

**A NEW ERA BEGINS**

**LALIGA**

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A large crowd of people, many wearing red and white striped shirts, are cheering and raising their arms in a stadium. In the center, there is a dark grey rectangular graphic with a white border. The graphic contains the text 'A NEW ERA BEGINS: BY LALIGA INDIA' in a bold, orange, sans-serif font. The graphic is decorated with orange diagonal stripes in the top-left and bottom-right corners, and a solid orange trapezoidal shape in the bottom-right corner. The background of the entire image is a blurred crowd of people.

# A NEW ERA BEGINS: BY LALIGA INDIA

[CLICK HERE TO VIEW THE VIDEO](#)

## Setting Context

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

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



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

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

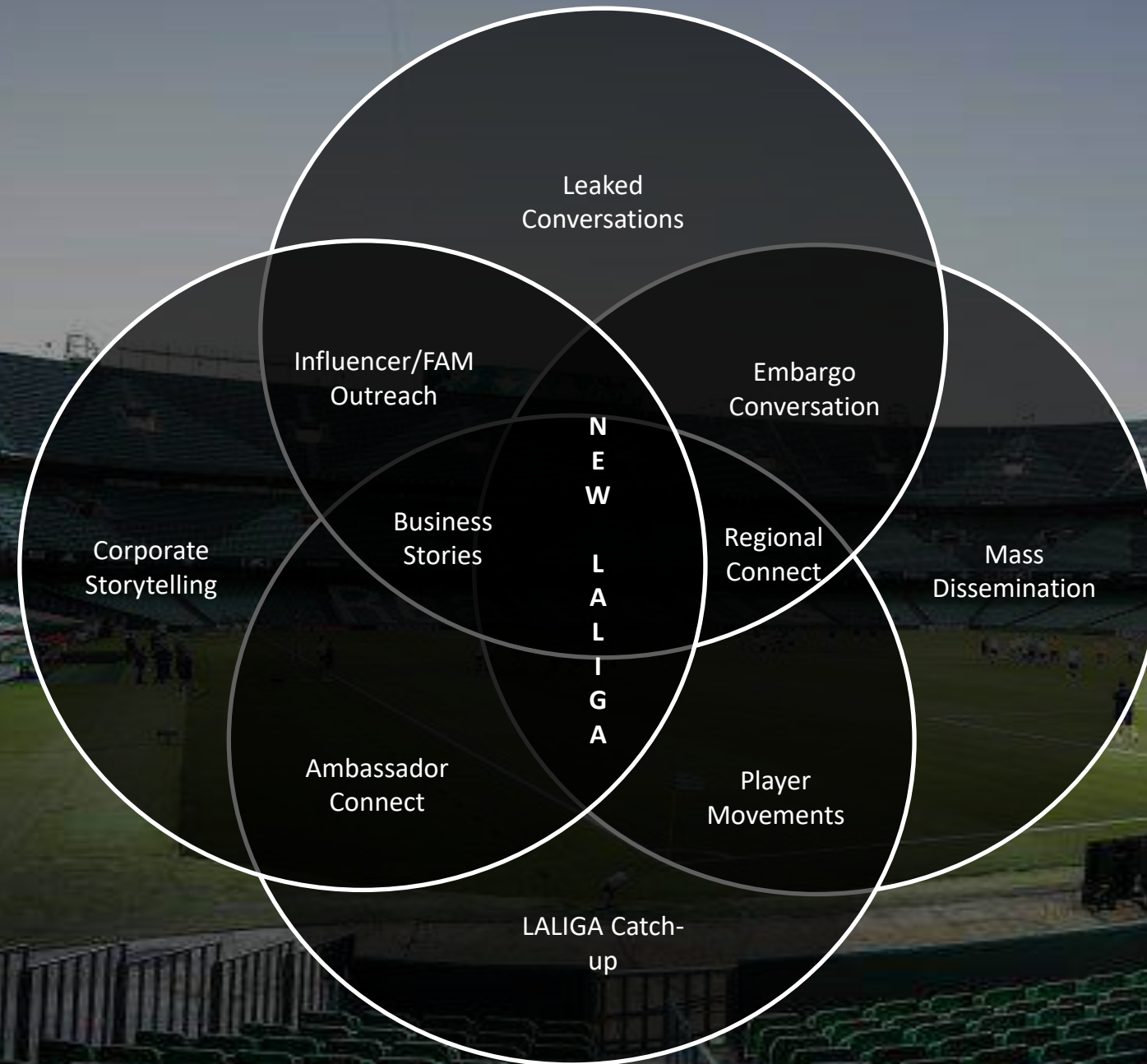
Leverage partnership & ambassador outreach to foray into new media opportunities

## What We Had To Overcome

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



# 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



**A NEW ERA BEGINS**

# Seeding Hype| Leaked Stories



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

For the 2023-2024 season, Spanish La Liga (officially LaLiga) undergo a complete rebrand. Yesterday, the new visual identity for LaLiga was revealed, confirming the leak by Footy Headlines.



WORLD SOCCER TALK

HOME UPCOMING GAMES TV SCHEDULES CHANNELS CLUBS NATIONS HOW TO WATCH

It's a straightforward white shirt, in the same raglan cut as the new Arsenal tops;

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.

Emirates FLY BETTER

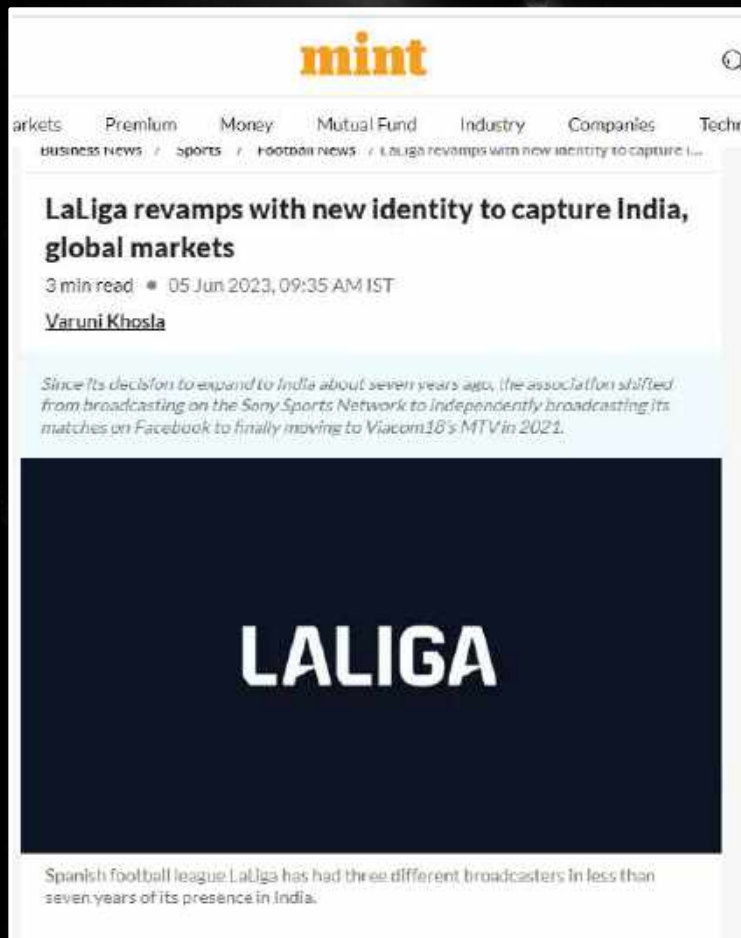
Of note though is this is one of the first looks we're getting at the new LaLiga logo. Gone is the familiar buckyball encircled by rainbow colors. The new image for the league is a stylized "LL" mark (which kind of looks like a "4"), with "LALIGA" underneath, enclosed in a white rectangle. ROYGBIV has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





# Embargo Conversations | In - Line With Global Timelines

High Impact Exclusive Interactions with Financial & Business of Brands Media



**mint**



**BUSINESS  
INSIDER**



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

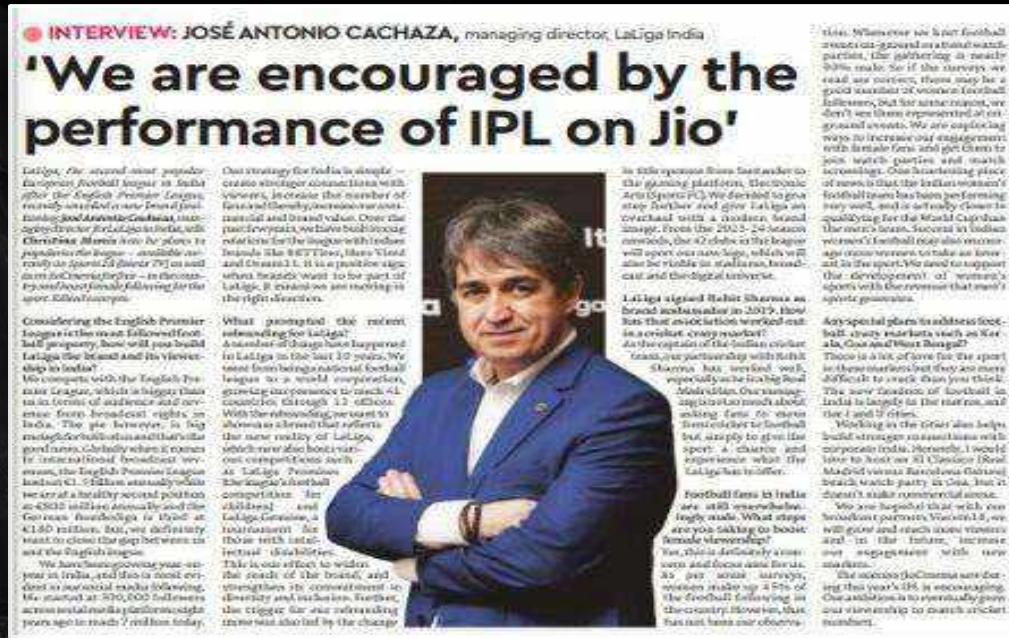


Tapping Mainline Media to unveil the  
new brand from a financial capability  
standpoint

Unveiling the conversations together with  
global counterparts

# Embargo Lunch | Ensuring Indian Centric Messaging

## Select Roundtable with Key Business of Brands Media in Mumbai



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



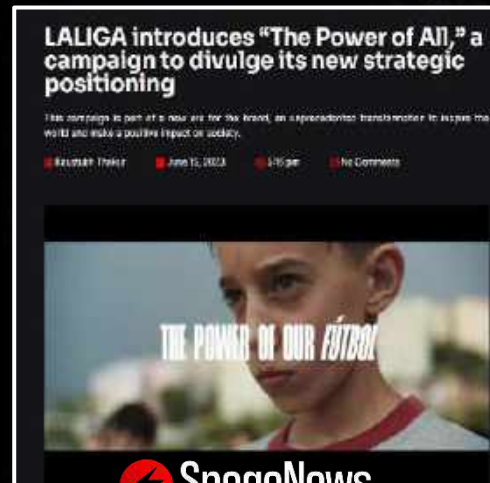
The Power Of ALL: Rebranding Teaser



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



New LALIGA: Logo Unveil



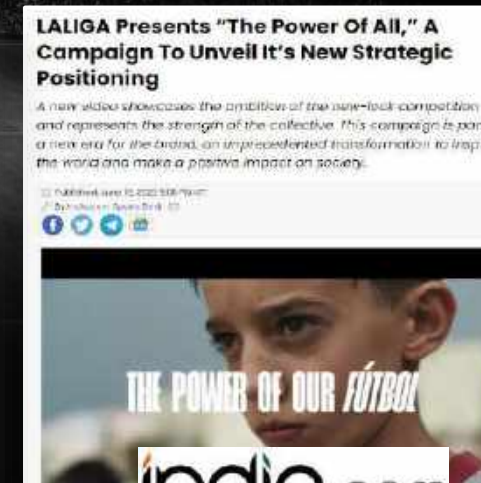
SpogoNews



campaign



cnbc



india.com



medianews4u.com

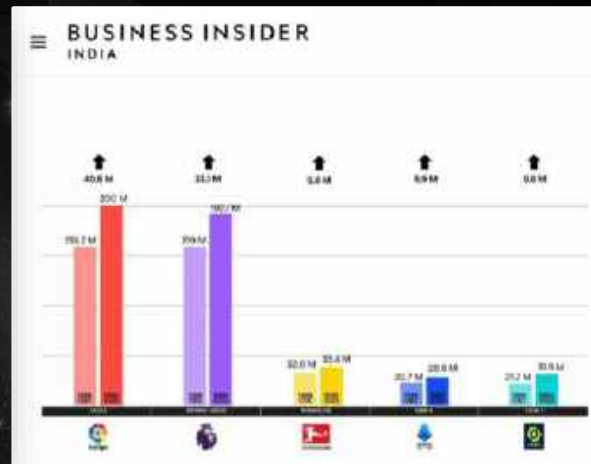


# Bringing Perspective: Influencing Positioning

Showcasing the breadth of the brand and LALIGA USP against competition



LALIGA X EA



First to 200 Million Followers



Growth In India

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 compared to last season



LALIGA Tech Capability



Audio Visual Leadership



More than LALIGA Sport

Highlighting LALIGA's Tech Advancements through Wimbledon

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



Commercial potential of the brand in India with MINT

Digital presence globally & contribution from India with Business Insider

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



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





**Announcing The New Season | Press Conference with Viacom18 & Rohit Sharma**



# Official India Announcement | With Rohit Sharma

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



## 'No automatic selections'



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



Amplification Through Football Centric Accounts



Driving the Conversation Through the ISL

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



Taking the conversation to Mainlines & Print



Amplifying through regional connect



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

## Exclusive: We need to get closer to cricket in India, but we cannot compete with it – Jose Antonio Cachaza, Managing Director, LALIGA India

In a one-on-one with SportsMint Media, Mr. Jose Antonio Cachaza spoke about the partnership with Rohit Sharma, how LaLiga aims to be the second-best league in every country and much more.

By Divyansh Mishra | August 12, 2023



Jose Antonio Cachaza, 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 others."

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

## "LaLiga embrace technology with such a seamless blend": Viacom18's Siddharth Sharma

EA Sports serves as the principal sponsor of LaLiga.



## LaLiga hopes image makeover will help corner new arenas in India



## Jose Antonio Cachaza charts out LaLiga's growth in India



## How JioCinema and Sports18 are gearing up to be the default destination for Indian sports fans



The event in Mumbai, which promoted the new LALIGA EA SPORTS season, witnessed the presence of Mr. Jose Antonio Cachaza, Managing Director of LALIGA India, Siddharth Sharma, Head of Content of Viacom18 Sports, and the captain of the men's Indian cricket team and LALIGA's brand ambassador in India, Rohit Sharma.



In a state-of-the-art partnership with SportsMint Media, Mr. Jose spoke about the partnership with Rohit Sharma, how LALIGA aims to be the second-best league in every

## We want to establish JioCinema & Sports18 as the home for football: Siddharth Sharma



Watch an exclusive conversation with MD, La Liga, Jose Antonio Cachaza, on the increasing popularity of Spanish football in India.



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

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

Jose Antonio Cachaza, the Managing Director (MD) of LALIGA India, believes that the roping in of EA SPORTS as the new title sponsor demanded a holistic transformation in terms of the way the league projected itself in front of the new tech-savvy, digital audience.

# 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



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



The LALIGA matchday experience



Reels & player activations at the stadium & training session



Spotlighting Spanish culture via LALIGA

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.

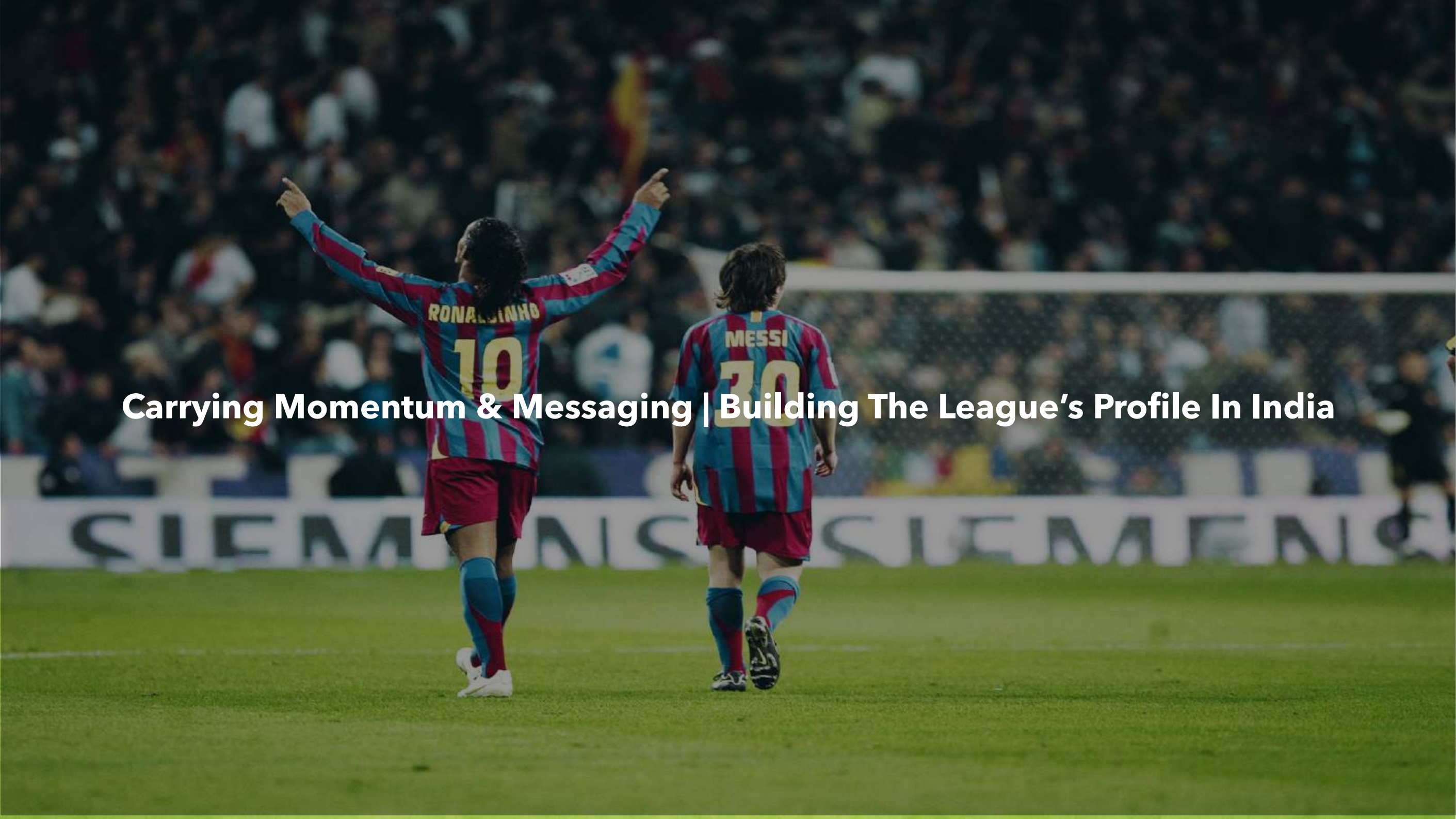
The Logo was seeded into the interview to create hype and inquisitiveness



## 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



**Carrying Momentum & Messaging | Building The League's Profile 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

**Mamata Banerjee's Foreign Visit**  
ক্রিকেটের বিগ্রহ সৌরভ ব্যাট ধরলেন কলকাতার ফুটবলের হয়ে, লা লিগার বৈঠকও দেখল 'দাদাগিরি'



## We are happy to help Bengal: Tebas

**Continued from #1**  
With more than 50 players from Spain flying their trade in India, La Liga chief Javier Tebas seemed ready to take the Spanish league to Bengal. "La Liga is one of the world's top football leagues. We are happy to help Bengal in developing the game there," Tebas said.  
Earlier on Thursday, Bengal chief minister Mamata Banerjee shared a few videos on her Instagram account, in which she was seen going for a morning jog in the Spanish capital with her entourage. "A nice jog can outweigh you for the day ahead!" she posted. She also tried her hand at the archery, walking up to a street performer and asking him whether she could try playing boules.  
"This is not Kolkata's first brush with Spanish football. About a decade ago, Atletico Madrid brand jumps as co-sponsor with a city-based sports

## In Spain, A Meet Between Mamata Banerjee And Sourav Ganguly Over Football

memorandum of understanding (MOU) was signed between the West Bengal government and La Liga during a closed door meeting.

**TRENDING**

- Lata To Say, But... Supreme Courts Tough Talk On Judges' Appointments
- Dispute If Gold Mining Near Patanki, Hill-60 Million People, Says Expert
- Dr Kapil Dev: Viral Video Shows 'Ganguly' Life: The Lid

**West Bengal Chief Minister Mamata Banerjee meets former Indian Cricketer Sourav Ganguly in Madrid**

## CM & DADA'S DAY OUT AT REAL HO



**R. ২ মাসেই অ্যাকাডেমি**

**বাংলায়**

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

**EXPRESS NEWS SERVICE**  
KOLKATA, SEPTEMBER 14  
WEST BENGAL Chief Minister Mamata Banerjee, who is currently touring Spain, met La Liga president Javier Tebas on Thursday evening and signed a memorandum of understanding (MOU) to invest in the state's sports.  
Banerjee was accompanied by cricketer Sourav Ganguly and officials of two Kolkata-based football clubs - Mohun Bagan and Mohammedan Sporting Club - during her closed door meeting with Tebas officials said.  
Meanwhile, Chief secretary (West Bengal Government) H. Dewanda met Spain Government's Director General (Spanish Language) Guillermo Ibarra to impart Spanish education to students in West Bengal and provide necessary training to the teachers. Principal Advisor to Chief Minister Aliqan Banerjee and Principal Secretary of State Industries and Commerce Department Vandana Vidyar were also present at the meeting.

**BENGAL'S SPANISH PLAY**

4 de septiembre

Chief Minister Mamata Banerjee and Sourav Ganguly with La Liga chief Javier Tebas, Thursday, 4th

La Liga president Javier Tebas said he is happy to see the state government's initiative to invest in sports. "We are happy to see the state government's initiative to invest in sports. We are happy to see the state government's initiative to invest in sports. We are happy to see the state government's initiative to invest in sports."



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

# 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 : Villarreal, Sevilla & Atletico Madrid

## La Liga club Villarreal collaborates with Indian Football Academy, Alchemy International FA

Alchemy International Football Academy will work together with Villarreal CF to promote the Indian football community and develop its players and coaches.

THE SPAINISH La Liga club Villarreal CF has announced a collaboration agreement with Alchemy International Football Academy, based in Bangalore, India.



## La Liga Club Villarreal Academy becomes Submarine - Check

Through the Villarreal Academy International agreement with Alchemy...

## Villarreal Academy collaborates with Alchemy International Football Academy

Spanish top-tier football club Villarreal CF have reached a collaboration agreement with Alchemy International Football Academy based in Bangalore, India.

By Saundhup Ash

Published: Wednesday, January 13, 2021 16:47 (IST)



## We are Atletico de Madrid, we never back down: Carlos Santamarina, head coach of Inter Kashi FC

Inter Kashi FC



## to create an academy" - Inter Kashi FC president on the vision for the future

Inter Kashi FC president on the vision for the future



## Atletico Madrid returns to Indian league football with Inter Kashi, former JFC gaffer Santamarina to be head coach

Inter Kashi said that it is completing its paperwork to be eligible to compete in the I-League from September 2021 and is also preparing a first team for the same.

Published: June 18, 2021 11:52 AM (IST)

Inter Kashi FC



## Sevilla want to give India a taste of European football

LaLiga Club Seriously Considering Friendly in India, Says President

Sevilla president José María Del Nido Corcos



Sevilla president José María Del Nido Corcos says the club is seriously considering a friendly match in India. He says the club has received a lot of interest from Indian football fans and wants to give them a taste of European football.

## Sevilla's dip in form in LaLiga

Sevilla's dip in form in LaLiga



Sevilla's dip in form in LaLiga

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

At 38, Sevilla Captain Keen To Keep Going

Sevilla Captain Keen To Keep Going

Sevilla Captain Keen To Keep Going



Sevilla captain Jesus Navas says the team has to train hard and set an example for the youngsters. He says the team is in a good position and wants to continue to improve.



# 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

## Dreams to Reality

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

As part of LALIGA FOUNDATION'S initiative to develop potential and stimulate a paradigm shift in women's football, aspiring footballer Anusha Mandala, who joined the Anantapur Sports Academy, a sport for development initiative by Rural Development Trust in 2018, has secured a spot on the Andhra Pradesh State Junior Football Team. Showcasing great potential from the start despite her humble beginnings from a farming community, Anusha's selection signals a movement in the right direction for



Part of the first season by the LALIGA FOUNDATION, Anusha's selection into the Andhra Pradesh State Junior Football Team

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

La Liga and Instituto Cervantes unveiled the 'Spanish-Bengali Football Dictionary' at the Madrid, International Kolkata Book Fair

By Saumidip Ash

Published: Wednesday, February 8, 2023, 18:21 (IST)



## BENGAL'S SPANISH PLAY

### Spain's La Liga, España



4 de septiembre

La Liga and Instituto Cervantes unveiled the 'Spanish-Bengali Football Dictionary' at the Madrid, International Kolkata Book Fair

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

EXPRESS NEWS SERVICE KOLKATA, SEPTEMBER 14

WEST BENGAL Chief Minister Mamata Banerjee, who is currently touring Spain, met La Liga president Javier Tebas on Thursday evening and invited the European football league to invest in the state to promote sports. Banerjee was accompanied by cricketer Sourav Ganguly and officials of two Kolkata-based football clubs - Mohun Bagan and Mohammedan Sporting Club - during her closed door meeting with Tebas, officials said.

Meanwhile, Chief Secretary (West Bengal Government)...

The Spanish government has expressed interest in how this work can be done by tying ties with educational institutions in West Bengal. Representatives of the Spanish government have also been invited to visit the state. If everything goes well, an agreement will be signed between the two governments at the World Trade Conference, which will be held in November this year, said an official.

It is to be noted that in the new education policy unveiled by the state government, foreign language education is part of its three-language policy.



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

Mukesh Bhat Bhargava

West Bengal Chief Minister Mamata Banerjee has urged La Liga to set up a football academy in West Bengal, chief minister Mamata Banerjee announced after a meeting with league president Javier Tebas on Thursday.

"We have opened a tremendous window of understanding for La Liga, which will start a football academy in West Bengal," Banerjee said. "Land will not be a problem. Whatever is required for the project, we are ready to give. We hope La Liga can build something from West Bengal and a Barcelona player can come from West Bengal."

Bengal CM Mamata Banerjee tries her hand at the reception at Sun Yat-sen Park, one of the largest parks of Kolkata, on Thursday

Bengal CM Mamata Banerjee tries her hand at the reception at Sun Yat-sen Park, one of the largest parks of Kolkata, on Thursday

Zara likely to set up mfg hub in...

## India's under-20 striker Kajol Dsouza earns full scholarship into Laliga academy in Spain

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




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

PNB News

30 Oct 2023



## India's Under-20 Striker Kajol Dsouza Earns Full Scholarship into LALIGA Academy in Spain

EA SPORTS & LaLiga

Mumbai (Maharashtra) (India), September 10 (ANI) As part of an initiative by EA SPORTS FC Futures to promote a global football culture by and build women's football, India's Kajol Dsouza will join the LALIGA Academy in Madrid on a full scholarship to learn under the LALIGA methodology and international talent alongside some of the best youth soccer coaches in the world.

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

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

Spain being the Fair's focus country, the dictionary aims to enable football accessibility in both languages; boosting social interactions and media fans.

The dictionary was presented by the Head of Culture at Instituto Cervantes Delhi and Jose Antonio Cachaza - Managing Director of LaLiga India with the participation of Sonsoles Ballesteros-Vexenat, Secretary of Spain in India, Prithijit Das - representing AIFF and Aakriti Vohra - LaLiga India Delegate.



# La Liga and Instituto Cervantes unveil the Spanish-Hindi Football Dictionary

# Championing Fair Play Conversations: With The President Of LALIGA



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

**'We're proud that we could see a lot of joy in the faces of the budding women footballers' - Jose Antonio Cachaza**

By [Siddhant Chakravarty](#) | Published: 19/06/2023 21:12:11

**Anair Lomba**  
Anair Lomba (Anair Lomba)

**Jose Antonio**  
Managing Director, LaLiga India

**Ronaldo, Messi Leaving Didn't Impact La Liga - Jose Antonio Cachaza - Exclusive**

NNIS Sports News

**TOTALLY INDIAN FOOTBALL SHOW**

Podcast Episode

**LaLiga in India ft Jose Antonio Cachaza**

The Totally Indian Football Show by Humans of Indian Football

BRANDS & ENTERTAINMENT

14TH & 15TH JUNE  
TAJ LANDS END  
MUMBAI

**Jose Antonio Cachaza**

MANAGING DIRECTOR, LALIGA INDIA

**SPEAKER**

abp LIVE

**LA Liga और इस्टिड्यूटो सर्वेटीस ने स्पेनिया-हिन्दी फुटबॉल डिव्धानरी का अनावरण किया**

ABPLIVE

**DG Dialogues**

**Jose Antonio Cachaza**  
Managing Director, LaLiga India

**Balancing on and off field success in sports leagues**

More information: [sportstar.thehindu.com](http://sportstar.thehindu.com)

EMAIL FOR PASSES

**'India is a growing country so it makes a lot of sense' - LaLiga's Managing Director opens up on India's special connection with 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 LaLiga's Managing Director Jose Antonio Cachaza, who spoke to Sports Tak an exclusive interview.

Mon - 03 Apr 2023

#ItsLaLiga

**LaLiga**

#ItsLaLiga

**EXCLUSIVE**

**BUILDING THE BRAND, INCREASING CONNECTIONS, AND EXPANDING THE FAN BASE WITH A GRASSROOTS APPROACH**

**JOSE ANTONIO CACHAZA**  
Managing Director - LaLiga India

**MEDIA BRIEF**

**LaLiga**

#ItsLaLiga

**'You don't need to stop loving cricket to start loving football'** LaLiga India's MD Jose Antonio Cachaza

findoutastribe.com • 5 min read

**INTERVIEW: JOSÉ ANTONIO CACHAZA, managing director, LaLiga India**

**'We are encouraged by the performance of IPL on Jio'**

**THE PRICE OF FOOTBALL**

Podcast Episode

**Interview: Jose Antonio Cachaza, managing director of La Liga India**

The Price of Football

# Sustaining Into The Season: Storylines That Catch Attention



Spotlighting LALIGA's Young Talent



Showcasing Player Journey's & Career's



Key Duels That Matter For Silverware



Match Updates & Reports



Talent That Stands Out In Europe



Business & Corporate Wins



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

THE HINDU

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

### Athletic Club is Basque only – for how long?

Athletic would rather be a struggling club with an identity than a successful club without one.

Published: Feb 06, 2024, 11:45 AM IST | 2 MINS READ

ARHMEKH SARI

COMMENT | FOLLOW US | SHARE | READ LATER





Carving a niche: Athletic Club, based in Bilbao, has won 35 domestic titles, making it the third-most successful club in Spain. | Photo Credit: AFP

Explaining Tradition & Historic Derbies Online

### 'Butcher from Bilbao' calls Maradona the greatest

Colakovic is known for his discipline with the Argentinians, he feels that it is still in a unique sport that it is different now and the teams want to play out from the back and there is hardly any contact. The sport was harder then and had more turnovers during the days, involving a lot more.

Abdullahi Yusuf



THE GIST

Leveraging Talent For 1 Pager Interviews in The Hindu



4 pager features in The Sportstar Magazine

4 pager features in The Sportstar Magazine

# FAM Trips: Showcasing India the Significance Local Derby's

THE HINDU



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



Talent Engaged



Highlighted Publications Activated

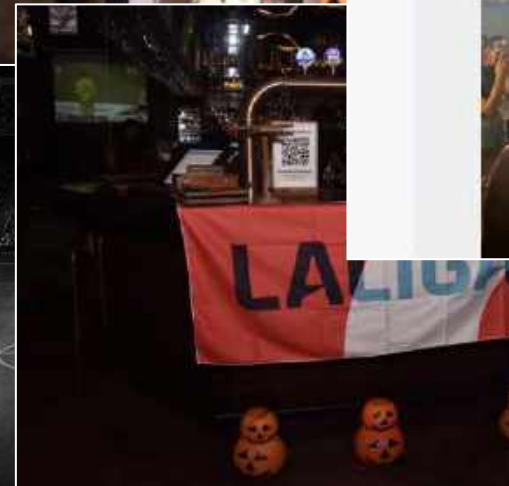
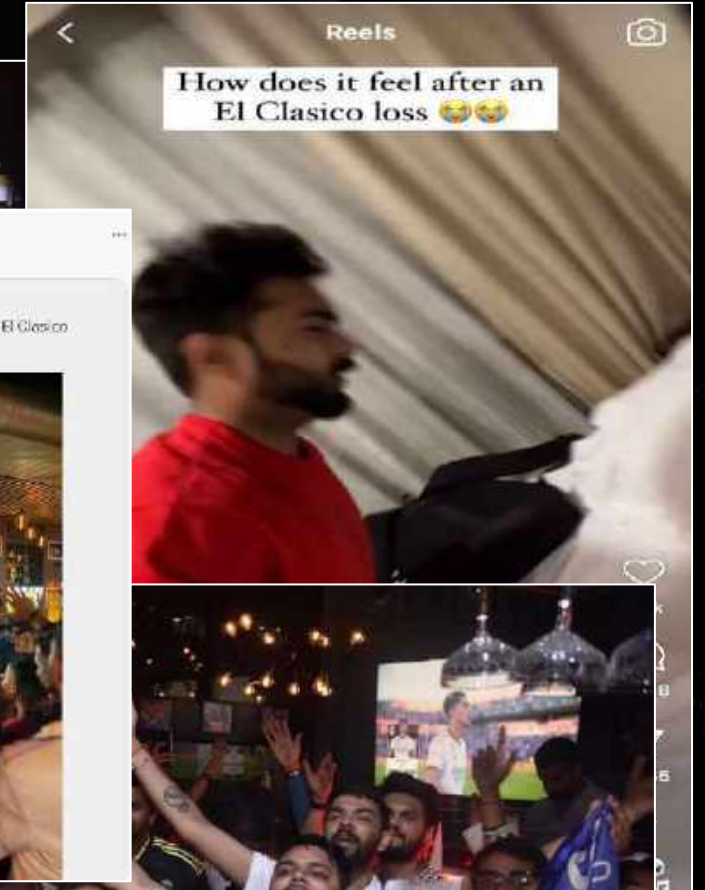
# Influencer Marketing: Partnering With Fans Clubs & Influencers

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

## LALIGA's India game plan: Using cricket to expand football horizon

Also through notable collaborations, including strategic tie-ups with local football institutions and clubs, educational institutions, and media outlets, LALIGA aims to help football grow in India and be a pivotal catalyst in this change

BY OCTAVI AMORO

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5 min read

UPDATED: Dec 18, 2019 09:26 PM IST



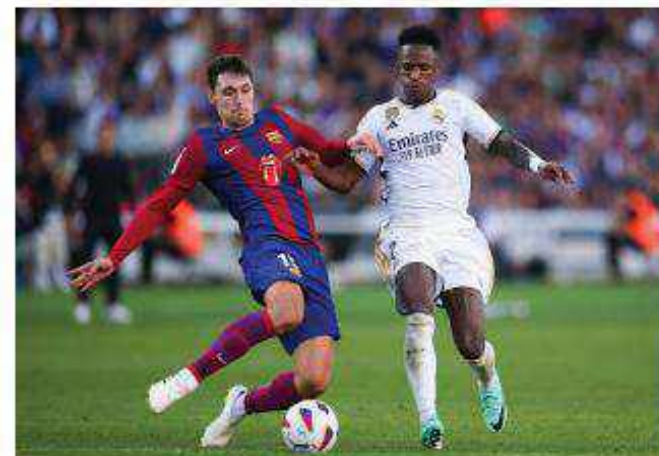
© 2019 LALIGA. All rights reserved. LALIGA India is the first Asian representative of the league.

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

## How La Liga is building its brand as well as developing grassroots football in India

With 31 La Liga Football Schools centres in the country, thousands of Indians are learning the beautiful game the Spanish way.

PRIMA MARKETING PUBLISHED 20:01 24 03 21 AM



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



With 3500 trainees in 31 centres, LALIGA strives to make a difference in Indian football  
LALIGA India delegate Aakriti Vohra gave the low-down on the league's grassroots initiatives and commitment to [thebridge.in](http://thebridge.in)

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

# LALIGA

From: Alberto Piñero Rubia <[apinero@laliga.es](mailto:apinero@laliga.es)>  
Date: Monday, 11 September 2023 at 10:55 PM  
To: Aziz Khan <[aziz.khan@mslgroup.com](mailto: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,



**ALBERTO PIÑERO**

Comunicación Global

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Torrelaguna, 60 28043 Madrid.

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**LALIGA India Managing Director**



**Global Delegate - LALIGA INDIA**



**Comunicación Global at LALIGA**

# Results

**1050+**

Media Engaged

**6064**

Articles  
(Print + Online + Social Media)

**80%**

Category A Media

**88 Billion**

Print Reach + Online

**₹ 766 Million**

AVE

**100+**

Spokesperson  
Interactions

**7**

Organic Speakership Opportunities

**50+**

Influencer Partnerships & KOL's

**20+**

Key Markets Tapped

**50+**

Organic Television Opportunities

**~ 75%**

Share of voice against competition for 90  
Day period after Launch

**4**

FAM Trips with club content for start of the  
season

# Business Impact

A 20% Increase In  
Social Traffic to  
LALIGA's Social Handles  
From India

Opening Match Day Of  
The 2023-24 Season  
Matched The  
Viewership Run Rate  
Required For LALIGA To  
Match & Repeat a 100%  
Increase In Viewership  
In 2 Consecutive  
Seasons In India

Influencer  
Engagements With  
Sevilla FC Resulted in  
30% Increase In Club  
Following In India - A  
Growth Of 1126%  
Digitally Totally

El Clasico In Oct 2023  
Reached 5.6x viewers  
compared to the  
previous season's 2022-  
23 season encounter in  
Oct'22 [Digital]

LALIGA 2022-23 saw a  
2x jump in the total  
watch-time over  
previous season  
[TV+Digital]



Thank You

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**LALIGA**