on how the LALIGA
Football School continues to
empower Indian football, shaping the
future of the beautiful game in the
country

CLIENT APPRECIATION - CAMPAIGN EXECUTION



From: Alberto Piñero Rubia <apinero@laliga.es>
Date: Monday, 11 September 2023 at 10:55 PM

To: Aziz Khan <aziz.khan@mslgroup.com>

Subject: RE: LALIGA Brand positioning campaign

External to the Groupe / en provenance de l'extérieur du Groupe

Dear Aziz,

As you know, The New Era campaign unveiling the new brand positioning for LALIGA has been crucial for us from a strategic standpoint.

From the ideation and strategy to execution & analysis, MSL has shown relentless commitment to achieving our objective and has been a vital partner for us in India with this unveil.

With tailored approaches to provide exclusive content, seeded branding or mass appeal through a variety of spokesperson, ambassador connect and influencer management were crucial to reaching our target audience effectively.

In continuation to build on our presence in India to once again increase viewership of the league by 100% as last year, this campaign was a standout and a leap for the season.

Cheers,



Comunicación Global T +34 912 055 000 | M +34 682 596 031 Torrelaguna, 60 28043 Madrid.

WWW.LALIGA.ES



LALIGA India Managing Director



Global Delegate - LALIGA INDIA



Comunicación Global at LALIGA

Results

1050+

Media Engaged

88 Billion

Print Reach + Online

7

Organic Speakership Opportunities

50+

Organic Television Opportunities

6064

Articles
(Print + Online + Social Media)

₹ 766 Million

AVE

50+

Influencer Partnerships & KOL's

~75%

Share of voice against competition for 90
Day period after Launch

80%

Category A Media

100+

Spokesperson Interactions

20+

Key Markets Tapped

4

FAM Trips with club content for start of the season

Business Impact Opening Match Day Of Influencer The 2023-24 Season Matched The **Engagements With** Sevilla FC Resulted in A 20% Increase In Viewership Run Rate 30% Increase In Club Social Traffic to Required For LALIGA To LALIGA's Social Handles Following In India - A Match & Repeat a 100% From India Increase In Viewership Growth Of 1126% Digitally Totally In 2 Consecutive Seasons In India El Clasico In Oct 2023 LALIGA 2022-23 saw a Reached 5.6x viewers 2x jump in the total compared to the watch-time over previous season's 2022previous season 23 season encounter in [TV+Digital] Oct'22 [Digital]

