

Football Focus FW22

Bruno Binggeli



Umsatzzahlen Intersport Schweiz



Highlights Fussball Saison FW22



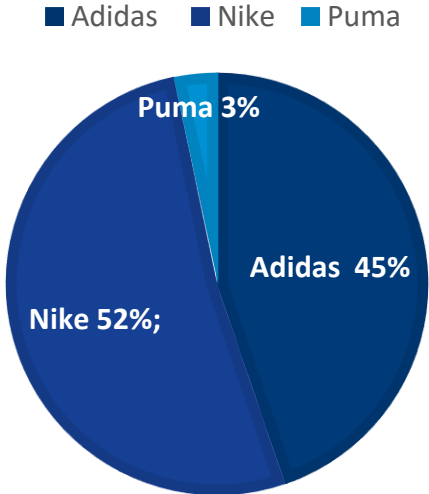
Übersicht Launches von Club und
Ländertrikots



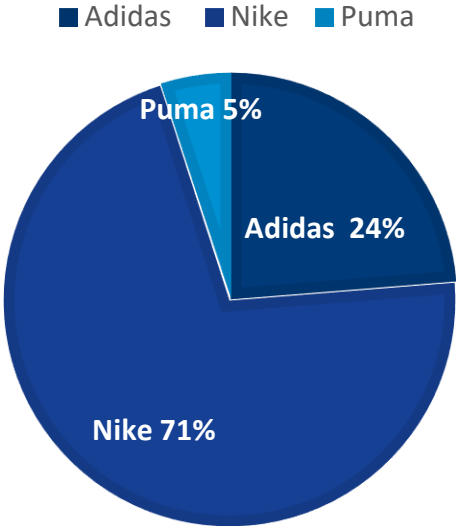
Marketing Fokus

Category Football auf Marke

2019-2021 MARKTANTEILE FUSSBALL INTERSPORT SCHWEIZ



















SS22 MARKEN VERTEILUNG INTERSPORT SCHWEIZ



INTERNATIONAL MARKETING CALENDAR

FOOTBALL / FW22

	JUL	AUG	SEP	OCT	NOV	DEC
BRAND CAMPAIGN	THE HEART OF SPORT					
CATEGORY MOMENTS	EC22 WOMEN	BACK TO CLUB	WOMENS	WINTERISED	WORLD CUP 2022 	
PRODUCT MOMENTS		FTBL INNOVATION	BLACK PACKS			
RETAIL MOMENTS		BACK TO SCHOOL			BLACK FRIDAY	
PARTNERSHIP CAMPAIGNS	GAME DATA PACK (NEW X)  JUL 12 FASTEST PACK INCL. WOMENS  JUL 7 GET READY MERCURIAL  JUL					
PARTNERSHIP PRODUCT DROPS	SHADOWPORTAL  NEW X, COPA P1, PRED P1 JUL 14 ECLIPSE PACK  JUL 7 FEDERATION HOME & AWAY KITS  JUNE-JULY	MESSI  AUG 9	UCL BALL  MID AUG POGBA  1ST SEPTEMBER WINTERIZED  SEPT KM PLAYER EDITION  25 AUG FEDERATION HOME & AWAY  SEP 19-27	AL RIHLA (WC)  OCT 4 FEARLESS FOOTBALL  OCT 7	NJR WORLD CUP PACK  NOV 17	

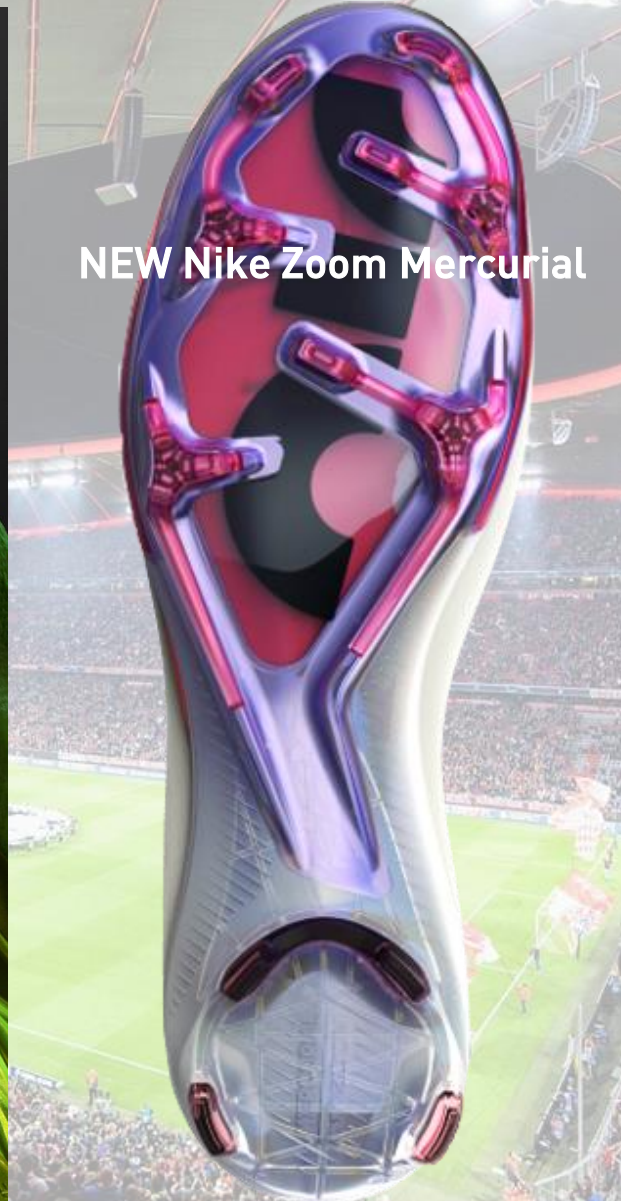
Highlights Football FW22



Puma NEW ULTRA



Adidas NEW X SPEEDPORTAL



NEW Nike Zoom Mercurial



Launch WM Trikot 2022
und Club Replica

CLUB KITS LAUNCHES FW22

JULY 1
AWAY + INTER AWAY & HOME



JULY 6
AWAY



AUGUST 14
3RD



AUGUST 15
3RD



FEDERATION KITS LAUNCHES FW22

MAY 22
HOME

JULY 6
AWAY

SEPTEMBER 15
HOME & AWAY

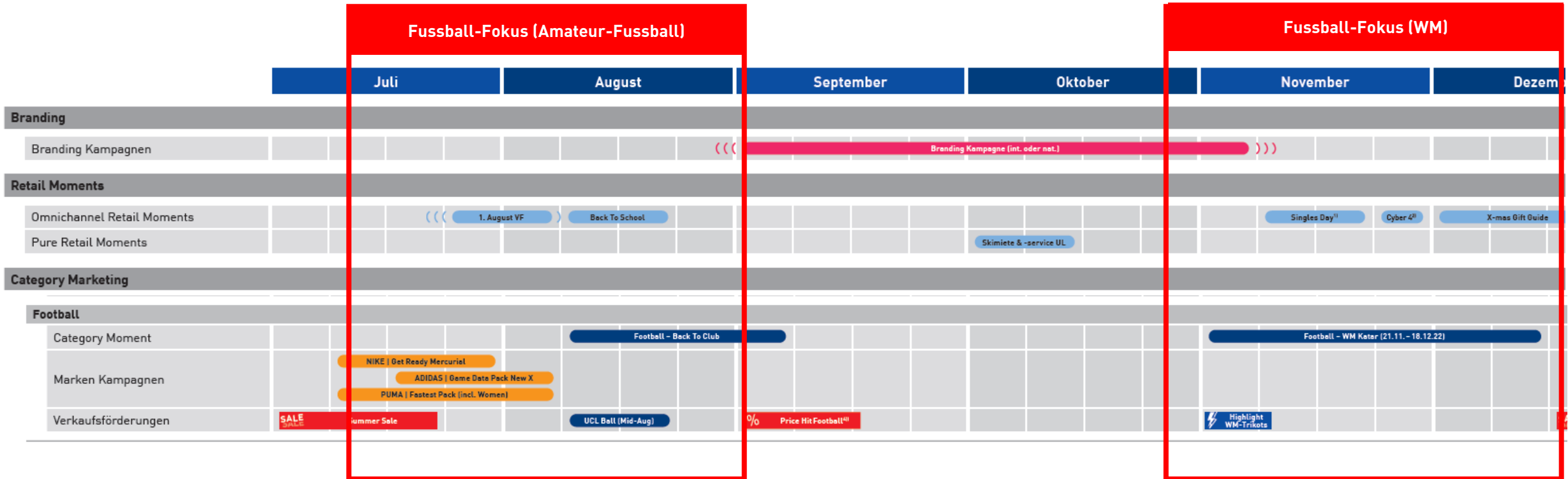
OCTOBER
HOME & AWAY



BACK TO CLUB



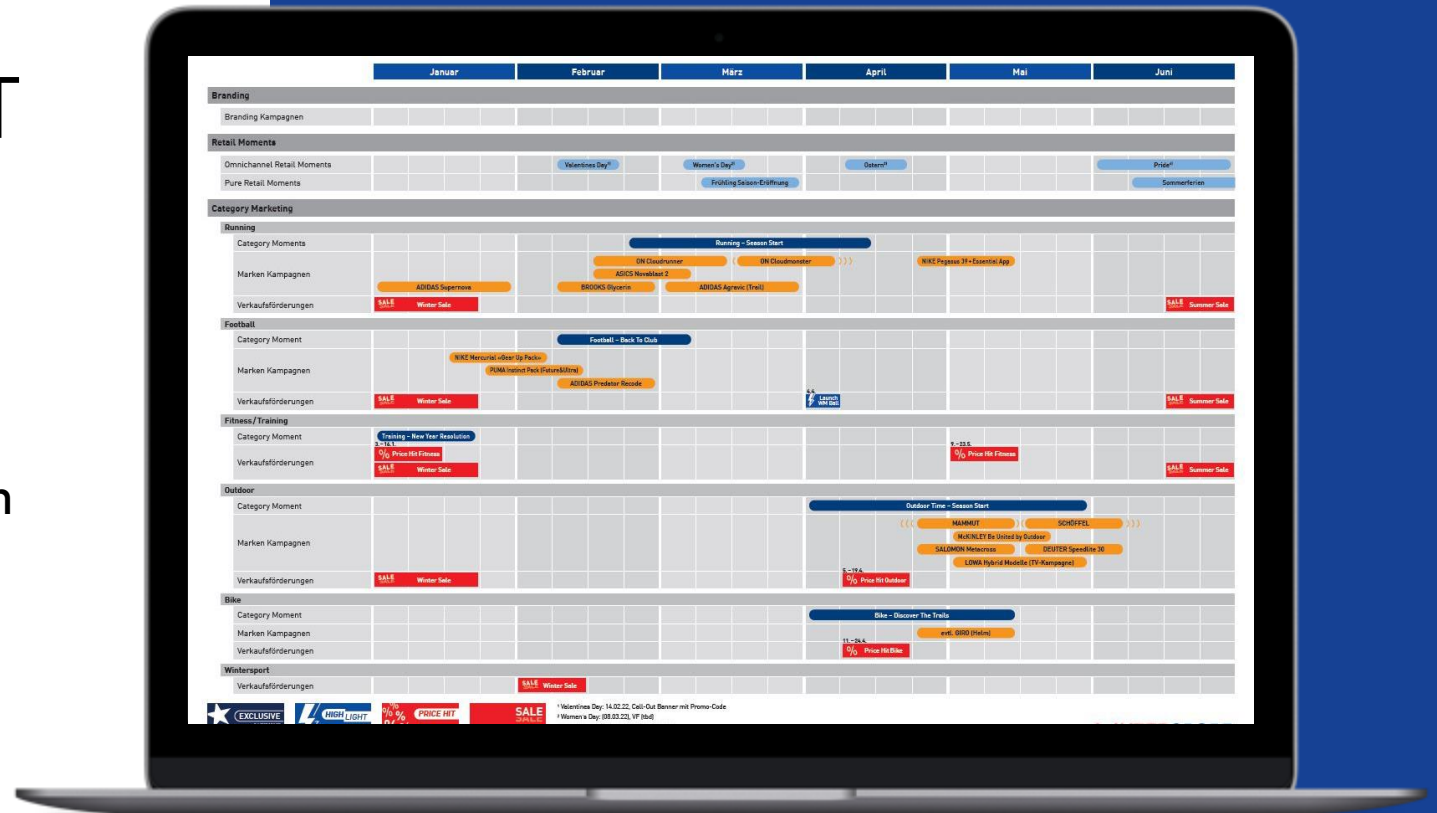
MARKETING PLAN FW22



Cat. Mgt. & Marketing

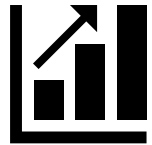
One INTERSPORT Plan – UNSER PLAN

- Ein gemeinsamer Marketingplan
- Markenführende Elemente
- Marken-Kampagnen
- Du wählst deinen Content nach deinem Bedürfnis
- Plan und Inhalte auf der INTERSPORT Markom-Plattform

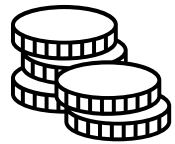


...SO FUNKTIONIERT'S

Kommunikationsfinanzierung



Aus unserem ZR-Volumen von Industrie A-Partner...



...entsteht ein grosser Teil des Kommunikationsbudgets der INTERSPORT...



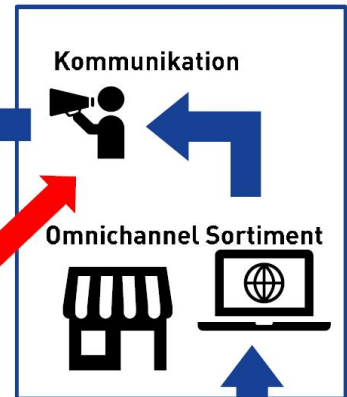
...damit können wir gemeinsam kommunizieren, auf Basis der Marken Kampagnen.

Einkauf | Kommunikation | Verkauf

CUSTOMER CENTRIC CM PROCESS



Grundlage für B2B-Empfehlungsprogramme & B2C Omnichannel-Sortiment Sell-In





Die Rumpfmuskulatur ist die zentrale Säule unseres Körpers

