INDIA'S FIRST

LEGENDS FACE OFF

CASE STUDY

World's Biggest Football Rivalry in India.

In a cricket-obsessed nation, during IPL season, we brought Figo & Puyol to Indian soil and made the whole country watch.

30,000+ fans · 63.9M digital reach · One historic night.

REAL MADRID VS FC BARCELONA

BACKGROUND

Bringing the world's greatest football rivalry to Indian soil.

On **April 6, 2025**, The Sports Front and Adfactors made history by bringing the first-ever **"Legends Face Off"** to India at DY Patil Stadium.

Featuring icons like Luís Figo and Carlos Puyol, the event used nostalgia and digital-first marketing to transcend a typical match and become a cultural milestone. The campaign was a massive success, drawing **30,000+ attendees** and achieving a digital reach of **63.9 million during match week.**



Date
April 6, 2025

Venue
DY Patil Stadium, Navi Mumbai

Attendance
30,000+ Fans

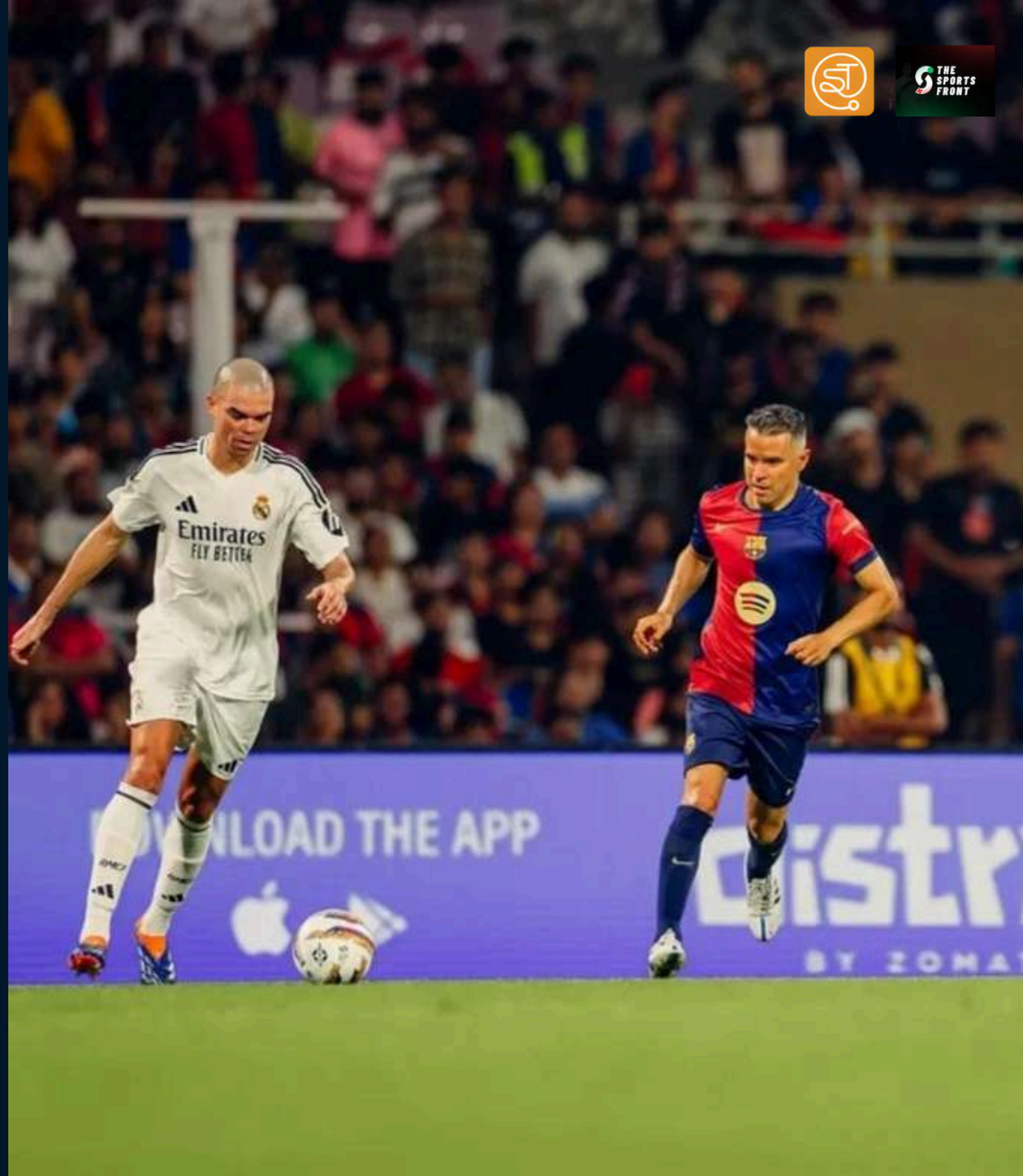
Match
Real Madrid vs FC Barcelona

RESEARCH AND CHALLENGES

The Client: The SportsFront is an emerging force in the sports IP sector, dedicated to bringing world-class sporting experiences to Asia. The "Legends Face-Off" was their flagship property for 2025.

The Challenge:

- Ticket Price Sensitivity: With premium positioning came premium pricing. Overcoming initial fan resistance to ticket costs required a value-driven narrative.
- Cricket-Dominant Market: Filling stadium for a football match in a nation obsessed with cricket required breaking through the noise of the IPL season.



STRATEGIC NARRATIVE : "RIVALRY REIMAGINED"

This approach focused on three pillars:

- **Nostalgia as a Hook:** Leveraging the deep emotional connection fans have with the "Golden Era" of football (early 2000s) to drive ticket sales.
- **Grassroots Legitimacy:** Connecting the global icons with local football fan clubs, making the event feel rooted in Indian football history.
- **Digital Tribalism:** Igniting the fierce loyalty of Real Madrid (Madridistas) and Barcelona (Culers) in India through sports influencers collaborations.



THE CAMPAIGN EXECUTION

3-Phase Integrated Execution Plan

01

PRE-BUZZ

WEEKS 1-3

- **#LegendsFaceOff Rewind:** Nostalgia series featuring iconic goals & moments
- **Fan Battles:** Activating RM & FCB fan clubs across India
- Influencer Collaborations and meme contest

02

MATCH DAY

THE EVENT

- **Real-Time Social:** Live match coverage & behind-the-scenes
- **Fan club engagements**
- **Player Access:** Exclusive fan meet-up with legends

03

POST-EVENT

SUSTAIN

- **#ClásicoConnections:** Fan story highlights
- **Digital Mosaic:** Fan selfie compilation
- **Media Amplification:** Global coverage push

RESULTS & IMPACT

30,000+
Live Fans

63.9M
Digital Reach

2.4M
X Impressions

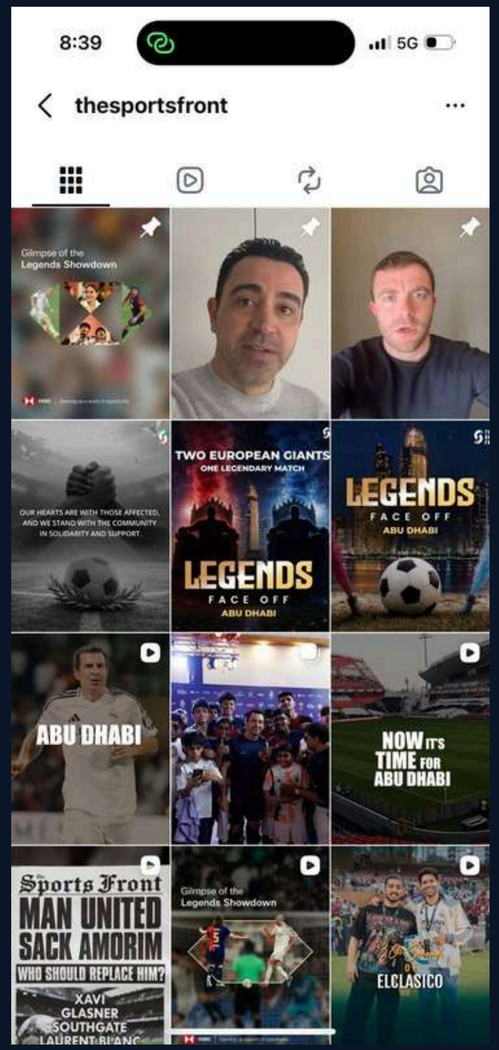
1.44M
Instagram Views

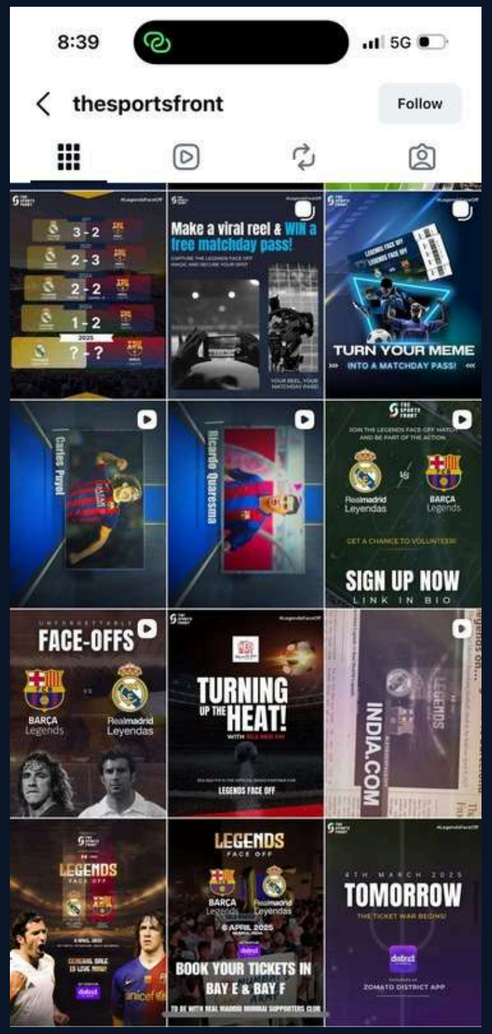
15+
Brand Sponsors

#1
First Legends Face Off in India

SOCIAL MEDIA CREATIVES





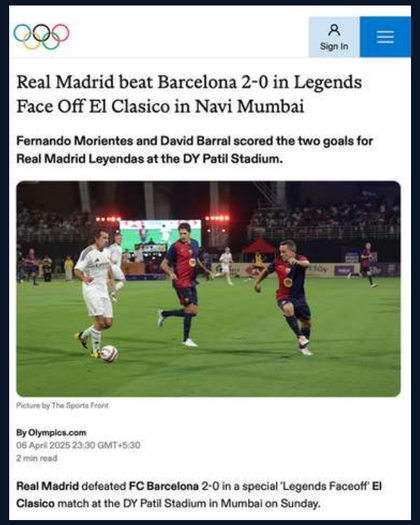




MEDIA COVERAGE & PR VALUE

The event garnered widespread coverage across Tier-1 publications, sports portals, and broadcast media. Key features included:

- **Olympics.com:** "Real Madrid beat Barcelona 2-0 in historic Legends Face Off."
- **NDTV Sports:** Featured extensive quotes from Javier Saviola and Edmílson regarding the growth of Indian football.
- **Sportstar (The Hindu):** Provided minute-by-minute live blog coverage, treating the exhibition with the seriousness of a competitive fixture.
- **DD News:** Highlighted the cultural significance of the rivalry returning to Asia.

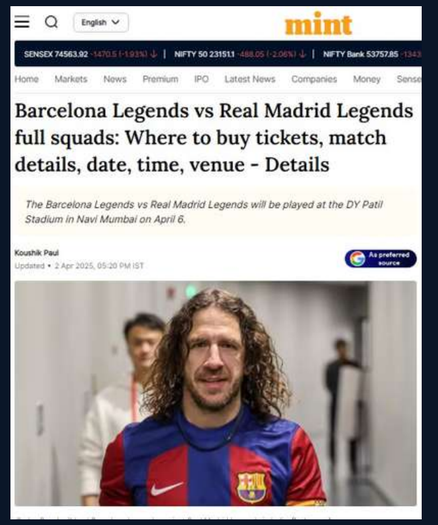

Real Madrid beat Barcelona 2-0 in Legends Face Off El Clasico in Navi Mumbai

Fernando Morientes and David Barral scored the two goals for Real Madrid Leyendas at the DY Patil Stadium.

Picture by The Sports Front

By Olympics.com
06 April 2025 23:30 GMT+5:30
2 min read

Real Madrid defeated **FC Barcelona** 2-0 in a special 'Legends Faceoff' **El Clasico** match at the DY Patil Stadium in Mumbai on Sunday.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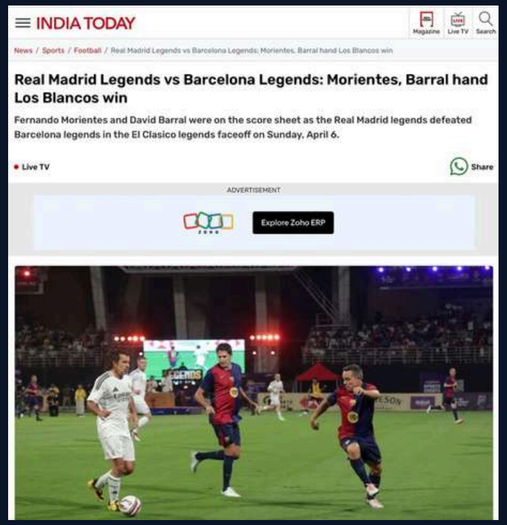
Barcelona Legends vs Real Madrid Legends full squads: Where to buy tickets, match details, date, time, venue - Details

The Barcelona Legends vs Real Madrid Legends will be played at the DY Patil Stadium in Navi Mumbai on April 6.

Koushik Paul
Updated • 2 Apr 2025, 05:20 PM IST


INDIA TODAY

Real Madrid Legends vs Barcelona Legends: Morientes, Barral hand Los Blancos win

Fernando Morientes and David Barral were on the score sheet as the Real Madrid legends defeated Barcelona legends in the El Clasico legends faceoff on Sunday, April 6.

Live TV

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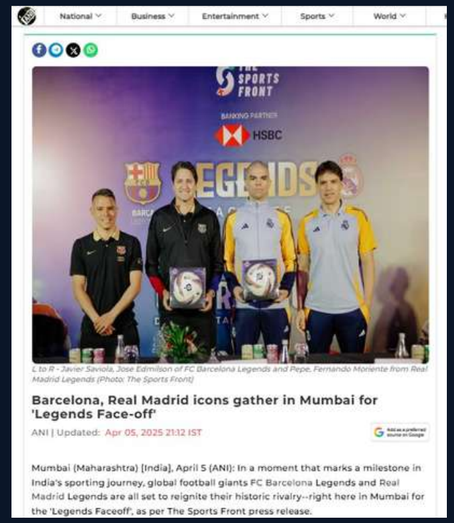
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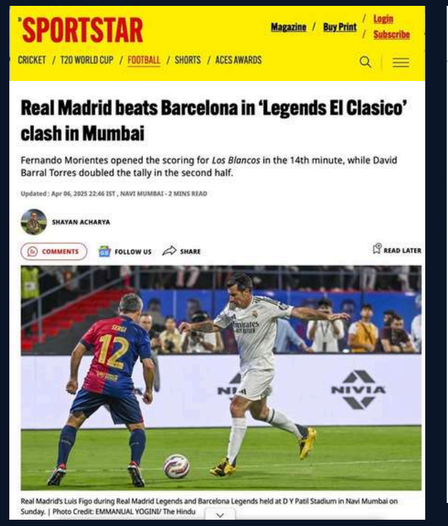
L to R - Javier Saviola, Jose Edmilson of FC Barcelona Legends and Pepe, Fernando Moriente from Real Madrid Legends (Photo: The Sports Front)

Barcelona, Real Madrid icons gather in Mumbai for 'Legends Face-off'

ANI | Updated: Apr 05, 2025 21:12 IST

Mumbai (Maharashtra) [India], April 5 (ANI): In a moment that marks a milestone in India's sporting journey, global football giants FC Barcelona Legends and Real Madrid Legends are all set to reignite their historic rivalry--right here in Mumbai for the 'Legends Faceoff', as per The Sports Front press release.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Real Madrid beats Barcelona in 'Legends El Clasico' clash in Mumbai

Fernando Morientes opened the scoring for *Los Blancos* in the 14th minute, while David Barral Torres doubled the tally in the second half.

Updated : Apr 06, 2025 22:46 IST , NAVI MUMBAI - 2 MINS READ

SHAYAN ACHARYA

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Real Madrid's Luis Figo during Real Madrid Legends and Barcelona Legends held at D Y Patil Stadium in Navi Mumbai on Sunday. | Photo Credit: EMMANUAL YOGINI/ The Hindu


Barcelona vs. Real Madrid Legends Set for Epic Clash in Mumbai

BY WEBDESK – APRIL 3, 2025 – UPDATED: APRIL 3, 2025 – NO COMMENTS

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LEGENDS FACE OFF

6 APRIL, 2025

THANK YOU

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