

M+C SAATCHI
OPEN HOUSE

**Thank
you**

633 SUBMISSIONS!

Massimo + Jakob read them all and said:

“We cherry-picked from the best statements we received. Many played around with similar content.

This has been a genuine ‘co-creation’ where the result is bigger than the sum of the parts.

Everyone contributed and legitimately can feel part of it.”

Thank you for your time and insight and being part of setting The Brief for the next Creative task...



THE BRIEF

A GLOBAL CAMPAIGN TO RAISE
AWARENESS AND
DESIRABILITY OF THE GERMAN
BUNDESLIGA IN THE GLOBAL
AUDIENCE UNDER 25.

OUR CREATIVE STRATEGY JOURNEY - YOUR TASK

Challenge



Market Truth

People Truth

Cultural Truth

Brand Truth



Proposition



STRATEGY TASK FEEDBACK

Hello from Massimo and Jakob!

Thank you all for taking part in the 2026 OPEN HOUSE Strategy & Insight Session. It was a pleasure and great fun to hold the lesson in front of you all.

But even more than that, thank you for your AMAZING 633 entries.

There were some great gems among them, and it was very hard to choose and create the best proposition slide out of all of them.

We could have made hundreds, but we chose this option.



OUR CREATIVE STRATEGY JOURNEY - OUR OUTPUT

Challenge

**TO MAKE BUNDESLIGA AN ENTERTAINMENT PLATFORM THAT CUTS THROUGH THE NOISE.
A SHARED EXPERIENCE THAT BUILDS A GLOBAL SENSE OF BELONGING.**

Market Truth

**WE COMPETE FOR OUR SHARE OF
TIME, IN A WORLD WHERE
ATTENTION SPANS ARE FRAGILE,
AND SECONDS ARE THE CURRENCY**

People Truth

**UNDER-25 DON'T JUST FOLLOW
LEAGUES AND GAMES; THEY LIKE TO
FOLLOW CULTURE, PERSONALITY AND
MOMENTS.
AUTHENTICITY AND EMOTIONAL
CONNECTION CAN HAVE MORE POWER
OVER LEGACY, STATUS, OR TRADITION.**

Cultural Truth

**IN OUR DIGITIZED AND SCRIPTED
WORLD, PEOPLE CRAVE RAWNESS,
IMPERFECTION AND THINGS THAT
FEEL EARNED AND SHARED.
IN THIS WORLD YOU DON'T SIMPLY
WATCH, YOU "CO-AUTHOR" THE
EXPERIENCE**

Brand Truth

**IN THE BUNDESLIGA, THE SHOW
STILL BELONGS TO THE FANS.
THIS GIVES IT UNMATCHED
AUTHENTICITY**

Proposition

PLAY FOR REAL



STRATEGY TASK FEEDBACK

Some of you will recognise some of your insights, but there are plenty more. Here are some we especially liked and used, and some exemplary feedback:

THE CHALLENGE

"To make the Bundesliga the league that cuts through the noise. Built by fans, powered by live emotion, and made for a global audience competing for attention but searching for belonging."

"In a world of superficial connections, how can the German Bundesliga foster feelings of belonging? How do we encourage the global Gen Z to connect and feel like they are part of something bigger?"

We believe that cutting through the noise is one of the main challenges in today's overwhelming media landscape. Creating a sense of belonging fosters a lasting connection, making people come back regularly and creating a moat against strong competition.

MARKET TRUTH

"In a world where time is currency and attention spans are fragile the competition is against every elevated and immersive Experience which has a win factor and high perceived value."

We think the first part is spot on: time is the currency we are fighting for, and our attention spans have become increasingly limited.



STRATEGY TASK FEEDBACK

Some of you will recognise some of your insights, but there are plenty more. Here are some we especially liked and used, and some exemplary feedback:

PEOPLE TRUTH

"Under-25 fans don't just follow leagues and games, they like to follow culture, personality and moments. Authenticity and emotional connection can have more power over legacy, status or tradition."

Here, we believe the author nailed it. Today's young audiences are not so much interested in classic leagues anymore. Zeitgeist and strong cultural moments build a stronger emotional connection than any legacy can.

CULTURAL TRUTH

"Across cultures, there's a rejection of "manufactured" experiences. People crave rawness, imperfection, and things that feel earned and shared. Real emotion is the only thing that cuts through."

"Gen Z (U25) doesn't just watch 90 minutes; they "co-author" the experience. They value fan-owned authenticity, social shareability, and a connection to the culture behind the kit."

Here we took a mixture of two entries: we believe that the longing for "real" and raw experiences is something very strong in today's era of AI Slop, as is the wish to not only consume content, but also become part of it by co-authoring it.



STRATEGY TASK FEEDBACK

Some of you will recognise some of your insights, but there are plenty more. Here are some we especially liked and used, and some exemplary feedback:

BRAND TRUTH

"The Bundesliga is where football still belongs to the fans, offering a real sense of ownership, connection, true moments and emotion that young audiences are no longer finding elsewhere."

"Bundesliga's right to win lies in its unmatched authenticity, where fan ownership (50+1), electric stadium culture, and community-driven passion create an experience no other league can replicate."

"The Bundesliga is football at its purest high energy, fearless young talent, electric fan culture, and unmatched authenticity but it doesn't shout about it loudly enough."

Here are strong truths about the brand that we believe are connected and make the Bundesliga unique and special: Thanks to the 50+1 rule, it is the only league that genuinely belongs to the fans and offers unmatched authenticity.

THE PROPOSITION

"Play for real"

We believe this concise proposal captures everything needed to make the Bundesliga appealing to young audiences: Play as it is a game, but also embrace the idea of connection and co-authorship by fans, highlighting the authenticity and uniqueness that the Bundesliga offers against its scripted or more elaborate competitors.

