

SIDELINES

LINE UP BY YOUR SIDE!

"CREATE RELEVANCE IN THE CONSUMERS' MINDS"

Relevanz entsteht nicht durch Lautstärke. Sie entsteht durch Substanz. Wir unterstützen Marken dabei, genau das zu erreichen: echte Präsenz im Kopf der Konsument:innen. Mit klarer Strategie, einem tiefen Verständnis für den Markt. Wir denken nicht in klassischen PR-Kategorien – wir entwickeln Formate, die aktivieren, Botschaften, die bewegen, und Prozesse, die nicht den Effekt, sondern das Ziel im Fokus haben. Ob Strategie, Kommunikation, Markenaufbau oder Sponsoring-Aktivierung – wir bringen unsere Kunden zu ihrer anvisierten Community - dorthin, wo sie Wirkung zeigen: in den Alltag, ins Spiel, ins Herz und in die Köpfe. Create relevance in the consumer's mind – das ist unser Anspruch. Und unser Antrieb.

WHY SIDELINES?



CONSUMER FOCUS



INNOVATIVE SPONSORSHIP ACTIVATIONS



STRATEGY DEVELOPMENT



SPORT DNA



ELEVATE ATHLETE VOICES



HERO PRODUCT



LIVE COMMUNICATION

STATUS QUO – WHAT DO WE HAVE



CONSUMER FOCUS

CREATE RELEVANCE
IN THE CONSUMER'S MIND



PROVEN PARTNER FOR FTB BRANDS

FTB MEETS BRAND –
ACTIVATING THE COMMUNITY



STRATEGY DEVELOPMENT & EXECUTION

CLEAR DIRECTION – IMPACTFUL IDEAS –
MEASURABLE OUTCOME



ELEVATE ATHLETE VOICES

POWERFUL NARRATIVES THAT CONNECT
ATHLETES, COMMUNITIES AND CULTURE



HERO PRODUCT

OUR AIM: MAKE CONSUMERS
UNDERSTAND THE PRODUCT AND FALL IN
LOVE WITH IT



STRONG MEDIA RELATIONS

WE DON'T JUST PLACE STORIES – WE
POSITION BRANDS WHERE THEY TRULY
RESONATE

OUR DNA

COMMUNICATIONS

COMMUNICATION STRATEGY &
IMPLEMENTATION FOR BRANDS,
CLUBS AND FEDERATIONS

MEDIA RELATIONS, STORYTELLING &
SOCIAL MEDIA

ISSUES AND
CHANGE MANAGEMENT

SUSTAINABILITY COMMUNICATIONS

CSR

BRAND

SPONSORSHIP ACTIVATIONS

PRODUCT PR & PRESENTATION

BRAND ACTIVATIONS &
CAMPAIGNS

CONTENT CREATION &
DISTRIBUTION

LIVE COMMUNICATIONS /
EVENTS

STRATEGY / POSITIONING

STRATEGY DEVELOPMENT &
EXECUTION FOR BRANDS, CLUBS
AND FEDERATIONS

ATHLETE & PERSONAL POSITIONING

SUSTAINABILITY – STRATEGY &
IMPLEMENTATION

SIDELINES

CREDITS

HOMETURF SPORT



pepsi

**NIKE I PUMA I DFB
PEPSI I WERDER BREMEN**

COMMUNICATIONS STRATEGY

PRODUCT COMMUNICATION

CONTENT CREATION

SOCIAL MEDIA MARKETING

COMMUNITY ACTIVATION

INFLUENCER INTEGRATION

RETAIL ACTIVATION

DRIVE STRATEGY AND INNOVATION



DFL x BUNDESLIGA INTERNATIONAL

COMMUNICATIONS STRATEGY

POSITION BUNDESLIGA
INTERNATIONALLY

MESSAGING AND COMMS

GLOBAL ACTIVATIONS

SUSTAINABILITY ROADMAP

SPOKESPERSONS BRIEF

INTERNATIONALISATION: TOUCHDOWN IN GERMANY



**NATIONAL FOOTBALL
LEAGUE
INDIANAPOLIS COLTS
KANSAS CITY CHIEFS**

COMMUNICATIONS STRATEGY

GAMEDAY SUPPORT

PRE-GAME & SIDE EVENTS

MEDIA ACTIVATION

STORYTELLING

INFLUENCER & TALENT INTEGRATION

ELEVATE INNOVATIVE VENUES

POPULOUS®

POPULOUS ARCHITECTS

MEDIA ACTIVATION

EXCLUSIVE STORYTELLING

SPEAKING OPPS

SUMMITS



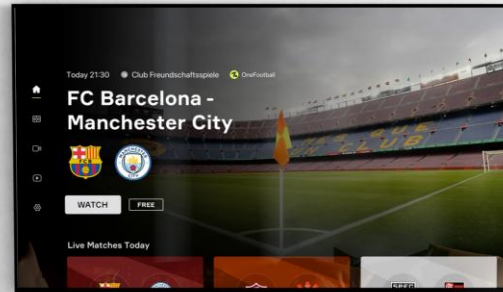
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DRIVE ONLINE



**LIVE MATCHES.
HIGHLIGHTS.
TOP VIDEOS.
NOW ON
ONEFOOTBALL TV.**



**ONEFOOTBALL
BECOMES AN
OFFICIAL LALIGA
PARTNER**



NO ONE GETS YOU CLOSER



ONE FOOTBALL

REPRESENTATION IN DACH-REGION

PRODUCT LAUNCHES

MEDIA PLACEMENTS IN SPORTS,
TECH, BUSINESS AND FINANCE

MEDIA REPORTING AND
DOCUMENTATION

CSR: KINDER JOY OF MOVING

LEICHTATHLETIK



„Sommer der Kinderleichtathletik“
with major spotlight events and nationwide
participation opportunities
in clubs

since 2025

Support Deutschen Sportabzeichens
since 2006

MINI TOUR (RADFAHREN)



Activations as part of
Lidl Deutschland Tour und
Eschborn-Frankfurt
Child Race, Bike Parade, Bike Adventure
World

Bike Academy in Frankfurt am Main
since 2018

KINDERTURNEN



Day of Action:
„Kinder Joy of Moving Tag des
Kinderturnens“

„Kinder Joy of Moving Kinderturn-
Abzeichen“
since 2020

TANZEN



Workshops in Schools

Highlight events with
a specially developed, state-of-the-art
dance course
since 2024



DRIVE SUSTAINABILITY



**DFL | 11 TEAMSPORTS |
ATOMIC | DLV**

STRATEGY DEVELOPEMENT

COMMS STRATEGY

IMPLEMENTATION

ACTIVATIONS

HEALTH X SPORTS



IKK Südwest

IKK classic

AOK

ambiotex

**IKK SÜDWEST | AOK X DHB | AOK
NORDOST | IKK CLASSIC X BVB |
AMBIOTEX**

SPONSORSHIP ACTIVATION

COMMS STRATEGY

CONTENT CREATION

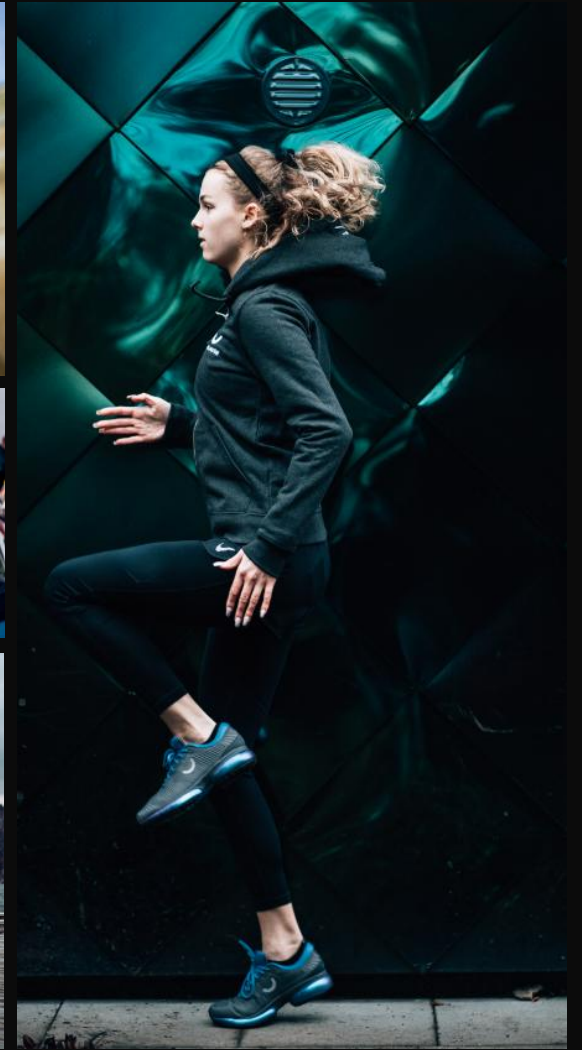
COMMUNITY ACTIVATION

INFLUENCER INTEGRATION

SOCIAL ACTIVATION

BRAND COMMUNICATION

WE ARE GROUNDED IN SPORTS



OUR REFERENCES

