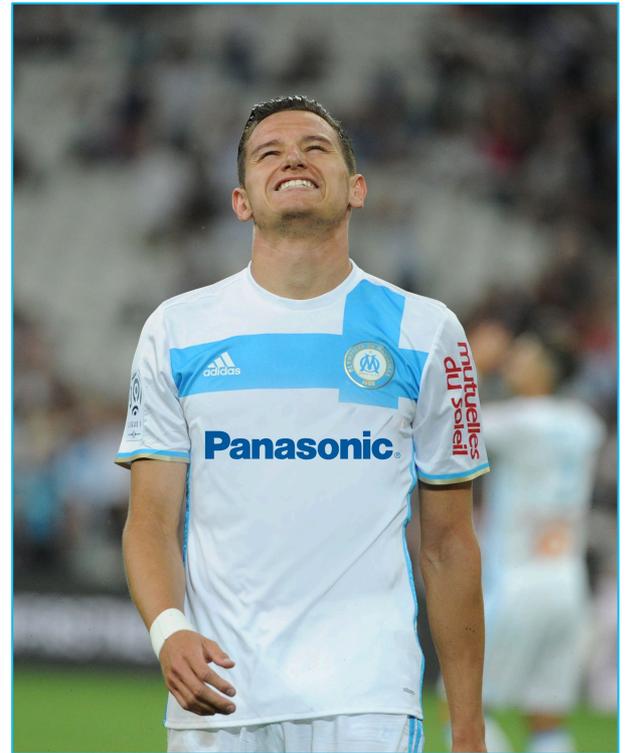


Propositions of Sponsors and their activations

Olympique de Marseille



Arjeau Baptiste
Berger Juliette
Boelle Antoine
Collins Kilian
Martinez Anne
Muret Victoire
Requena Alex



KEDGE
BUSINESS SCHOOL

Table of Contents

1. Olympique de Marseille	3
1.1. Introduction	3
1.2. Mapping	4
1.3. Analysis of the mapping	4
1.4. SWOT of Olympique Marseille	5
1.5. Strategy of the new owner, Frank McCourt	5
1.5.1. "OM champions project"	6
1.5.2. International Development of the club	6
1.5.3. Fan experience development	7
1.6. Partnership strategic plan	8
1.6.1. Short-term	8
1.6.2. Medium term	9
2. PANASONIC	10
2.1. Panasonic Overview	10
2.1.1. Company Profile	10
2.1.2. Panasonic in sport	10
2.1.3. Panasonic in football	11
2.2. OM and Panasonic mutual interests	11
2.1.1. What can OM bring to Panasonic?	11
2.1.2. What can Panasonic bring to OM?	14
2.1.3. Sponsorship Revival	15
2.3. Activations	16
2.3.1. Social Media Activations	16
2.3.2. Stadium Activations	18
2.3.3. The Olympique Of Marseille Academy	20
2.3.4. Back to the Future: Revival	21
3. LIDL	23
3.1. Lidl Overview	23
3.1.1. General information	23
3.1.2. LIDL & sport	24
3.2. Activations	27

1. Olympique de Marseille

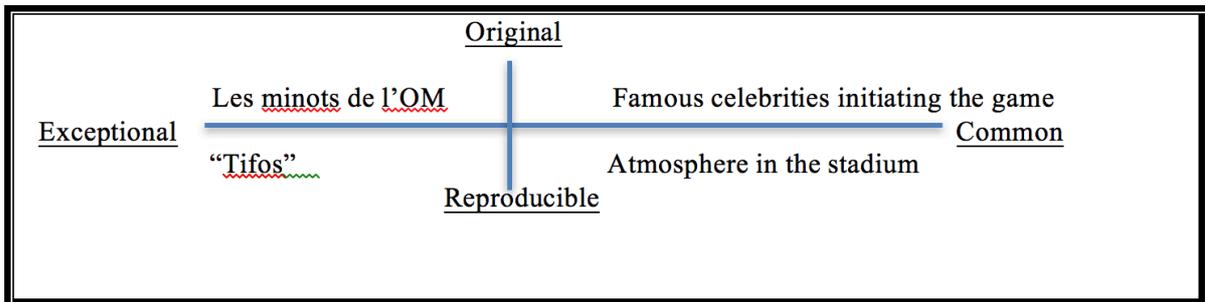
1.1. Introduction

Founded in 1899, Olympique Marseille is one of the football clubs with most history in France (10 times Ligue 1 champion), being the club who has played most games in Ligue 1 history. In 1993, coach Raymond Goethals led the team to become the first and only French club to win the UEFA Champions League. In 2010, Olympique Marseille became French champions for the last time under the stewardship of former club captain Didier Deschamps.

Marseille's home ground is the 67 394-person-capacity Stade Vélodrome in the southern part of the city, where they have played since 1937. The club has a large fan-base, having regularly averaged the highest all-time attendance in French football. For example, Marseille's average home gate for the 2008–09 season was 52 276, the highest in League 1. The stadium underwent renovation in 2011 and 2014 in order to have more seats for the French Euro in 2016. The club is ranked 16th globally in terms of annual revenue, generating €135.7 million in 2012. In 1997, Marseille was purchased by Franco-Swiss businessman Robert Louis-Dreyfus. In August 2016, U.S. businessman Frank McCourt is set to buy the club under his programme "OM Champion Project".

In the following presentation we will analyze the pillars of his project and we will develop and partnership strategy that fits with his future plans with the club.

1.2. Mapping



1.3. Analysis of the mapping

« Les minots de l'OM » is a program for young supporters. They can assist to games in a special area with other children; they can accompany the players on the field. It's a true club with a card, with the same advantages as the adult version. It's original because it's targeting children who will become the future adult supporter in either "Virages" or "Tribune". This is a great experience for the kids as they are spending unique moments with their idols. For the crossing between original and common, we add the fact that for every game, there are famous celebrities that initiate it. They are chosen depending on their history in the club but also if they defend a charity. Depending on the popularity of the celebrity, it brings publicity for the game and for the club.

Tifos is an Italian word for the visual and acoustic animation of a determined area in the stadium. It's made by the supporters, for the supporters. It's often made with not lots of money and it helps increasing the popularity of the club. They are different for every game.

Finally, the atmosphere in the stadium is a combination of everything. The spectator must feel comfortable, at-ease. He needs to enjoy what is surrounding him in order to come back.

1.4. SWOT of Olympique Marseille

<p>Strengths</p> <ul style="list-style-type: none"> passion from the fans quantitative potential about fan base great exposition in medias a new and big stadium history and trophies The “Commanderie” place 	<p>Weaknesses</p> <ul style="list-style-type: none"> strategic vision before being bought reputation of the city reputation of the formation centre
<p>Opportunities</p> <ul style="list-style-type: none"> dynamic in the territories (Aix-Marseille) new buyer from United States the stadium will become more connected and technologic (Orange) fan experience every team will play its best against the OM 	<p>Threats</p> <ul style="list-style-type: none"> problem of levels, lots of games lost French market about entertainment diversified New competitors in the area (Nice, Montpellier, Monaco) Competition for the TV rights

As we all know, Franck McCourt is going to be the new owner of Olympique Marseille. We know that the team is going to be more competitive with better players, however, what are his plans for management area of the club? In the following lines we will talk about the different pillars he wants to develop in the club (Marketing, communication, partnership, etc).

1.5. Strategy of the new owner, Frank McCourt

Mr McCourt wants to create value on a long-term basis. He will study, clean and ameliorate the management in the club. He will invest enough money to assure the good working of the team, with a budget increase for the next season (around 150M€)

1.5.1. "OM champions project"

McCourt knows things are made differently here than in the other clubs. That's why he wants to have an « OM » way. It's based on four axes:

- **The team will fight each year to win the League 1.**

With this first axe, Mr McCourt emphasizes on results. He will bring new players but they have to be competitive.

- **Fans will have the best fan experience**

The second axe is about fans. They will no longer only be supporters but also participate to the game. We will later discuss about Orange's plan to develop the stadium services.

- **OM owes Marseille**

Here, it's about community. The city must receive what it gave to the OM. There's a need for a stronger relation. The OM must be a model in every sense.

- **A strong organization**

Finally, the last axe is about building a strong organization, as strong as in and outside the field. It's not only about players and results but also about the economy and the financial fair-play asking by the authorities.

1.5.2. International Development of the club

The main objective (speaking from a managerial point of view) is the internationalization of the club: The club wants to expand its brand abroad. Based on a survey in 2015, Olympique Marseille is the favorite football club in France, but as well in North Africa (Marseille has a high population of Algerians and Moroccans).

Olympique de Marseille is trying to increase its popularity and awareness outside the frontier through a digital development. How? OM.net and OM mobile application is translated in 3 different languages. The official

Facebook page is translated into different languages depending on geographical situation. At the same time, OM has 4 different twitter accounts in different languages (English, French, Spanish and Japanese). In order to increase the awareness abroad it's important that international supporters can read the club's actualities in their own language. For example, since the arrival of the Japanese player Hiroki Sakai, the club noticed a large increase of new Japanese fans as the player is an idol in its home country. The club decided to create a new Japanese Twitter account in order to expand the OM brand to Japan.

There is also the idea of creation a "Fan Club". More precisely, there will be official supporters clubs in different capitals of the world. With this programme, international supporters will be able to share their passion for OM with other supporters living outside France. this project will allow fans from the same city to share and discuss about the club's issues as well as meeting together in a pub to watch OM's games. Get together all fans around the world at the heart of a project officially linked to Olympique Marseille is a fantastic idea.

1.5.3. Fan experience development

The club has to meet the demands of a new generation of fans. These fans go to a live event and they want to be part of this event, not only as simple spectators. They want to connect. Today's experiences in Vélodrome stadium are offered by the supporters (Virages) and not by the club. The club offers some activations, such as the Orange Football Challenge, for the youngest supporters. They can be chosen and play football during the break of an OM football game. However, these experiences are reserved for a minimum of people, our objective is that OM proposes experiences for the 70,000 people attending the stadium, so that when people leave the stadium they say: "We won and we had an incredible time, I want to come back!"

OM's partnership with Orange, which gives its name to the stadium, will be an important factor for improving the fan experience in Stade Vélodrome. These two companies want to make the Vélodrome one of the most innovative stadium. The stadium will become completely connected in order to give an amazing and unforgettable experience to supporters. More precisely, it will have Wi-Fi everywhere and a capacity of 20.000 simultaneous connections.

1.6. Partnership strategic plan

In order to meet "OM Champion Project" expectations, we propose a long-term plan based in 2 strategies:

1.6.1. Short-term

Our short-term strategy is to remain with today's sponsors for one more seasons (2017/18). The fact that the main sponsor has to be official before the 15th of November leaves little time to find a new one, so the ideal solution would be to remain with Intersport for one more year (6M€) or to move up 1 or 2 official partners to main sponsors (ex: Winamax and Mutuelles du Soleil for 3M€ each one).

Intersport is a very important sponsor for OM as its one of the most important sports retailers in France and in the world, giving to the club a good international reputation in its shirt. At the same time, Intersport also gains many benefits from sponsoring OM, as they are in a direct concurrence with Decathlon. The fact that they sponsor OM adds value in their competition with Decathlon, not only because OM has 15M fans in France, but because with this sponsorship, Decathlon is forced to sell OM shirts with the Intersport logo in their shops (one of the French football shirts which is sold the most per year).

For the next season, Intersport's main objective will be to develop their e-commerce, so it will be important that OM proposes digital activations to help their main sponsor to develop in this field.

1.6.2. Medium term

For the following season (2018/2019) OM will be in advantage to sign a sponsor with a high international reputation. After one season under Franck McCourt's direction, with an improvement of players, OM will have more power to negotiate a new sponsor for a higher amount of money than today's contract with Intersport.

We have to take into account that OM counts with 3 types of sponsoring packages:

- **Official supplier:** Between 300,000€ - 800,000€: 1 operation with players per season, post in OM's official social media, logo on the shirt (Boulanger).
- **Official partner:** Starting from 800,000€
- **Main sponsor:** More than 3,000,000€

In the following report we will analyze the scenarios of 2 potential main sponsors: **Panasonic and LIDL**



2. PANASONIC

Panasonic

2.1. Panasonic Overview

2.1.1. Company Profile

Panasonic is one of the best Japanese electronics producers and is based in Osaka, Japan. It has been created in 1918 and is today the fourth largest TV manufacturer in the world. Their main products are top quality electronic devices such as TVs or Cameras. However, Panasonic diversified itself into some others kind of products including home appliances, home phones, home entertainment and healthcare.

Panasonic is becoming more and more important and its slogan “A Better Life, A Better World” is in harmony with the sport spirit.

2.1.2. Panasonic in sport

Since 1988, Panasonic has been an official sponsor of the Olympic Games and has been a highest ranking sponsor for the competition for over 25 years. “Sharing the Passion” is the motto the company has promoted throughout its partnership with the Games as a goal to unite all of those who love sport. The brand has provided the venues and arenas at numerous Olympic games with professional stadium displays, developed and installed security systems, installed broadcasting equipment and gave an overall technological lift to each sporting stadia.

Another notable Panasonic sport sponsorship activity is its recent partnership agreement with Jaguar in Formula E racing. Panasonic is joining the Jaguar racing team as part of a multi-year partnership, though the company will initially serve as a title sponsor only.

2.1.3. Panasonic in football

In regards to football, Panasonic is currently and has historically been very much involved with the sport. The multinational cooperation is the founder and proprietor of Gamba Osaka Football Club in Japan. The club is widely recognized on the Asian continent and is Japan's second most successful club in history having won eight league titles and one AFC Champions League in 2008. The company thus has the image of sporting success in their domestic market. The club's recently built stadium is equipped with a range of Panasonic's state-of-the-art technology which includes LED floodlights and large screen displays.

In terms of their presence on the international football stage, Panasonic sponsors several world-class players such as Barcelona's star player Neymar Jr. who serves as a global ambassador for the brand featuring predominantly in advertisement activities in both B2C and B2B business sectors.

In European club football, the brand has historically sponsored Nottingham Forest, its former sub brand JVC sponsored English giants Arsenal and the Japanese organization has of course sponsored Olympique de Marseille between 1989 and 1992; a very successful time for the club.

2.2. OM and Panasonic mutual interests

2.1.1. What can OM bring to Panasonic?

Visibility on the French market

A study conducted by the French news outlet Le Figaro in 2015 found that OM was the country's most popular football club, ahead of rivals Paris Saint-Germain. Pumpkins, a digital communication agency, placed OM second on the social media spectrum after the 2015-2016 season, with the club amassing over 6.6 millions followers on their Facebook, Twitter and Instagram platforms. It equally found that the Velodrome was the 2nd most 'checked in' stadium in Ligue 1 and was that OM was the most interactive club on Twitter, all of this despite finishing a disappointing 13th in the league. This highlights the huge



potential the club possesses if the team is successful on the pitch, a department in which future owner Frank McCourt plans to drastically improve over the coming years.

Although the current attendances at the Velodrome fall short of the club's expectations, the stadium has a capacity of 67,000, the largest in French club football. During the 2014-2015 league season the Velodrome had an average of 53,130 spectators per match, the league's highest total despite the club finishing 4th.

Visibility on the global market

Olympique de Marseille is not only an attractive entity in France but on the global stage as well and is intent on further building its brand internationally. The club currently has Twitter accounts in four different languages (French, English, Spanish and Japanese) to cater for their global audience. The club has a strong following on the African continent while the club has an impressive following in the United States with a total of 64,000 fans on Facebook coming from the nation in 2013. The club is also well represented in Asia, with the club's notoriety significantly increasing in Japan over the past few months. This global visibility coincides with Panasonic's marketplace, with the company operating on all five continents of the globe.

Potential advantage on the domestic market

As previously stated, Olympique de Marseille has increased its following in Japan in recently, which has led the club to launch a Twitter account in Japanese just under a year ago. The arrival of Japanese star Hiroki Sakai to the club has certainly been a factor on the club's rise in popularity in the country. Sakai, who has 146,000 followers on Twitter, can be a valuable asset in promoting the brand on a very competitive domestic market where technologically orientated companies are constantly at war to secure customers.

Olympique de Marseille: synonymous with success

OM is France's most decorated club having won, among others, nine league titles and the country's only Champions League back in 1993. The club's impressive trophy haul can be compared to Panasonic's rise as one of the world's most renowned and performing electronics company. Although the club is currently going through a difficult sporting period, the imminent arrival of new owners and their 'Champions Project' brings great hope for renewed success.

Passionate supporters

The club's passionate fan base has been a key asset in propelling the club to national and European glory. The passion and emotion professed by these supporters is consistent with the company's aims to "share the passion" of sport, as it has done for almost 30 years with the Olympic games. This folkloric fanaticism can potentially be used as an interesting marketing ploy by the company in its quest to increase product sales on both the French territory and around the globe.



2.1.2. What can Panasonic bring to OM?

Panasonic is a strong and well established Japanese company that provides high quality products which would be in harmony with future OM Projects.

Besides supplying Audio/TV/Video Equipment, the Olympique de Marseille would benefit from an exquisite brand image from Panasonic while being internationally recognized, predominantly on the Asian market.

In addition to that and according to INSEE (2016), the French population living in Asian countries in 2015 is estimated at around 140 000 people. Therefore, Panasonic would give OM an opportunity to reach a new market and thus attract new customers.

Panasonic Values and Sports

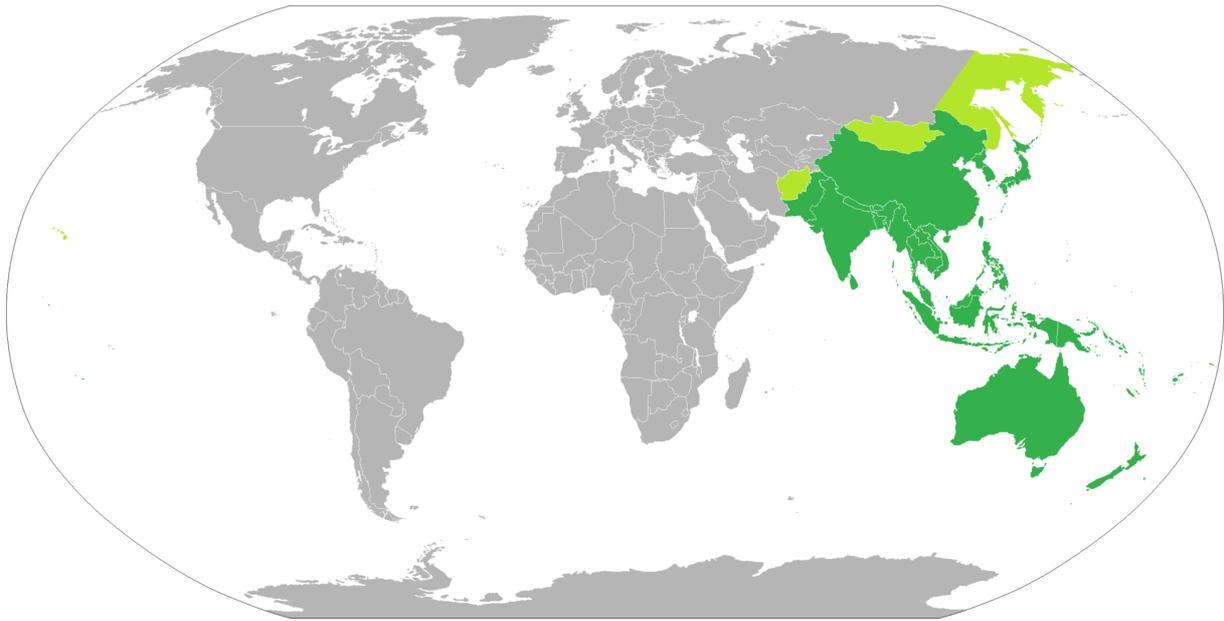
Through sports and specifically through Olympic Games, Panasonic is promoting World peace while sharing the passion with their state-of-the-art technology and solutions.

Panasonic's existing deal was due to end after the Rio summer Olympics in 2016. Its new deal gives it exclusivity in the audio-visual product category, which includes home entertainment equipment (televisions, cameras, professional video equipment...).

Today, Panasonic is committed to support the Olympic Movement for a further eight years through to 2024. Panasonic is also the sponsor of big events like Roland Garros and the Master of Paris-Bercy.

In term of values, Panasonic and OM are tightly linked. Indeed the two brands are considered to be the best in their domains as well as being passionate. Panasonic values (Visionary, Refined, Trusted) are in harmony with OM's spirit. "Anything worth doing is worth 100%" - Konosuke Matsushita (1894-1989) – Panasonic Creator

This quote perfectly matches with the spirit of OM in which players have to train hard and be 100% involved in their matches.



2.1.3. Sponsorship Revival

Panasonic was the shirt sponsor for OM between 1989 and 1992, a period during which the club was at the height of both French and European football. During that time, the club won three consecutive league titles, one Coupe de France and reached the European Cup final. The jerseys of that era have since become timeless classics with fans forever associating the brand Panasonic with success.

With the club ready to embark on a new adventure with its new owner and his promise in re-establishing OM as a title contender and European heavyweight, the revival of Panasonic as a shirt sponsor seems timely. A sponsorship agreement between the two brands will most likely be a welcomed deal for the club's faithful and can be a step in rekindling their passion for the club. Such sponsorship comebacks can be seen with Real Madrid, where the brand Teka reunited with the club in 2013 after having enjoyed a very successful stint with the Meringues between 1993 and 2001.

The return of Panasonic can be seen as an opportunity for OM to reconnect with its fans by tapping into nostalgic emotions and making them believe that the club can once again have the kind of success that led to so many people fanatically supporting the team. For Panasonic, who had to withdraw

from the sponsorship in the past due to the company's financial situation, this is an opportunity to re-expose themselves into France's football limelight and join an ambitious Olympique de Marseille project.

2.3. Activations



2.3.1. Social Media Activations

Social Media is a great way to connect with your supporters; however, it's not just a communication tool. There is big money in social media today, and brands miss that in most of their social media platforms.

Clubs can monetize through social media in many ways, especially clubs like OM who have a public of 8 million fans. Today, OM's best option is to monetize their social media content by sponsoring it. Example: OM produces 3 types of awards every match/month through social media + website OM.net : "Player of the Game" (*Olympien du match*), "Player of the Month" (*Olympien du mois*), "Best Goal of the Month" (*But du mois*).



This content, as well as not being visually attractive, brings back no money to the club. The idea would be to sell one of these awards to Panasonic:

Obviously, this would generate money to the club as it would be included in the sponsor activation package with Panasonic. It would also increase the

club's content quality that today has. However, the main question is, *what advantages can it bring to Panasonic?* The "Player of the Month" is the best player of the team, the one that has performed the best during the month offering values such as effort, team work, success, efficiency, trust, excellence, etc. These values are the same that are linked with Panasonic, one of the most important electronic companies in the world, so the company would be associated with the award.

At the same time, this type of content is relayed in all of OM's social media, including OM's official Japanese Twitter account (@OM_Japanese) which has a community of more than 2,000 Japanese followers (+10,000 Japanese followers in Facebook).

As this award is done through the votes of supporters, there will be a draw between all the supporters who voted for the winning player. The supporter who is selected through the draw will give the price to the player before the warm-up of the next game in Marseille.

Furthermore, OM could do the same in the videos posted in their Facebook and Twitter account by including the logo of a sponsor. Today, OM social media videos have millions of views per week:

Facebook:

- More than 3 seconds views: 4,731, 964
- More than 30 seconds views: 1,189,317

Twitter:

- More than 3 seconds views: 673,800
- More than 30 seconds views: 247,500

Taking into account that CPC in Facebook is around **\$0,1 per clic** , if OM wanted to pay for having their videos sponsored through Facebook during the last month, the club should have paid **106 668€** in order to reach the same amount of people that have seen the videos for + than 30 seconds. Indeed, it's an amount of money that should make you think about the interest of sponsoring videos to one sponsor.

2.3.2. Stadium Activations

The Vélodrome Stadium is one of the most impressive football stadiums in Europe, however, the technology inside the stadium is far below its beautiful appearance. We have already discussed about Orange's strategy to develop the stadium, but today they don't consider changing the lights or music equipment, 2 basic pillar's to improve the fan experience in the stadium which appears in "OM Champion Project" programme.

Panasonic is one of the most important electronic and high-tech companies in the world, so one of the partnership activations could be focused in the development of the stadium's equipment. The Juventus Stadium example shown in our presentation is a perfect example of how OM should improve their fan experience before the games. Today's OM player introduction is not at the level of other top European clubs. Obviously, it's easier when you own the stadium like Juventus does, however, other big clubs don't own their stadium (*AC Milan, Ajax, Inter Milan, AS Roma, Napoli, Borussia Dortmund*) and have succeeded to improve their fan experience and stadium services by reaching to agreements with the owners of the stadium.



Our activation has 2 main objectives: **Increase the fan experience in the stadium and fill the stadium 1 hour before the game.** For this, we would need a collaboration between Panasonic and Orange (Arema) in order to improve

the stadium's services and experiences. Our main proposal is to improve the intro of the game which is done a few minutes before match kick-off by installing a light and music system in the stadium: lights turn off whilst speaker announces the players. As we said, this would be done using Panasonic's technology, exposing to the world their quality and innovation. Companies like Panasonic have one main objective: Try to prove they are the best, and we think that doing this in a 70,000 capacity football stadium is a perfect place to do it. Our proposal is to call this intro "The Panasonic Show", "The Panasonic Intro", "OM's intro presented by Panasonic".

By investing in the stadium and improving its services and reputation (Panasonic Show would be viral), we expect the city of Marseille to reduce the cost of the rent of the stadium.

During the game, a number of animations would be proposed too. Today OM counts with a Kiss Cam + Dance Cam (unfortunately used less and less), why can't we exploit these animations by creating an award like "**Fan of the Game**" (sponsored by Panasonic and Orange)? One camera will video fans during the game, these images will appear in the stadium's giant screens. At the end of the game, the fan who has encouraged the most, showed more passion and excitement, sang, etc will win the prize, ex: visit to RLD center, VIP tickets for next home game.



2.3.3. The Olympique Of Marseille Academy

Shaped like summer camp sessions (paid practice), our academy would be based on Olympique Of Marseille way of doing, OM spirit, under the “Olympique of Marseille Label”. We want to develop a sportive partnership with Panasonic. They will be able to beneficiate from our experience in high level performance (Olympique of Marseille are the only French club which won the Champions League, and is one of the most titled football club in France). Also know for the premium quality of his formation, players like Flamini, Nasri, Carasso, A.Ayew, or world champions like Alain Boghossian. Moreover, OM brings an important know how (using coaches from the club) for the formation of the players of this summer camp in exchange of a large visibility in Japan. Our point is to offer our competencies during paid summer camps in order to enhance the quality of the young Japanese players, and to give OM a good window display in Japan.

Panasonic, which is the owner of Gamba Osaka, already has most of the infrastructures needed by the OM Academy to be able to run its project in a correct way. This means that the investment of Panasonic in this academy will be low. This experience can be useful for the club owned by Panasonic.

We propose to Panasonic to give the exclusivity of our experience for his own club in Japan. They will control the administrative part of the installation and equipment sponsored by Panasonic (during the formation players will be wearing Panasonic shirts) and we will be in charge of the whole football part of the formation. We want to give access to Gamba Club the possibility to have access to our way of playing football and our way to see football. Using our experience, and our formation, Olympique of Marseille asks in return for the exclusivity over the players of Gamba Osaka during the draft season.

Panasonic by being official sponsor of OM, will have access to our formation and our experience in term of professional football in order to enhance the performance, attract new generation of players. Using Olympique of Marseille brand (our logo, our image, our name) Panasonic will be able to earn money at each summer camp session and will be able to enhance the quality of his own team Gamba Osaka in order to be even better during the J-League.

2.3.4. Back to the Future: Revival

Panasonic, in the past has already been sponsor of Olympique de Marseille, this partnership came to end because of financial issues. With Panasonic, Marseille reached the top. Top players, top team, being champions of the French championship during this two years of collaboration. One year after this great partnership Marseille was reaching the top of Europe, being the 1st French club to win the Champions League.

We think that our collaboration has been stop before its apogee. We do think that our story is not over and that we must reach the top together. By your participation to be our main sponsor and our experience we believe that we can reach the top again.

This represent the golden generation for Olympique of Marseille, and fans are very proud of our history. Panasonic back on the OM's jersey would be a promise of greatness. It will be a big opportunity also for Panasonic as 300 000 OM's jersey are sold in France each year. Your exposition in France and Europe will be largely strengthen by our partnership. The number of store who sell OM's jersey increase each year. Moreover, the jersey is present in all the biggest sport retailers across Europe.

One of the idea here for the jersey, is the "vintage jersey". We know that our fans are very involve in the club. They feel very close to the club life, in sort that the history and what represent the history of the club is very important to them. This vintage jersey, with your name on it would be a sign of recognition of the greatness of the club.

What we want to do is a revival, we want to use the old design of OM's jersey from season 1991-1992, in order to do a "collector" jersey. Using the same three blue stripes on the right arm and OM logo on the left. This is for the revival part. The "collector" part is because we want to add to the jersey a golden inscription right under the logo "Since 120 years" in honour of the 120 anniversary of the club. Moreover, at the top of the back "1899-2019" will be written.

This jersey will be worn at the first game of the season 2019-2020 by all the players. We want to invite all the players which have play in 1992 with our Panasonic sponsored jersey, in order to strengthen our attractiveness to people, to present this collector jersey to our fans before the game. Moreover, this jersey will be the "THIRD", used for European Cup (CL-EL), Coupe de la Ligue, and will be able to be used during the game away in case that the away jersey is not usable. Panasonic brand will appear on the front of the jersey as for the season 1990-1991 when OM reach the final of the Champions League, this will give you even more visibility in all the retailers that will sell this collector jersey. As OM has fans all across the world which are very proud of their history and their team this means a large gain in visibility for Panasonic.



3. LIDL

3.1. Lidl Overview



3.1.1. General information

Lidl is a German global discount supermarket chain. Based in Neckarsulm, the company belongs to the holding company Schwarz Gruppe and remains the main competitor of the similar German discount chain Aldi.

Lidl slowly developed its own approach to retailing and helped itself to establish as a successful discount chain. Simplicity was the basis of all of Lidl's operations. According to the company, « Our business is simplicity itself : we buy and sell with the sole aim of offering our customers the highest quality, everyday products at the lowest prices. » Its philosophy allows the company to keep operational costs at minimum by avoiding flooring, furnishing or embellishments in store.

The mission statement of Lidl remains to be the respect of cultural variety and the fact that it recognizes differences in values and traditions.

Lidl's values and philosophy

The main and determining values in the success of the company are their values of respect, recognition, responsibility and trust.

Treating each other's work with consideration and acting towards others "in a way we would want to be treated" are the basis of respect in Lidl's business. Recognition appears through the celebration of success in any significance and the creation of an environment where associates, employees and suppliers feel appreciated. By taking ownership of its actions, products, decisions and policies, and by being proactive and solution oriented, the company aims to develop the responsibility of everyone which take part in its business. Finally, trust seems to appear as the most appreciated value nearby

consumers. Each one of these values symbolizes what is important in Lidl's philosophy and ultimately determines how the company operates as a business.

Moreover, the health and wellbeing of consumers are essential in Lidl's philosophy. Indeed, the company is supporting a number of initiatives such as company promoted sports clubs and sporting events.

3.1.2. LIDL & sport

Goals of the group

The German giant of supermarkets is moving fast. After changing its communication to migrate its positioning as hard discount by trying to target more affluent clients. In order to establish this change of brand strategy, Lidl uses the sort events and team sponsorship.

Moreover, the brand has developed a range of clothes and sports accessories for cycling, running and skiing which will be marketed in summer 2016. Crivit Pro is a second way to support the group's strategy to diversify and to approach the sports world and therefore, values that result.

Sponsorship in the last 2 years

Always seeking more notoriety, sponsorship is growing! Since early 2015, Lidl excels in this area and teams trust them.

Agreements, with various federations and teams recognized by their results but also their sets of values, allowed LIDL to change its image.

- [Lidl Starligue](#)

To get more details of these agreements, let's start by talking about handball. Thunderclap in the sports world, Lidl becomes supplier for the national league by being the partner of the French Handball Federation and the men and women French teams for the next 3 years. Besides being the official supplier of the federation, LIDL signed a naming rights contract that ensures even greater visibility throughout the season. Through this significant financial association, noted 1 million a year by the newspaper L'Equipe, Lidl wants to see the French championship dominated all of Europe and in the aftermath, worldwide.

- [Etixx-Quick Step](#)

In Belgium, Lidl sponsors Etixx-Quick Step, a cycling team engaged in UCI World Tour. First, the brand affix its logo on the jerseys of the cyclists, it is not inconceivable that Lidl could renamed the team, a widespread practice in the world of cycling. The investment for this partnership is smaller and is around a hundred thousand euros. A small share of sales in France that exceeds 9 billion euros.

- [Squadra Azzura & Fédération Anglaise de football](#)

Just like Lidl France, subsidiaries in Italy and England want to reach consumers in these countries and get close to them to be among the most active supermarkets.

Lidl pays even more to become official sponsor of the Squadra Azzurra, the Italian national team.

In November 2015, LIDL UK signed a partnership with national federations of England, Scotland and Wales to set up programs for children across the UK. By becoming the official supermarket of the national teams, the company teaches his place in the world of food retailers in the UK and also in Europe.



Why LIDL represents an opportunity for sponsorship in the world of football and specifically for Olympique de Marseille?

Lidl attaches great importance to products created in France and have turned to the support of French regions through partnerships with over 600 local producers.

A primary dimension for the group is the human dimension. The partnership with the Federation of Handball is based on the values of Team spirit, Solidarity and Performance. These 3 These values are part of the short term goals of the OM football club. Buy out the group, OM made a clean sweep of difficult years and launches into a commercial and communicative policy to boost the image of the club.

In this process the idea of performance will be arriving soon in the near future. Team spirit reigns among players with strong affinities, video trainings transpire good feelings and a sense of community that should allow the team to aim higher towards the trophies in the coming years.

Concerning solidarity, is found among supporters with solidarity in defeat and in victory. Little club records a true track fans with results unsatisfactory in previous seasons.

With a true renewal of desire within the club, the brand values Lidl's are in line with what the club wants to convey and to live in these supporters.

With this agreement, LIDL is close to its customers in the PACA region. Therefore, the brand can implement communications campaigns in their stores to improve the image of the club and their activity simultaneously.

The common values of the two entities are: Proximity, Solidarity, Team Spirit.

3.2. Activations

Activations	Advantages for OM	Advantages for LIDL	Type of tools : Visibility, Relations, Participation and Involvement
Branding in the stadium : Logos behind the goals, just under the screen with the score, above the entry of the players...	Create a real professional image of the stadium	Visibility	Visibility
Creation of a special space all branded LIDL: A lounge available before the game and during the half time. Sales and free product from the sponsor.	Create more entertainment and conviviality before the games	Sales, visibility, improve their image by offering a top quality area	Participation
All the regional product in the supermarket will allow the people from Marseille to win seats for the games.	Fill the stadium	Boost the sale of this certain products	Participation
Creation of an academy in the north part of the city . 2 stores can help in the 13 and 15 borough	Improve the image of the club and the football players in general	Be close to the population who buy in the supermarket of the city	Involvement
Creation of a Lidl'cup for all the football clubs of Marseille. The winning team will train with	Improve the image of the club and the football players in	Associate the name of the brand with a cause-related event	Involvement



the pros from the OM at their training center	general		
OM zone in the 5 biggest LIDL in the region. Creation of a goal with products, discount, tickets for games etc. When the customer wants to play, he needs to shoot to win what they want.	Fill the stadium	Action of direct marketing. Creation of traffic in the stores	Visibility & Participation
Creation of product for the special nights with the OM games : Pizza, beer etc. and create a link between this purchase and a Facebook photo contest and create traffic on the both Facebook pages.	Visibility on the social networks	Visibility on the social networks Boost the sale of this certain products	Relation & Participation
Creation of derivatives like special plastic glasses with the logos of OM and LIDL.	Obtain cash entries	Boost the sale of this certain products	Participation