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SpoBiS 2012: MAN and the Juniper Group scoop 2012 Sports Marketing Award

Award ceremony at the 16th Sports Business Summit in Düsseldorf

Düsseldorf, February 13 2012 – “Die Fußballbundesliga fährt MAN” [“The football Bundesliga drives a MAN”]. This is the slogan of the campaign conferred the 2012 Sports Marketing Award. MAN and the Juniper Group successfully saw off competition from the 25 rivals also battling for the highly coveted award with a total of 248 points. The second and third places went to Goldene Generation and Signal Iduna for their “Wir sind Deutscher Meister” [“We’re the German champions”] campaign (240 points) and Imtech Germany’s “Imtech Arena – Naming rights and unique reference” campaign (234 points).

After just one year of active marketing in the field of football, MAN succeeded in linking the many sponsorship commitments directly to their products through countless activation activities. The commercial vehicle manufacturer’s “BVB Brückenschuss” bridge shot video proved an absolute hit. The video went viral on YouTube, receiving some 750,000 clicks.

“All three campaigns clearly reflect the trends within the industry: the group’s power, the sustainability and the power of good ideas from the present-day sponsorship commitments are now also very much a part of sport. The initiators of the winning projects recognised and incorporated in these tendencies,” applauded marketing expert and president of sponsoring association FASPO, Oliver Kaiser, during the keynote for the award ceremony.

“The Juniper Group and MAN project affords a particularly impressive creative idea, which was realised across all channels and created clear added value for the target group,” jury member Marcel Cordes of SPORT + MARKT explained. Tom Bender, DFL managing director and a fellow expert jury member, praised the winners: “The campaign shows how a high degree of interest can be gained with creativity in the football advertising environment.” Projects were evaluated by the jury according to the criteria of innovation and trends, sustainability, and marketing success. The expert jury comprised a total of nine high-profile representatives from the fields of sport, business, media and science.

The winners were simply delighted when the announcement was made, particularly since the Juniper Group had made it onto the podium for the second year in a row: “I am extremely pleased. Naturally it was our aim to defend the



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title, but who would have thought that we would actually win again in the face of such tough competition," said Jan Häusler (Managing Director, Juniper Group GmbH).

Hartmut Sander (Vice President and Head of Brand Management, MAN), was also delighted with the positive response, and praised the cooperation with the agency: "The Juniper Group did a fantastic job. Undertaking this project together was a lot of fun."

With a total of 25 applicants, competition for the most coveted award in the sports business industry was once again tough. "Personally, I am extremely pleased that we have so many excellent – and above all successful – sports marketing campaigns in the competition year after year. This shows that our industry is increasingly characterised by professionalism," said Hans-Willy Brockes (Managing Director, ESB).

The Sports Marketing Award is conferred by the ESB Europäische Sponsoring-Börse at the SpoBiS every year. The initiators are supported by pro event live communication and CO₂OL, who contribute their sustainability and event expertise to the award ceremony.

Accreditation for journalists

Accreditation for journalists is once again possible at SpoBiS 2012. To express an interest, please contact Sabine Klüner at SPONSOR^S: Tel.: +49 40/ 41 33 008-57, email: kluener@sponsors.de.

Event organisers

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SPONSOR^S Verlags GmbH

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ESB European Sponsoring Exchange

The ESB European Sponsoring Exchange runs the leading network in the sport and events business. The ESB network brings together companies, agencies and service providers in the sport, sponsoring and events market. The ESB has been hosting conventions such as the SpoBiS, sport.forum.schweiz and other industry gatherings since 1994.

The two companies have been jointly hosting the SpoBiS Sports Business Summit (previously known as the ISPO Sport Sponsoring Congress) at the start of each year since 2004.

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