

**M+C SAATCHI**  
OPEN HOUSE

*Thank  
you*

**486 CREATIVE IDEAS  
SUBMITTED  
THANK YOU!**

Our creative teams shortlisted their favourites for Emma + Dario to review and choose their 'top ten picks'. We are sharing and celebrating the full shortlist on the Open House site. Well done all!

But first, a reminder of The Brief...



**THE BRIEF**

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

# 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 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**



# YOUR CREATIVE TASK

**One Idea. One Slide. PDF**  
**(Doesn't need to *look* beautiful)**

**Submit via the Open House site**  
**by Wednesday 8 April**



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# EMMA + DARIO'S TOP 10 PICKS

in no particular order



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# IF YOUR CLUB HAD 50+1

What's your club getting away with?

## INSIGHT

Every football fan has something they'd change about their club. The ticket prices. The kit costs. Not being allowed to stand. Matches moved to Monday nights so broadcasters can sell more ads. They deal with it because they think that's just how football works. It's not. There's a league where fans hold the majority vote. They've been blocking, changing and shaping these decisions for decades. Nobody outside Germany knows.

## IDEA

Don't advertise the Bundesliga. Show fans what their own club is getting away with.

## STRATEGY

The Bundesliga's 50+1 rule gives fans the majority vote at every club. That's why ticket prices stayed low, standing terraces survived, kits cost half what they do in England and Monday night football got scrapped when fans said no. No other major league works this way. Instead of telling under-25s the Bundesliga is different, we let them feel the gap by holding a mirror up to their own club. Their frustration does the marketing.

## EXECUTION

Three layers. Static billboards outside rival stadiums. A live interactive billboard in high-traffic locations. A web tool that lets anyone run their club through the 50+1 model.

### 01 – DOOR BILLBOARDS OUTSIDE RIVAL STADIUMS

<p>BEFORE THE STADIUM, LONDON</p> <p>SEASON TICKET: €170.</p> <p>If fans set the price.</p>	<p>BEFORE ARNOLD, LIVERPOOL</p> <p>STANDING CAPACITY: 24,454.</p> <p>If fans kept the terraces.</p>	<p>BEFORE ILB STADIUM, MANCHESTER</p> <p>HOME SHIRT: €49.95.</p> <p>If fans voted on that too.</p>	<p>BEFORE AW FC STADIUM</p> <p>MONDAY NIGHT FOOTBALL: CANCELLED.</p> <p>If fans had a vote.</p>	<p>BEFORE HERBERT, LEVERKUSEN</p> <p>BEER IN THE STANDS.</p> <p>If fans made the rules.</p>
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### 02 – LIVE INTERACTIVE BILLBOARD

DODG screen in Piccadilly Circus, Times Square or Federation Square. It says: text your club name. You send it. Your club's data goes up on the screen seconds later. People watch their own club appear. They watch their rivals come up. They film it. They send it around. Each one stays up for 15 seconds, then the next one loads. A counter tracks how many clubs have been run so far. A crew films reactions on the ground all day. That becomes the social content. Every text also sends the person a link to the full tool with the Bundesliga membership offer at the end.

TEXT YOUR CLUB TO +44 7700 501501

The billboard updates live with your club's 50+1 comparison.

ARSENAL FC  
SEASON TICKET: €170.  
IF FANS SET THE PRICE.

This is how it works in the Bundesliga. Every club. Every season.

### 03 – THE TOOL

A website. You type in your club. Any club in the world. It shows you what would be different if fans held the majority vote. Not opinions. Not hypotheticals. Every output comes from something that actually happened at a Bundesliga club. A vote that blocked a price hike. A sponsor that got rejected. A standing section that got protected. All mapped onto the real numbers from your club. Each section is built to be screenshotted and shared on its own. Arsenal fans grab the ticket price card. Liverpool fans grab the standing one. It spreads because people are angry, not because we paid for it. At the bottom: Bundesliga clubs are taking internal tool members. Real membership. Real vote. Costs about the same as one Premier League matchday ticket. You're not subscribing to a channel. You're joining a club that actually lets you in.

Arsenal FC

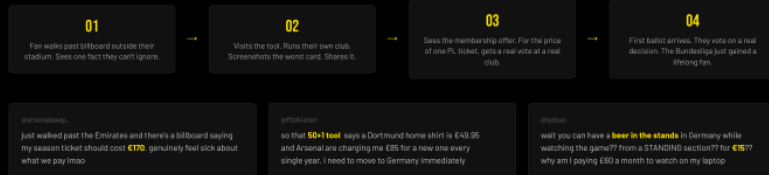
YOUR SEASON TICKET: €1,073. UNDER 50+1: €170.

EMIRATES STANDING: 0. SÜDTORIGNE: 24,454.

YOUR HOME SHIRT: €65. UNDER 50+1: €49.95.

SKY - TNT - AMAZON. €50/MONTH.

NO DRINKING IN SIGHT OF THE PITCH.

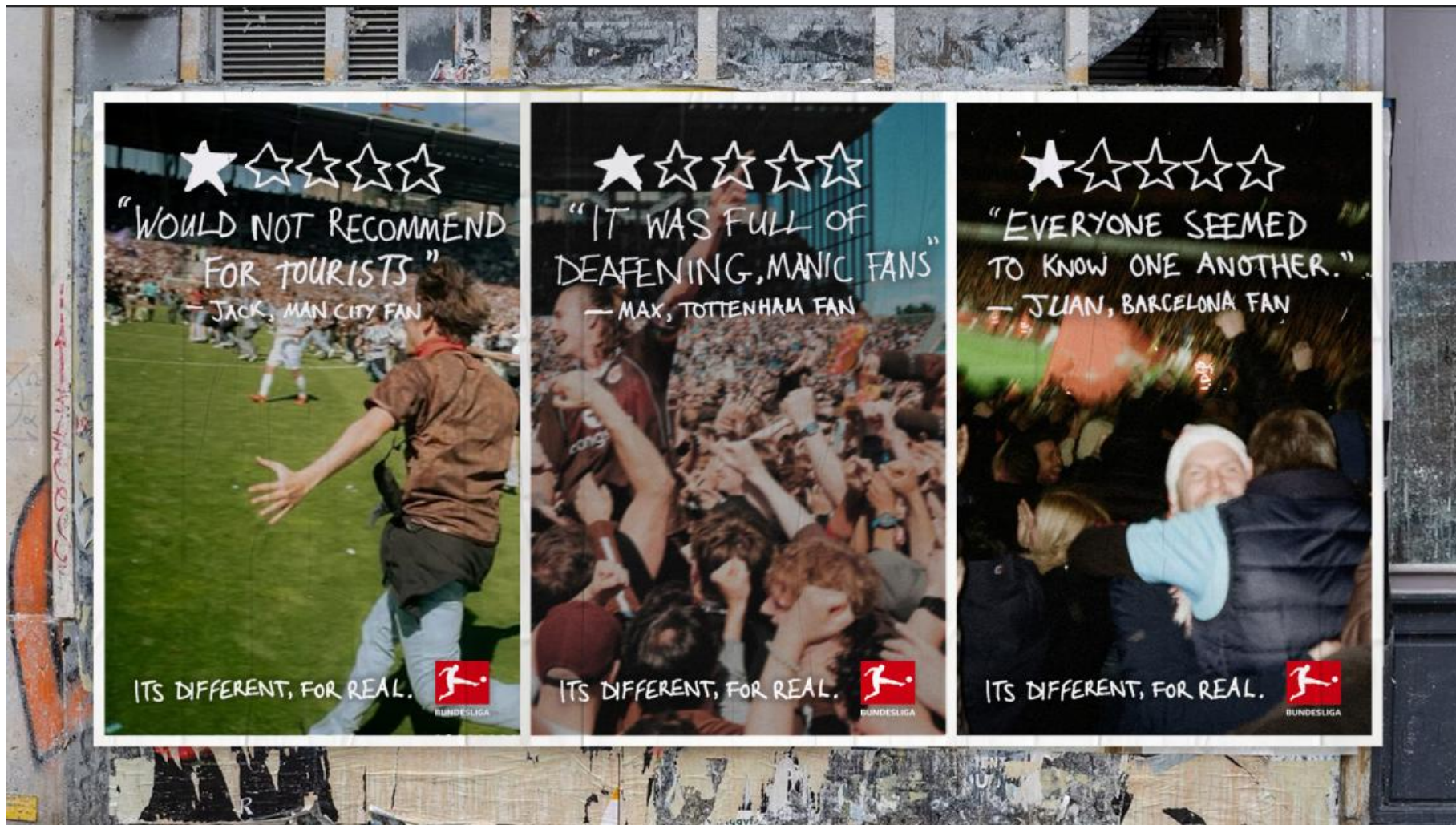


PLAY FOR REAL

The Bundesliga doesn't advertise itself. Everyone else's problems do the work.

Alexander Poon

Feedback: If Your Club Had 50+1 - granting fans voting power is a great way to involve them beyond passively watching.



Archie Vickerstaff

**Feedback:** It's different, for real - Bang on brief. Love some reverse psychology to get people wondering what they're missing.

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# BUNDA BEERS

Spirits that capture the Bundesliga spirit

## INSIGHT

In every Bundesliga season, there are amazingly real moments that are so crazy and iconic, you can't make it up.

## IDEA

Commemorate them and let the world know about these moments. This is the kind of real football you're in for when you're part of the Bundesliga community.

## EXECUTION

Beer as part of the Bundesliga culture already. Partner with fans to co-create limited edition beers with flavors inspired by these real moments in Bundesliga history—sell the beer and get people talking about Bundesliga.

With new flavors to be released as the 2026 season unfolds.

”

**SPICED FOR A SURPRISE, INSPIRED BY  
THE FIVE GOALS SCORED IN 8 MINUTES  
BY LEWANDOWSKI, FINISHED WITH A  
SWEET AFTERTASTE OF RICH VICTORY**

**Bym Buhain**

**Feedback:** BundaBeers - super simple way of giving fans the flavour of the culture/skill/taste of the league. Booze as a way in is bang on target.

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# PLAY FOR REAL



## The disposable Cameras project

At the start of the season, 50 disposable analogue cameras are distributed to fans across all 18 clubs: season ticket holders, ultras, families, first-timers. No brief. No instructions beyond: shoot what feels real.

Fans are registered with: name, club, how long they've been a fan for us, but they are ordinary people who love Bundesliga.



## Instagram Contest

Right before the end of the season, a creative team will review the most powerful pictures taken by fans.

After that, an Instagram contest will be open with different rounds, and fans will directly select the pictures they loved the most.



## OOH will run globally

Selected analogue images go up simultaneously in key global cities on the final matchday of the season. Unretouched. Full bleed. Fan-credited

Each poster carries one line of credit: "Photographed by [name], fan since [year]."

**Martina Rizzo**

**Feedback:** Disposable Camera Project - love that the real is at the heart of this idea. A clever analogue way of answering the brief.

# THE PERIMETER

## Play for Real

**Introducing The Perimeter: a Discord server where fans own the raw, unedited friction of the game.**

### THE PILLARS

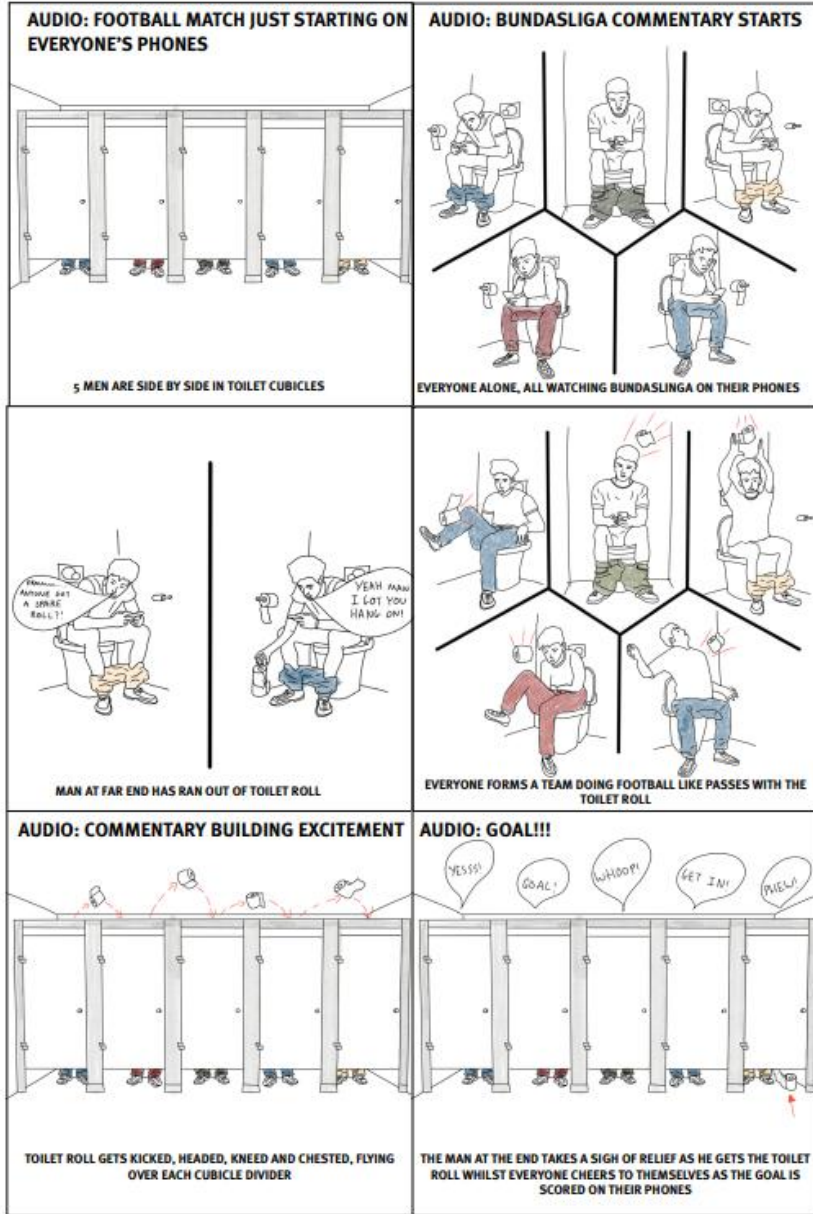
- **The Inside Rooms:** Create private, moderated Discord tiers (channels) where fans can unlock "Inside Rooms." These offer raw, unfiltered audio from the technical area or "locker room cams" during pre-match warmups, mimicking the feeling of being an insider.
- **Participatory "Live Coaching" Widgets:** Create "Fan Power" matches where Gen Z viewers vote on small, real-time stadium elements (e.g., the player walk-out song or the man-of-the-match lighting colors) to provide a sense of agency over the event.
- **The "Tactics Room":** Create a channel where fans can access raw, real-time data feeds (the kind coaches use) to argue over substitutions or formations. This appeals to the "Football Manager" generation.
- **Verified Fan Tiers:** Link their official Bundesliga app profile to Discord. If they watch five matches in a row, they unlock a "Superfan" badge that grants them access to a monthly "Ask Me Anything" (AMA) with a league legend or rising star.
- **Watch-Party "Hype" Channels:** During live matches, host audio-only rooms where guest creators (not traditional commentators) provide raw, unfiltered reactions. It feels like watching a game in a crowded pub, but digitally.
- **Co-Creation Contests:** Let the community design a "Digital Scarf" or "Avatar Jersey." The winning design gets minted as a limited-edition item for their Roblox or Fortnite characters.



Ivan Cordoba

**Feedback:** The Perimeter - fans owning the raw/real "friction" of the game is strategically and creatively smart.

# ADVERT CONCEPT STORYBOARD



Emily Curtis

Feedback: Never Alone - toilet team. Should be rewarded for its simplicity. And grit.

**BUNDASLIGA. ANYTIME. ANYWHERE. NEVER ALONE.**

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During every match, fans vote on key experience moments:

- Goal celebration song
- Stadium light shows

Interactive Digital Layer

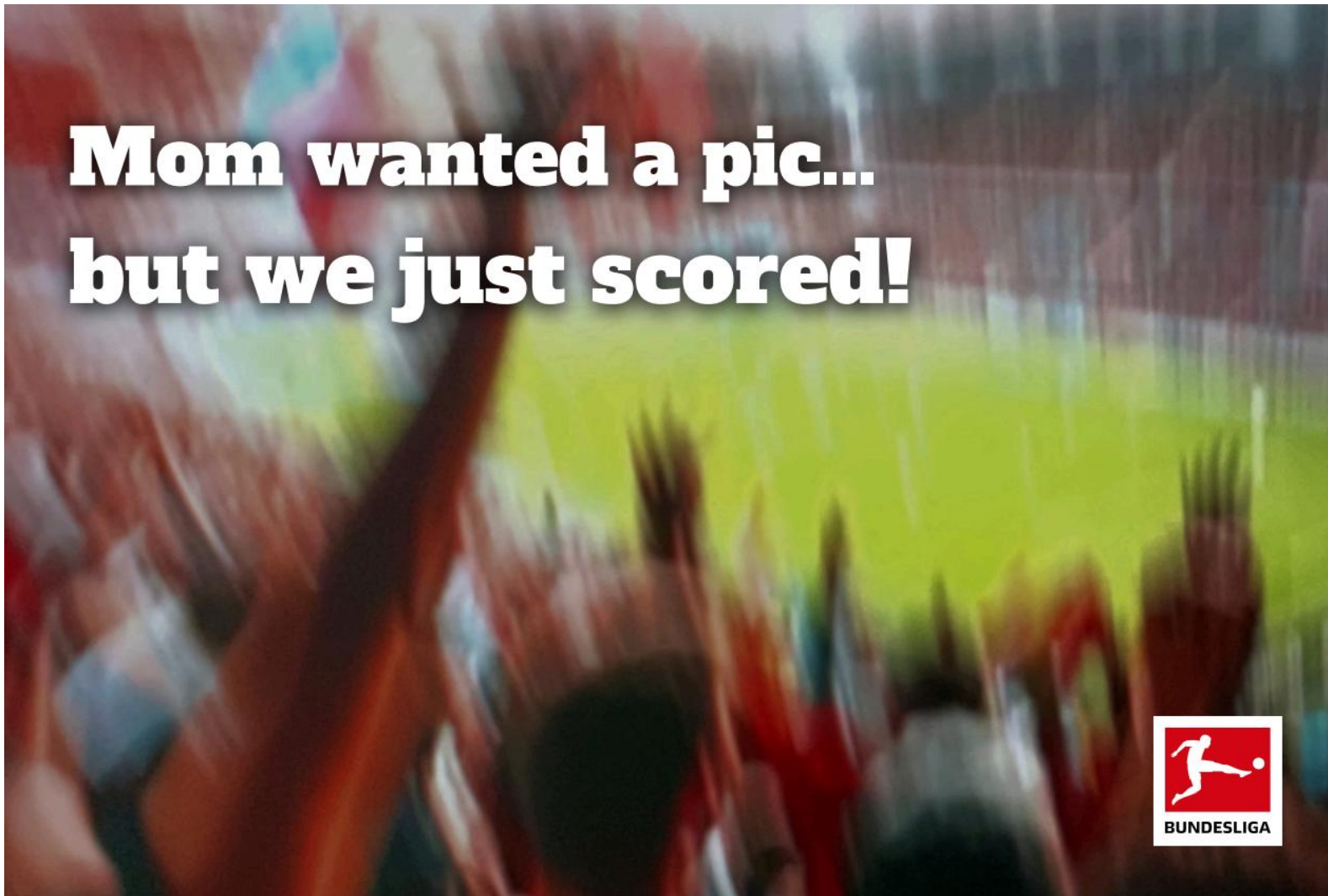
- Stadium screens display live poll results and usernames
- Broadcast overlays show "Fan Picked This Moment"

Fans will be able to do this through an app, 1 hr before the game starts and during half time



Tiya Nayee

**Feedback:** Match Day Your Way - fans deciding the vibes of the day - music, lights, etc. A cool way beyond the actual team/sport to involve fans.



**Federico Matteo Carozzi**

**Feedback:** Mom wanted a pic - simple OOH idea that captures everything real about the game. So simple.

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The Bundesliga is powered by their fans - and their real time emotions.

How **loud** they chant  
How fast their **heartbeat** pulses  
How their **emotions** burst when they score

During matches, fan's heart rate and reactions are tracked worldwide and aggregated in real time into one global signal.

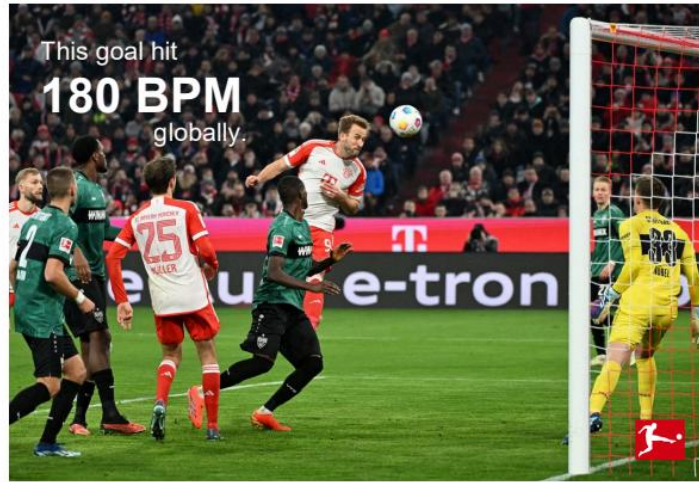
This becomes THE PULSE OF THE MATCH.

Stadium LED boards, lights, sound design, screens, responsive to the global pulse of the fans.

In high tension situations- lights flicker faster  
During a goal - pulse explosion

Fans don't just watch.  
They physically shape the atmosphere

Bundesliga - Powered by your passion



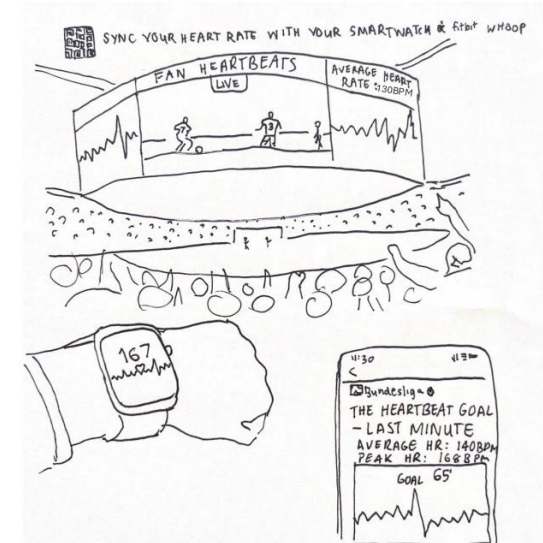
**Possible application:**  
Spotify wrapped style summary, personalized with highlights of the matches most exciting moments according to each viewers heartbeat. Shareable in social media.

## The heart of the game

Insight: You don't just watch great football, your body reacts to it

Idea: Use fan heartbeat data to turn the feeling of the Bundesliga into something you can see

Execution: Fans can connect their wearable devices (Apple Watches, WHOOP bands or Fitbits) during matches via QR codes, allowing their heart rates to be tracked and visualised in real time as a collective "heartbeat" of the game, with post-match data revealing the exact moments fans felt most (eg. dramatic moments, near misses, penalties etc).



Luana Edelman

Olivia Russell

**Feedback:** Powered by emotions / The heart of the game – two people had this idea.

So good for capturing the real. Humans powering the campaign through their reactions to the match. Love it.

## The Idea : #ReflectTheReal

#ReflectTheReal is a high-impact, hybrid campaign that turns the football itself into a tool for fan storytelling and reinforcing community. Bundesliga balls are recreated, with one hexagonal panel swapped with a high-finish "Mirror Hex" to let fans literally see themselves in the game.

Through large soccer ball installations and match-day giveaways at the stadium, fans can use the reflective surface to capture raw, selfies that put their own faces and experiences right into the gear. It's a content engine for social media and also feeds a live digital gallery on billboards and stadium screens, proving the Bundesliga's biggest brand truth: the show belongs to the fans, and they are the ones co-authoring the story.



Chloe Hannigan

**Feedback:** Reflect the Real - a big fun, and visual way to show the fans that they are at the centre of the club and the idea.

# LONG LIST PICKS FROM OUR CREATIVE TEAMS

★ ♥ = Dario's shortlist



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# LAUREN + LAURA'S TOP PICKS



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## PLAY FOR REAL 5-A-SIDE TOURNAMENT: An Integrated Social Media Summer Campaign For Real Fans to Manage and Play for Real

Follow the Journey as every Bundesliga club creates a 5-a-side team for a winner-takes-all summer tournament, where the players and coaches are all real fans from around the world

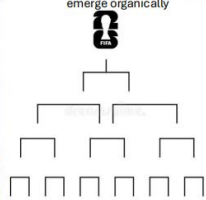


### Stage 1: Find the Managers, find the players.

- A worldwide Football Manager competition to see if the best virtual managers can cut it in real life for the Bundesliga team they support. Drawing inspiration from stories like Wil Still.
- A global viral scouting campaign where feisty influencers find and challenge the best fan 'street ballers' in raw 1v1 hype battles. All the white real Bundesliga team scouts watch for the best talent to join the 5-a-side team.

### I want to see the future of football and all the fans were on their phones

Twitter League is 'a new era' for the game - If you like watching YouTubers showboat for celebrity fans and playful, distracted teenagers.



All stages followed through YT and social media accounts clipping and interacting with fans, influencers, pundits etc. to generate real hype and real stakes as personalities, heroes, and villains emerge organically

### Stage 2: Set the Stage and Play for Real

- While managers prep the tactics, newly formed 5-a-side teams are immersed in the history and rivalries of the club they represent with typical German humour tropes and club legends.
- All builds to the Tournament event. A response and Antidote to other leagues, the phones go away and the flares come out as fans cheer their teams through to lifting the trophy.
- In the spirit of the DFB Pokal, any team can win and with real fans on the pitch and in the dugout, every fan is playing for real.



David vs. Goliath: The biggest German Cup upsets  
The Cup has its own rules' is a popular saying among German football fans. When lower tier clubs take on domestic giants, the rules are clearly defined, but sometimes teams refuse to follow the script.



Title: THE PIECE BY PIECE PROJECT

The Insight

Gen Z doesn't just watch; they build. They crave the raw and modular over the polished and passive.

The Idea: "Build Your Bundesliga"

We turn the Bundesliga into the world's largest collaborative playground.

Using Lego as a universal language, we transform every match, chant, and

'raw' moment into a building block for global culture.

The Execution

The Global Build: A hero campaign showing icons

(Messi, Ronaldo, & Bundesliga stars) assembling a giant Lego Meisterschale.

It proves that greatness isn't a solo act—it's a collective, piece-by-piece endeavour.

The Digital Brick-Lab: Real-time 'raw' moments released as

digital Lego bricks for fans to remix, meme, and own.

Raw Street Fusion: Modular streetwear collaborations

where fans customise and swap patches, merging terrace culture with fashion.

The Fan-Led Feed: Replacing glossy broadcasts with 'Fan-Eye View' footage—

raw, authentic, and co-authored by the crowd.

The Core Message

"Don't just watch the game. Build it."

We provide the bricks. You create the spectacle.

Max Hill



Feedback: Interesting social driven activation. Similar to the football manager Cannes idea. On proposition.

Huiyun Kang

Feedback: interesting intersection of Lego passion and tactility with the game. But with the other executions it doesn't add up to a cohesive campaign.

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## PLAY FOR REAL WORLD SERIES

### BACKGROUND

In the fast-moving sports entertainment landscape, attention is scarce. But the eyes of the world will be on the 2026 FIFA World Cup. The Bundesliga is perfectly positioned to bring an authentic fan experience to a global audience by utilising the stock it holds in sports, culture and legacy.

### IDEA

Partner with the German Men's National Team and their kit provider adidas to take Play For Real to the World Cup. Pop up in every city where Germany will be playing a group game fixture – Houston, Toronto and New Jersey – to create pick-up football experiences. Bring authentic fan clubs from leading teams like Bayern Munich and Borussia Dortmund along to introduce a new audience to the league's biggest names.

### EXECUTION

Like the Nike X Travis Scott Coachella activation, create pitches and experiences that feel authentic to the environments they're in. Bring Bundesliga legends along for the ride to participate in games and hand out prizes to winning teams. For the global audience – stream matches on YouTube and upload clips to TikTok/Instagram via the Bundesliga channels and by partnering with local football creators in the host cities.

### KPIs

Increased awareness of the Bundesliga among young fans in Canada, the US, and the nations Germany will be playing against – Curacao, Ivory Coast and Ecuador. This area of the world currently scores low for engagement with the Bundesliga. Increase social following and match viewing figures in the global West.

Luke Crompton



**Feedback:** Interesting to create a popup game alongside World Cup to invite new audience. Topical. Wish there was more clarity around participation of regular people.

# I Was There First



## The Concept

When history happens in the Bundesliga, the fans who were there don't just remember it, they get to take a piece of it home with them. Matchday tickets become stamped proof of the moments that matter, turning fleeting highlights into lasting, physical memories.



## Tickets - Design

Matchday tickets are created with local artists, inspired by vintage football programmes and traditional print techniques bringing a raw, analogue feel back to the game.

## Stickers - Moment Markers

When defining moments happen, fans receive pre-prepared stamps or stickers at full-time, transforming their ticket into a personal record of history. No two tickets are ever the same.

Cameron Angus

**Feedback:** Good insight, well written idea. Not necessarily for the target audience - only speaks to existing fans.

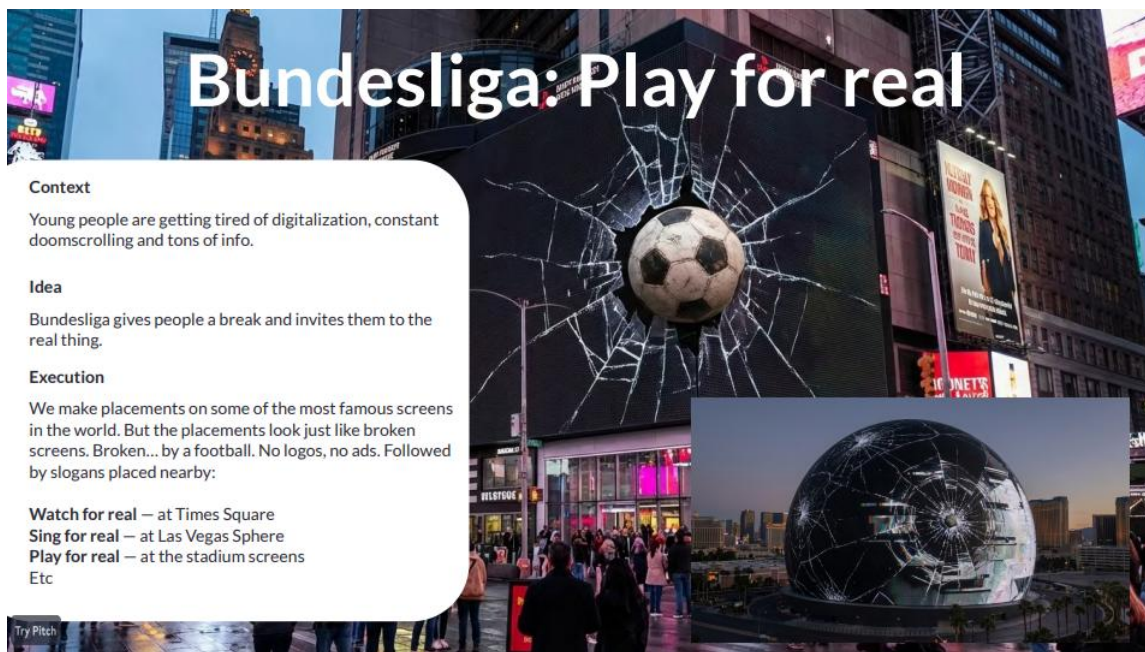
# Bundesliga: Play for real

**Context**  
Young people are getting tired of digitalization, constant doomscrolling and tons of info.

**Idea**  
Bundesliga gives people a break and invites them to the real thing.

**Execution**  
We make placements on some of the most famous screens in the world. But the placements look just like broken screens. Broken... by a football. No logos, no ads. Followed by slogans placed nearby:

Watch for real — at Times Square  
Sing for real — at Las Vegas Sphere  
Play for real — at the stadium screens  
Etc



## Ksenia Lazareva

**Feedback:** The bigger thought isn't articulated, but it's an interesting execution that shows promise. Cool special build OOH. Unclear the action its driving people to. Not specific to U25

## 'Man behind the match'

Campaign to highlight the members that shape the game using a play on the traditional 'man of the match' to spotlight real life members that build the teams, game and culture:

*Clubs temporarily fill the tunnel teams walk out to with names/images of members*

- Coverage in broadcast games, clipped and shared across socials
- Teams to profile one of the real life members alongside their man of the match posts
- Members come to the game early for photos

## Checky Clutton

**Feedback:** Nice simple idea. Invites participation. Nice clear language. Speaks more to existing fans than the target audience.

18 Teams.  
18 Iconic Stadiums.  
11.6+ million fans who make it possible.  
**Bundesliga.**

irl "Leave a mark" activation, prompting fans from each city to craft their story as fans, "leaving their mark".

Visual aid to strengthen "the league still belongs to the fans".

QR codes, photo opps for social media and real life connections = FOMO, Unity, Authenticity

**Concept:**

1x stadium sculpture left in each city centre, presented as a blank canvas.

**This league has a million fingerprints. Yours is one of them.**

Fans are invited to leave a fingerprint **inked** forever on the stadium sculpture, cementing their loyalty to the league and their team.

**Visual Mock Ups**

Signal Iduna Park - Dortmund

Olympiastadion Berlin - Berlin

Allianz Arena - Munich



Activation inspo: music, food/drinks and team-branded colours/logos and other photo ops

We would create fomo and incentivise people to leave home and see other fans



Placement mock up

Julia Black Jackson

Feedback: An original idea with a campaignable execution. Lacks a clear why people would participate or build love for the game. But nice interactivity.

**CAMPAIGN: PROJECT 50+1 // THE OPEN-SOURCE ELEVEN**

**The Pitch**  
We are turning the world's biggest football stage into the world's biggest open-source audition. We aren't just looking for spectators; we are looking for the next "Unsigned Eleven": a team of raw, amateur underdogs (U-21) recruited from the world's streets and local pitches to face a fan-voted Bundesliga "Ultimate XI" in a high-stakes, televised showdown. Using the 50+1 rule as our manifesto, we're handing the keys of the Bundesliga to the global community to co-author the ultimate underdog story.

**The Narrative**  
**The Recruitment:** "The Raw Tapes" The campaign launches with a global call for players on TikTok and Instagram. Using #PlayForReal, thousands of hopefuls can share their game for their specific position, creating a massive, searchable database of global talent.  
**The Democratic Draft:** The fans are the Board. The global community votes to select the "Unsigned Eleven" roster and drafts one star from every Bundesliga club to form the opposition.  
**The Showdown:** 11 strangers. 80,000 fans. The Signal Iduna Park tunnel. A high-octane match broadcast live on Twitch with raw, creator-led commentary.

**The Why**  
**Total Immersion:** It moves the audience from "passive viewers" to "active owners and participants."  
**Visual Authenticity:** It replaces corporate ad-spend with raw, user-generated passion.  
**Strategic Anchor:** It weaponizes the 50+1 rule as a bridge between German tradition and global Gen Z ambition.

**The Stake?**  
**One Pro Contract**  
This isn't an exhibition; it's a trial. One standout underdog earns a professional contract with a Bundesliga academy.

Mehtab Abdul Malik



Feedback: Ticks all the boxes, could push the execution further to make it more relevant to the audience.

## Bundesliga Pitch Pop Ups - 18 teams, 17 cities, 18 pop-ups.

Miniature stadium city pop-ups giving fans a physical, tangible experience. The main idea is 1v1 games, fans of each club compete against the other pop-ups by scoring the most goals, giving fans the power to take their club to victory.



Take Your Club to Victory

Every goal counts. Fans compete with each other across each city to earn their club bragging rights with a live leaderboard of the total goals scored in each pop-up. The leaderboard can be found on each football club's social media channels as a livestream. Score the most, solidify legendary status not just in the Bundesliga, but on the streets.



Surprise Special Guests

Ever wondered what it'd be like to take on a Bundesliga player? To feel the fear the opposition do every week? To build hype, every day random players from each football team will join in and play. When? That's a secret.



Individual Club Pop Up

No two activations are the same. Each pitch pop-up is reflective of the football club. Walk the same tunnel as club legends do week in week out and bask in club history with a section within the pop-up featuring historic club memorabilia.



Lydia Weekley



**Feedback: Giving fans ability to score for their team is cool. campaignable idea that speaks to localisation.**

Fans could tag their favourite Bundesliga player asking them to do your goal ceremony → The next time they score, they will actually do their fan's ceremony → It could even be featured in the game → It could even be the next Bundesliga Logo of the Month

Hongwon Suh

**Feedback: Needs an overarching idea, but great demonstration of how you could 'go and grow' the execution.**

# TESSA + CODEE'S TOP PICKS



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# THE PEOPLE'S PRESSER

**Concept:** The Bundesliga introduces the **People's Presser**, an unmoderated conversation live streamed postgame where Gen-Z fans ask the players questions directly.

**Executions:** These moments can be streamed on popular platforms and clipped for social media posts so fans interact in real-time.



BILLY LEMORIN

Billy Lemorin



Lucy Mehta

Little boy holding up a sign for his favourite player, each season he's in the same stall, as he ages, each time he pulls a diff facial expression reflecting how well the game is going also diff weather. Eventually gets a hug from his main fav fan - then cuts to him years later hugging his own fan as he's playing.

Inspo / reference - on youtube

<https://www.youtube.com/watch?v=SQVUzsG-zoM&t=310s> - POV

[https://www.youtube.com/watch?v=01aV\\_PbIT30&t=2s](https://www.youtube.com/watch?v=01aV_PbIT30&t=2s) - Neighbourhood match

POV Commercial ad

POV of a teenage boy/ young adult playing a football match in their neighbourhood football turf / pitch. This will be for like 5-10secs.

Voice over of a different Kid from another part of the world, saying pass the ball. The camera then shows the POV from his POV and what playing a match looks like in his country/ neighbourhood - the football jokes, the rivalry (caught in small snippets).

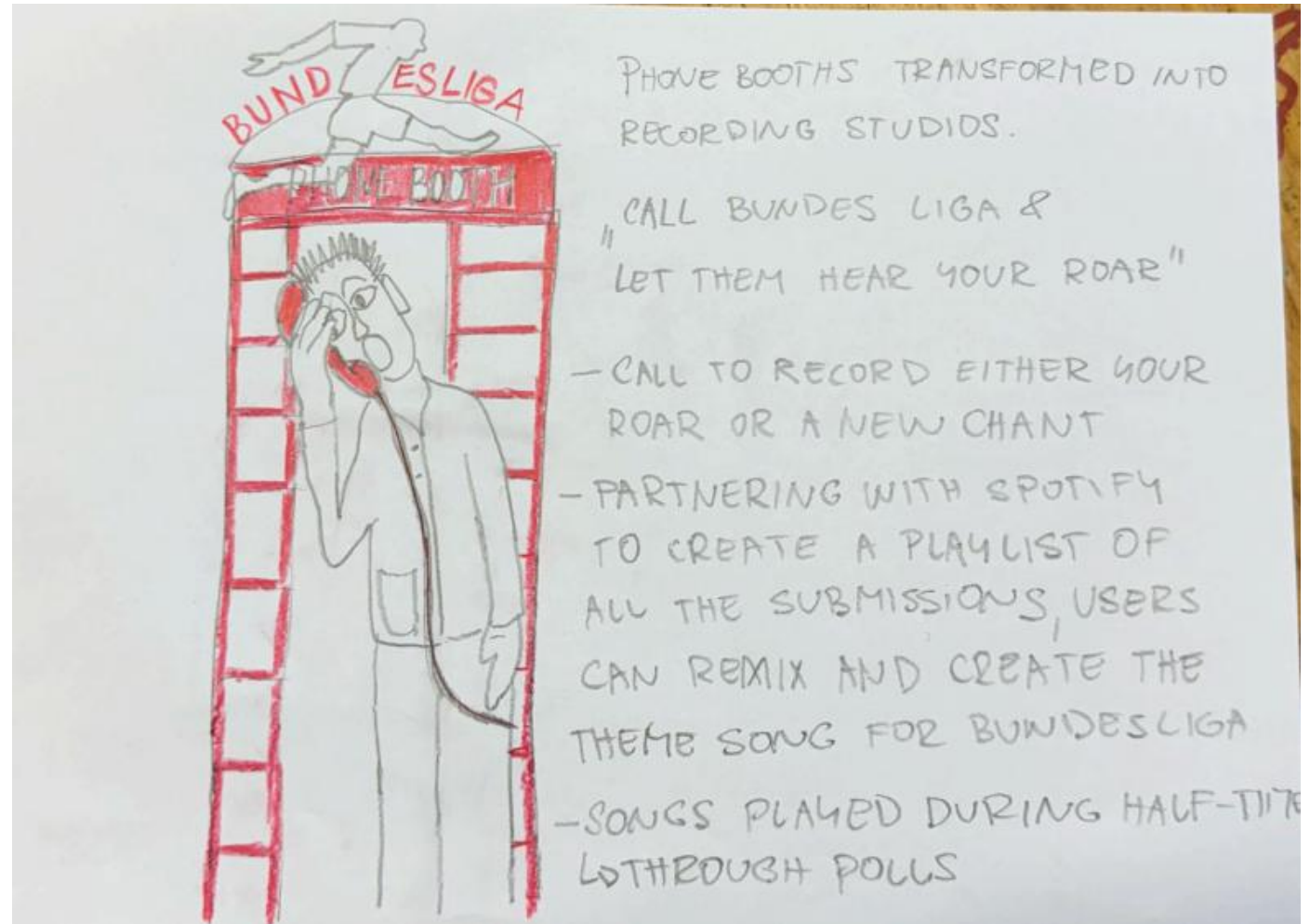
He kicks the ball about to pass the ball then we get another POV across the world. This will happen 3/4 times.

In the final pass, the ball will be passed to a popular player from a team in the Bundesliga... also a POV video shot... he's on the pitch facing another team... skills/tricks are shown etc.... He then scores a goal - the crowd roars (ahhhhhhhh)

We then see different shots of the 4 players, introduced to us at the beginning, watching the game and cheering for the goal (surrounded by family/ friends/ community, alone in their bedroom on the phone - different perspectives of them watching the match basically - In their home towns across the globe).

It's all raw, we get to see perspectives across the globe by watching young people's love for the game and how it's expressed across the globe - to ultimately being encapsulated into a real match on the pitch.

It takes the PLAY FOR REAL proposition into consideration, it's a shared experience and it's honest.


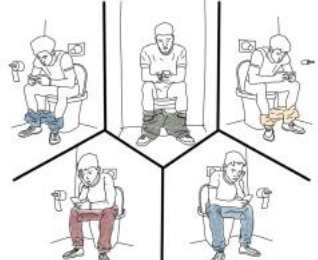
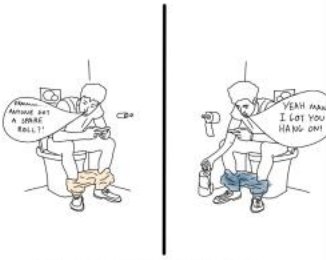
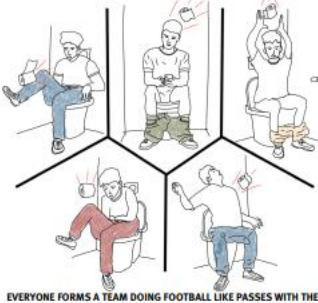
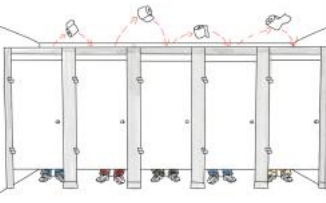



Josefina Laznickova

Sarah Somule

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OPEN HOUSE

**ADVERT CONCEPT STORYBOARD**

<p>AUDIO: FOOTBALL MATCH JUST STARTING ON EVERYONE'S PHONES</p>  <p>5 MEN ARE SIDE BY SIDE IN TOILET CUBICLES</p>	<p>AUDIO: BUNDESLIGA COMMENTARY STARTS</p>  <p>EVERYONE ALONE, ALL WATCHING BUNDESLIGA ON THEIR PHONES</p>
 <p>MAN AT FAR END HAS RAN OUT OF TOILET ROLL</p>	 <p>EVERYONE FORMS A TEAM DOING FOOTBALL LIKE PASSES WITH THE TOILET ROLL</p>
<p>AUDIO: COMMENTARY BUILDING EXCITEMENT</p>  <p>TOILET ROLL GETS KICKED, HEADED, KNEED AND CHESTED, FLYING OVER EACH CUBICLE DIVIDER</p>	<p>AUDIO: GOAL!!!</p>  <p>THE MAN AT THE END TAKES A SIGH OF RELIEF AS HE GETS THE TOILET ROLL WHILST EVERYONE CHEERS TO THEMSELVES AS THE GOAL IS SCORED ON THEIR PHONES</p>

**BUNDESLIGA. ANYTIME. ANYWHERE. NEVER ALONE.**

Emily Curtis



**PLAY FOR REAL. OWN THE CHAOS**

**THE PROBLEM**  
 BUNDESLIGA ISN'T SHOWING UP LIKE A PERSONALITY THAT GEN Z CRAVE WHILE THE PREMIER LEAGUE AND FORMULA 1 FEEL: OPINIATED ENTERTAINING CULTURALLY RELEVANT

BUNDESLIGA FEELS...  
 NEUTRAL INCONSISTENT EASY TO SCROLL PAST

**THE INSIGHT**  
 GEN Z DOESN'T JUST WATCH FOOTBALL THEY REACT TO IT. THEY ENGAGE MOST WITH: BATTLES RANKINGS ICONIC MOMENTS FUN, CHAOTIC INTERVIEWS

**CONTENT THAT ASKS**  
 "WHAT DO YOU THINK?"  
 WINS ALL THE TIME!

**THE BIG IDEA**

TURN BUNDESLIGA INTO THE MOST OPINIONATED FAN VOICE IN FOOTBALL

**EXECUTION SNAPSHOT**

- START THE DEBATE**
  - "THIS IS A TOP 3 GOAL. ARGUE WITH US."
  - "BE HONEST... THIS SAVE IS BETTER"
- BUILD PLAYER PERSONALITIES**
  - "WHO SURVIVES ON AN ISLAND?"
  - "WHO'S THE MOST CHAOTIC TEAMMTE?"

**EXECUTION SNAPSHOT**

3. **CREATE REPEATABLE FORMATS**

- "PICK YOUR SIDE"
- "COLD OR NOT?"
- "THIS OR THAT"

4. **FIX THE LOOK & FEEL**

- CONSISTENT CAPTIONS
- RECOGNIZABLE STYLE
- SAME TONE, EVERY POST

**OOH INTERACTIVE**

A GIANT SCREEN SHOWS A LIVE BUNDESLIGA DEBATE: "WHO HAD THE COLDER GOAL?" PLAYER A VS PLAYER B

PEOPLE VOTE INSTANTLY BY:

- SCANNING A QR CODE
- TAPPING ON THEIR PHONE
- OR EVEN STEPPING ON PRESSURE ZONES (LEFT VS RIGHT SIDE)

IF FANS OWN THE GAME, BUNDESLIGA SHOULD SOUND LIKE THEM.

WHETHER ITS SOCIAL MEDIA OR IRL

**BUNDESLIGA.**

Angela Goh



Big Dreams. Brought to you by Bundesliga.

#### PLAY FOR REAL - CREATIVE BRIEF

- Jumping on the 'hugging my younger self' AI image trend featuring a fan favourite player, Harry Kane.
- Concept = Even you as a fan could one day play for real.
- Create the same image for various fan favourite players within the League.
- Insta vid idea to follow on: The older football players meet younger selves in the players tunnel before match begins, stand face to face. The adults proceed to walk through the tunnel into the roaring, full stadium. Cut to various shots of younger fans watching on in the stadium, wearing Bayern Munich and Bayer Leverkusen kits. Highlighting the inspiration to younger audiences and extreme fan adoration.
- Insta & TikTok mini series idea - Short interviews with Bundesliga players about their first football experience. Also interview current younger fans at a Bundesliga game. Theme of hope / aspirations / connection

Eirian Stovell

### #play4real ; don't just post it... prove it

Young people are told they can "make it" if they post enough, but now we know that most social media is fake: fake lifestyles, fake influence, fake opportunity.

Football is still real. You can't fake first touch or fake pace. You can't fake bagging a penalty under pressure or a goal-line clearance.

Instead of telling under-25s that the Bundesliga is "for young people", we prove it. We host the world's biggest open trials...

1. Players upload clips to TikTok / Instagram / Facebook using #play4real.  
They can tag their favourite players and teams to help drive interaction and build their own fanbase.  
  
Submissions scored 50% on level of social engagement (likes, shares, comments, etc), and 50% on a real score from academy coaches, pro scouts, current and former players.
2. As clips and players start trending, pundits, tv presenters, players and coaches are encouraged to post reaction videos or film themselves trying out skills from submissions.  
The celebrities become cheerleaders for certain players, helping drive engagement to their chosen champions  
Amateur players from around the world can wake up trending globally because Jurgen Klopp recreated their bicycle kick...
3. Top 50 players in the world are flown to Germany for a one day event run like an NFL pro day.  
Streamed live on socials / YouTube, players take part in real drills, small sided games, 1-on-1's, pressure tests, etc  
All players are showcasing their skills to real scouts from all Bundesliga teams but are also playing for a spot on a team in the grand finale.
4. 2 teams, 1 game. Played live in a real Bundesliga stadium with a pro referee and 2 celebrity managers.  
Tickets to the game can be won by fans on social media platforms and tickets given to local charities, schools and youth teams.  
The game is real and raw – real players, real football and a very real opportunity all lived by fans in real-time on live tv / socials.  
Players from this game (and throughout the whole process) are then invited to trial at Bundesliga and Bundesliga 2 clubs.
5. Follow-up series produced on Netflix with more in depth player interviews and behind the scenes footage. Also follows up with any and all of the players selected to trial with any team around the world.

**On social media, everyone plays. In the Bundesliga, #play4real**

Stuart Lancaster

**M+C SAATCHI**  
OPEN HOUSE

# THE PERIMETER

## Play for Real

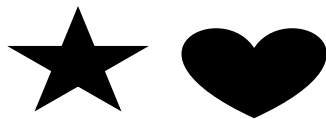
**Introducing The Perimeter: a Discord server where fans own the raw, unedited friction of the game.**

### THE PILLARS

- **The Inside Rooms:** Create private, moderated Discord tiers (channels) where fans can unlock "Inside Rooms." These offer raw, unfiltered audio from the technical area or "locker room cams" during pre-match warmups, mimicking the feeling of being an insider.
- **Participatory "Live Coaching" Widgets:** Create "Fan Power" matches where Gen Z viewers vote on small, real-time stadium elements (e.g., the player walk-out song or the man-of-the-match lighting colors) to provide a sense of agency over the event.
- **The "Tactics Room":** Create a channel where fans can access raw, real-time data feeds (the kind coaches use) to argue over substitutions or formations. This appeals to the "Football Manager" generation.
- **Verified Fan Tiers:** Link their official Bundesliga app profile to Discord. If they watch five matches in a row, they unlock a "Superfan" badge that grants them access to a monthly "Ask Me Anything" (AMA) with a league legend or rising star.
- **Watch-Party "Hype" Channels:** During live matches, host audio-only rooms where guest creators (not traditional commentators) provide raw, unfiltered reactions. It feels like watching a game in a crowded pub, but digitally.
- **Co-Creation Contests:** Let the community design a "Digital Scarf" or "Avatar Jersey." The winning design gets minted as a limited-edition item for their Roblox or Fortnite characters.



Ivan Cordoba



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# **BRYCE + GEORGIE'S TOP PICKS**



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# BUNDESLIGA LIVE

PLAY FOR REAL



Fans don't just watch, they decide how the league is experienced.



### CREATOR ZONES

IN STADIUM SPACES WHERE CREATORS AND FANS PRODUCE LIVE MATCHDAY CONTENT WITH FULL ACCESS TO THE GAME



### LIVE INTERACTIONS

FANS DIRECT THE STREAM IN REAL TIME, CHOOSING CAMERA ANGLES, MOMENTS PLAYERS TO FOLLOW AND THE CONVERSATION



### FAN PARTICIPATION

FANS JOIN LIVE TO REACT, DEVATE AND SHAPE THE EXPERIENCE ALONGSIDE CREATORS



### BEYOND 90 MINUTES

ACCESS TO PLAYERS, TRAINING AND BEHIND THE SCENES BASED ON WHAT FANS WANT TO SEE

## Bundesliga: 'Belonging passed down'

Football isn't something you watch... it's something you *inherit*. In the Bundesliga, belonging to a club means it becomes part of your story, across generations. That's how to *Play for Real*.

### Creative Concept:

A life told through fandom with one constant: **The Club(s)**.

- A couple meet at a match, united by their team and affection for the ridiculous hat one wears.
- We jump through time: first games, bringing their child, growing traditions (the hat always there).
- The child grows up: bringing friends, a partner, a proposal in the stands.
- The hat becomes legacy, passed down through generations.
- Time shifts: one of the original couple is suddenly gone.

### Final clip:

- Their grown child sits in the stands, emotional without his parents looking out at the pitch.
- Cut to the pitch, his grandchild (the original couple's great-grandchild) walks out with a player... wearing the same hat (although now worn, used, *lived with*).

### Endline:

**Bundesliga: *Belong to a club, and it belongs to you.***

### Gen Z Twist

- **Built for feeds:** The story unfolds in 6–10 second episodes. Bingeable, but powerful alone.
- **The hat = the hook:** A remixable fan artifact → make your own, "co-author", outdo each other.
- **Real > polished:** Mix campaign footage with POVs, phone clips, real fans. Feels lived, not staged.
- **Fuel rivalry:** Club-specific hat versions to spark creativity, identity, and competition over craziness.



Jordan Wynter



Jack Chambers



Annalisa Cosentino

# PLAY FOR REAL



**The disposable Cameras project**

At the start of the season, 50 disposable analogue cameras are distributed to fans across all 18 clubs: season ticket holders, ultras, families, first-timers. No brief. No instructions beyond: shoot what feels real.

Fans are registered with: name, club, how long they've been a fan for us, but they are ordinary people who love Bundesliga.



**Instagram Contest**

Right before the end of the season, a creative team will review the most powerful pictures taken by fans.

After that, an Instagram contest will be open with different rounds, and fans will directly select the pictures they loved the most.



**OOH will run globally**

Selected analogue images go up simultaneously in key global cities on the final matchday of the season. Unretouched. Full bleed. Fan-credited

Each poster carries one line of credit: "Photographed by [name], fan since [year]."

Martina Rizzo:





Megha Arun

M+C Saatchi Open House Creative Task 2026

Tiya Nayee

tiyannayee@gmail.com

During every match, fans vote on key experience moments:

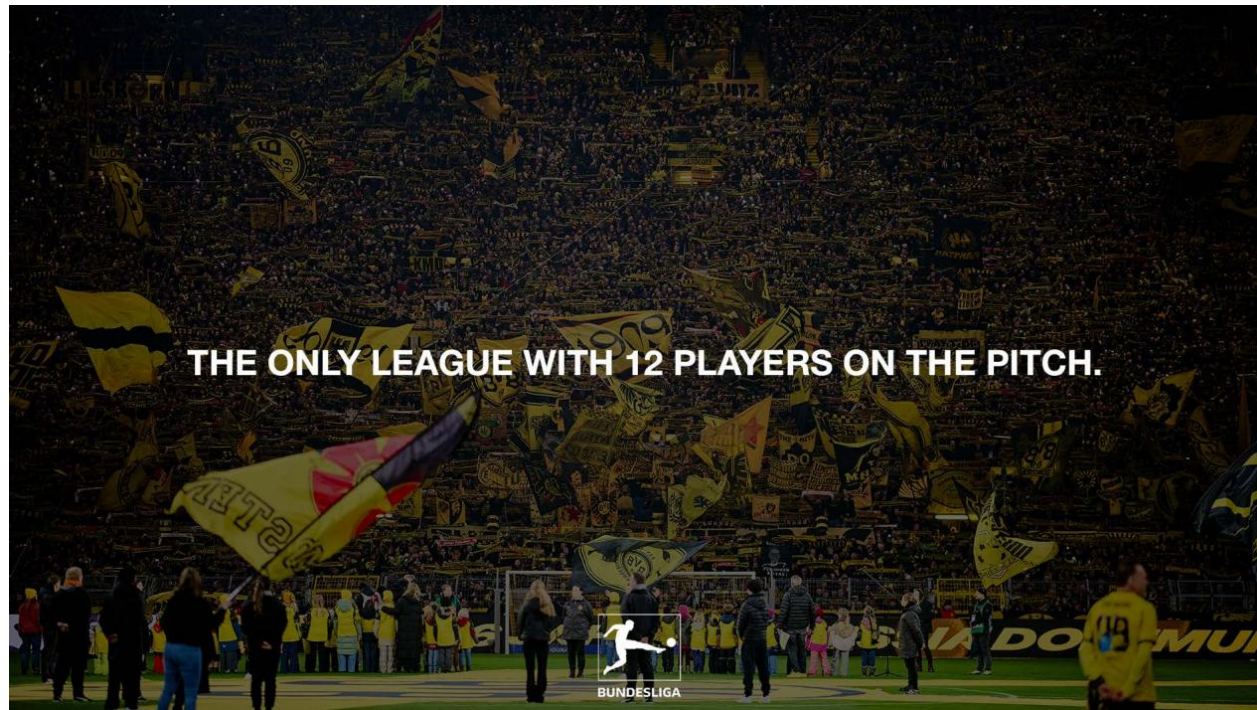
- Goal celebration song
  - Stadium light shows
- Interactive Digital Layer
- Stadium screens display live poll results and usernames
  - Broadcast overlays show "Fan Picked This Moment"

Fans will be able to do this through an app, 1 hr before the game starts and during half time



Tiya Nayee





Sylex Borja

# CREATIVE IDEA

This Club Is Ours" – Fan Power Campaign

**Core Concept**  
In 2026, when state-owned clubs and hedge-fund franchises dominate headlines, the Bundesliga's 50+1 rule is its most subversive, most Gen-Z-relevant asset. This campaign makes fan ownership feel like a counter-culture movement – not a legal footnote.

**Unexpected Twist**  
The campaign uses the visual language of protest and indie subculture – zines, wheatpaste posters, underground music – not sports broadcast aesthetics. "While they sell your club, we hand you the deed." Bundesliga becomes the punk league.

**Execution – Social, Experience, Campaign**  
A documentary-style series – one episode per Bundesliga club – told through the fans who "own" it. Shot in raw, lo-fi style. FC Köln's emotional relegation. Leverkusen's unbeaten season through the voice of a season ticket holder who's been there 30 years. Interactive social: "Vote on your club's next kit concept" – showing real fan power in action. A

Muhammad Halim Zunurain



Alexandra Nell



Federico Matteo Carozzi ★

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Photo credit: Jane Stockdale



Photo credit: Dilla Lemmy



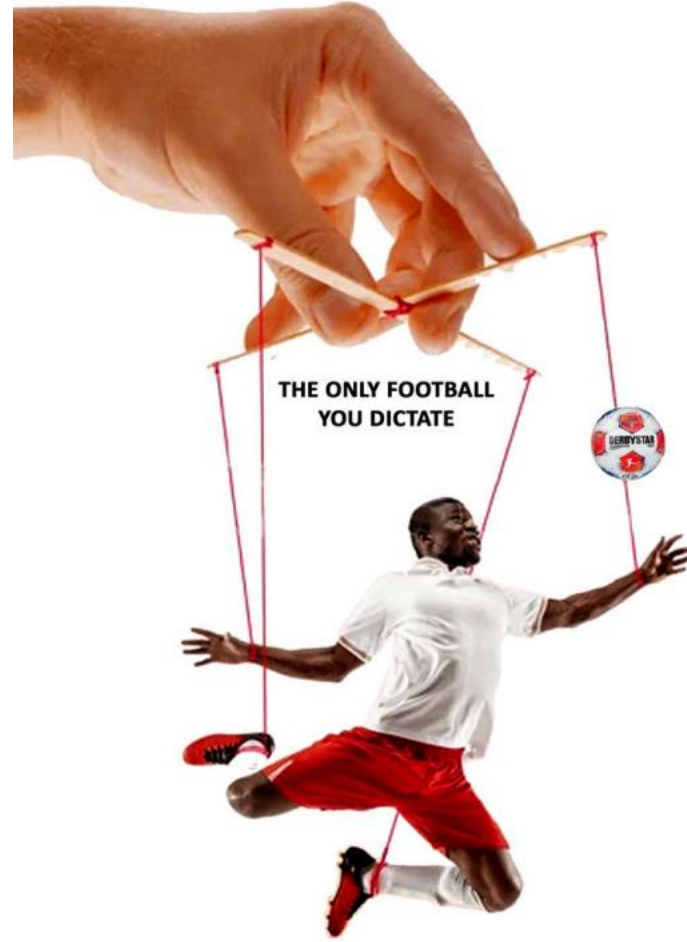
Photo credit: Daniela Spina



Photo credit: Jane Stockdale

This is a mockup using the photos I could find online. If this were rolled out properly, then the photos would obviously all be of Bundesliga supporters and would include different genders, ages and nationalities.

Zhongli Durrant



Pierre Samarasinghe

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# KIERAN'S TOP PICKS



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# BUNDA BEERS

Spirits that capture the Bundesliga spirit

## INSIGHT

In every Bundesliga season, there are amazingly real moments that are so crazy and iconic, you can't make it up.

## IDEA

Commemorate them and let the world know about these moments. This is the kind of real football you're in for when you're part of the Bundesliga community.

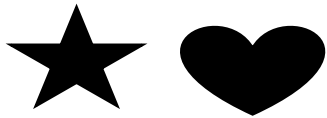
## EXECUTION

Beer as part of the Bundesliga culture already. Partner with fans to co-create limited edition beers with flavors inspired by these real moments in Bundesliga history—sell the beer and get people talking about Bundesliga.

With new flavors to be released as the 2026 season unfolds.



Bym Buhain



BUNDESLIGA

# REAL BREAKS

GIVING FANS THEIR TIME BACK TO PLAY FOR REAL.

## CONTEXT

In a world where fans are constantly interrupted by ads, football is no longer something you play along with - it's something you're forced to pause.

## IDEA

So Bundesliga turned ad breaks into Real Breaks - replacing interruptions across media with raw, unfiltered match moments, so fans could watch what they'd normally skip ads to see.



Max Knutssøn

M+C SAATCHI  
OPEN HOUSE

## Big Idea

- Fans can 'transfer' into Bundesliga clubs
- Experience matchday as if they belong

## How It Works

1. Apply for transfer
2. Get drafted to a club
3. Experience matchday POV
4. Get fan stats

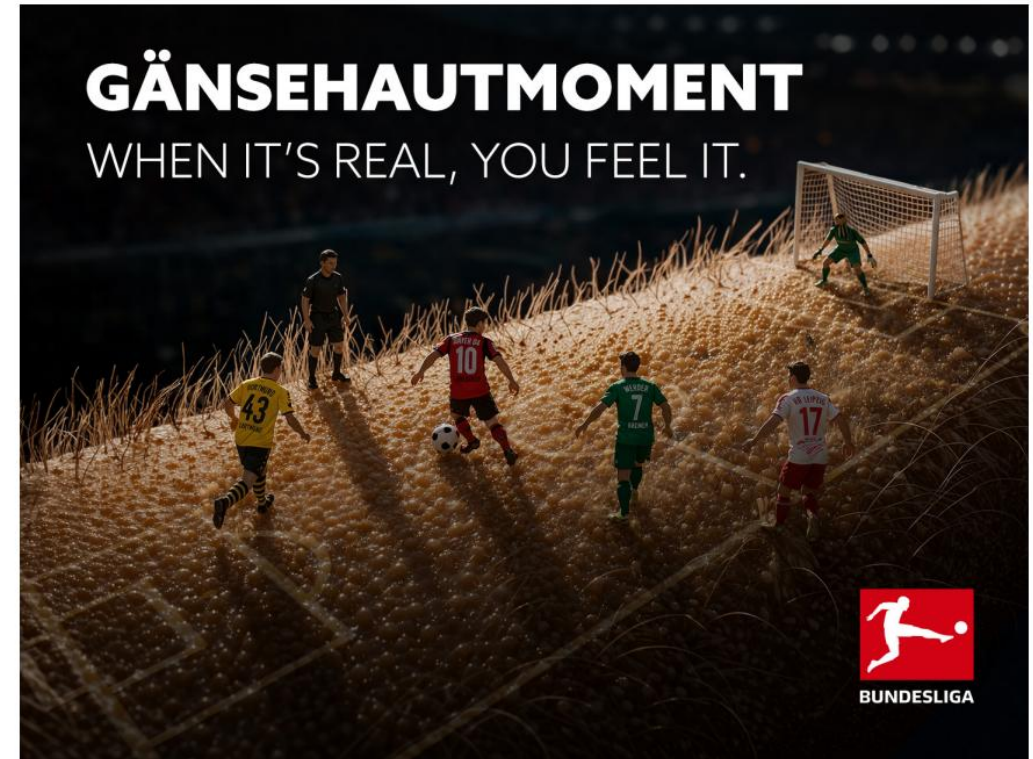
### Experience Layer

- POV content, live fan reactions
- Interactive voting
- Real-time storytelling

### Social Amplification

- Transfer announcement videos
- Fan edits featured officially
- TikTok-first storytelling

**Tashfia Azmee Towkee**



Gänsehautmoment -  
A moment so powerful it gives you goosebumps.

**Ellie Agar-Brennan**

# HOW IT WORKS

**STEP 1** Show the world your game. Global talent under 25 outside of Germany upload their best technical skills; match highlights, freestyle drills or raw athleticism, to TikTok using **#PlayForReal**. Whether you're on a dirt pitch in Lagos or a park in London, this hashtag is your official registration.

**STEP 2** From the feed to the field. Bundesliga scouts and legends vet the entries to select 11 standout players from around the globe. These winners are flown to Germany for a two week pro-level training camp. The whole process is documented in real time on TikTok.

**STEP 3** A new career waits at the end of a hashtag. After the final showcase match, a panel of club scouts selects one (or possibly more) winner to receive a professional developmental contract with a Bundesliga club. From a smartphone screen to a Bundesliga stadium.



## #PLAYFORREAL



Marnus Strydom



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# ALEX'S TOP PICKS



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The Bundesliga is powered by their fans - and their real time emotions.

- How **loud** they chant
- How fast their **heartbeat** pulses
- How their **emotions** burst when they score

During matches, fan's heart rate and reactions are tracked worldwide and aggregated in real time into one global signal.

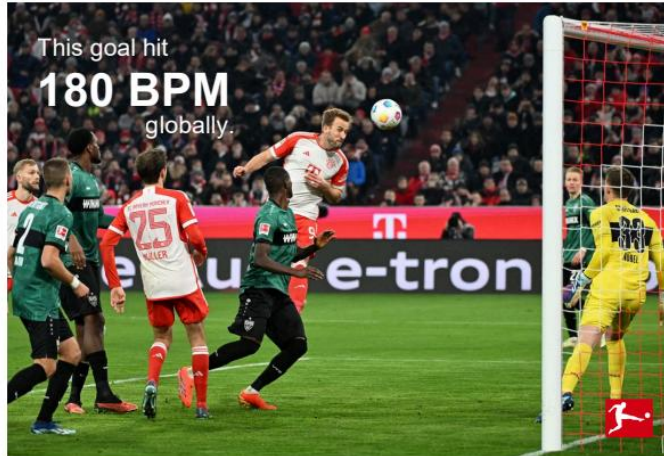
This becomes THE PULSE OF THE MATCH.

Stadium LED boards, lights, sound design, screens, responsive to the global pulse of the fans.

In high tension situations- lights flicker faster  
During a goal - pulse explosion

Fans don't just watch.  
They physically shape the atmosphere

Bundesliga - Powered by your passion



**Possible application:**

Spotify wrapped style summary, personalized with highlights of the matches most exciting moments according to each viewer's heartbeat. Shareable in social media.

Luana Edelman



**Feedback: Two people had this idea. But showing the physical effects of the Bundesliga on viewers is nice. Don't say it's better than other leagues, show it.**

## The heart of the game

Insight: You don't just watch great football, your body reacts to it

Idea: Use fan heartbeat data to turn the feeling of the Bundesliga into something you can see

Execution: Fans can connect their wearable devices (Apple Watches, WHOOP bands or Fitbits) during matches via QR codes, allowing their heart rates to be tracked and visualised in real time as a collective "heartbeat" of the game, with post-match data revealing the exact moments fans felt most (eg. dramatic moments, near misses, penalties etc).



Olivia Russell



# IF YOUR CLUB HAD 50+1

What's your club getting away with?

**VISION**

Every football fan has something they'd change about their club. The ticket prices. The kit costs. Not being allowed to stand. Matches moved to Monday nights so broadcasters can sell more ads. They deal with it because they think that's just how football works. It's not. There's a league where fans hold the majority vote. They've been blocking, changing and shaping these decisions for decades. Nobody outside Germany knows.

**IDEA**

Don't advertise the Bundesliga. Show fans what their own club is getting away with.

**STRATEGY**

The Bundesliga's 50+1 rule gives fans the majority vote at every club. That's why ticket prices stayed low, standing terraces survived, kits cost half what they do in England and Monday night football got scrapped when fans said no. No other major league works this way. Instead of selling under-25s the Bundesliga is different: we let them feel the gap by holding a mirror up to their own club. Their frustration does the marketing.

**EXECUTION**

Three layers. Static billboards outside rival stadiums. A live interactive billboard in high-traffic locations. A web tool that lets anyone run their club through the 50+1 model.

**01 - DOOR BILLBOARDS OUTSIDE RIVAL STADIUMS**

<p><b>SEASON TICKET:</b> €170.</p> <p><small>If fans see the pitch.</small></p>	<p><b>STANDING CAPACITY:</b> 24,454.</p> <p><small>If fans kept the terrace.</small></p>	<p><b>HOME SHIRT:</b> €49.95.</p> <p><small>If fans voted on that too.</small></p>	<p><b>MONDAY NIGHT FOOTBALL:</b> CANCELLED.</p> <p><small>If fans had a vote.</small></p>	<p><b>BEER IN THE STANDS.</b></p> <p><small>If fans made the calls.</small></p>
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**02 - LIVE INTERACTIVE BILLBOARD**

000H screen in Piccadilly Circus, Times Square or Federation Square. It says: text your club name. You send it. Your club's data goes up on the screen seconds later.

People watch their own club appear. They watch their rivals come up. They film it. They send it around. Each one stays up for 15 seconds, then the next one loads. A counter tracks how many clubs have been run so far.

A crew films reactions on the ground all day. That becomes the social content. Every text also sends the person a link to the full tool with the Bundesliga membership offer at the end.

TEXT YOUR CLUB TO +44 7700 501501

ARSENAL FC  
SEASON TICKET: €170.  
IF FANS SET THE PRICE.

This is how we know the Bundesliga. Even if clubs don't know.

**03 - THE TOOL**

A website. You type in your club. Any club in the world. It shows you what would be different if fans held the majority vote.

Real options. Not hypotheticals. Every option comes from something that actually happened at a Bundesliga club. A vote that booked a price hike. A sponsor that got rejected. A standing section that got protected. All mapped onto the real numbers from your club.

Each section is built to be screenshotted and shared on its own. Arsenal fans grab the ticket price card. Liverpool fans grab the standing one. It spreads because people are angry, not because we paid for it.

At the bottom: Bundesliga clubs are taking international members. Real membership. Real votes. Costs about the same as one Premier League matchday ticket. You're not subscribing to a channel. You're joining a club that actually lets you in.

YOUR SEASON TICKET: €1,072. UNDER 50+1: €170.

EMIRATES STANDING: 0. SPECTRUM: 24,454.

YOUR HOME SHIRT: €49. UNDER 50+1: €49.95.

SKY + TNT + AMAZON: €60/MONTH.

NO DRINKING IN SIGHT OF THE PITCH.

- 01 Fan walks past billboard outside their stadium. Sees one fact they can't ignore.
- 02 Walks the tool. Does their own club screenshot the worst card. Shares it.
- 03 Sees the membership offer. For the price of one PL ticket, gets a real vote at a real club.
- 04 First ballot arrives. They vote on a real decision. The Bundesliga just gained a living fan.

so that **50+1 tool** says a Dortmund home shirt is €49.95 and Arsenal are changing the €80 for a new one every single year. I need to move to Germany immediately.

wait you can have a **beer in the stands** in Germany while watching the game?? From a STANDING section?? For €90?? why am I loving €60 a month to watch on my phone.

**PLAY FOR REAL**

The Bundesliga doesn't advertise itself. Everyone else's problems do the work.



Alexander Poon



Feedback: Pick of the bunch. What if all football was made out of Bundesliga is a great reframe.

Turning a common fan behaviour "bitching about their own club's greed / failings" into a tool to advertise the league

Archie Vickerstaff



Feedback: Turning negatives of people you don't like, into positives for you. A classic cafe Google Review play but won't hold that against them

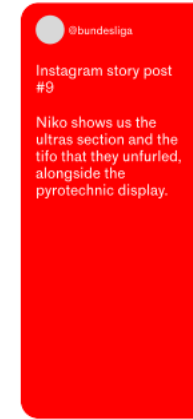
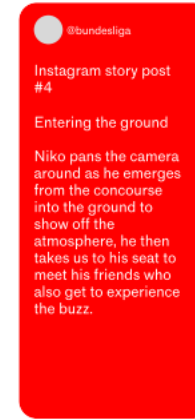
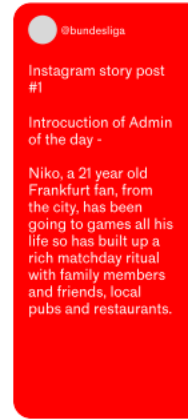
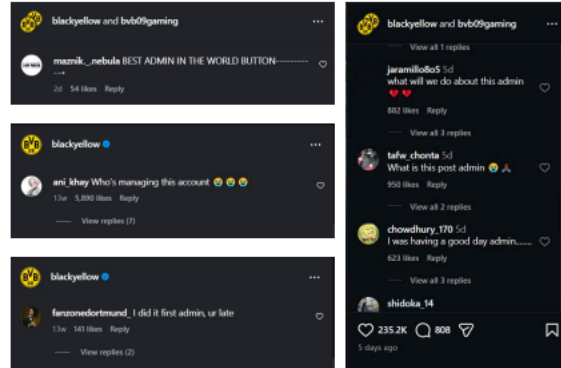
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Authentic  
Real & Raw  
Fans  
Short & Snappy

Play For Real

## @bundesliga *Admin for the Day*

Existing fan interactions with Borussia Dortmund's "Admin"



Taps into growing football youtuber scene but places the camera in the hand of real fans with local knowledge. Viewers are treated to an authentic matchday experience that would be otherwise unknown to big, tourist, influencers.

Social media "Admins" are already starting to gain personalities themselves, why not go the extra mile and put a real fan behind the lens?

Global audiences get an up-close view of the niche aspects of German football culture, such as unique matchday rituals, personalities within clubs and well-known fans/legends in the terraces.

All posts are on the specific channels' story feature so each video is temporary and a new person is chosen each match-week from one team out of the top three levels.

Fraser Bean

**Feedback: The fan insight / social behaviour is strong, the execution isn't. But they spotted an opportunity that is interesting**

# RYAN'S TOP PICKS



**M+C SAATCHI**  
OPEN HOUSE

### The Idea : #ReflectTheReal

#ReflectTheReal is a high-impact, hybrid campaign that turns the football itself into a tool for fan storytelling and reinforcing community. Bundesliga balls are recreated, with one hexagonal panel swapped with a high-finish "Mirror Hex" to let fans literally see themselves in the game.

Through large soccer ball installations and match-day giveaways at the stadium, fans can use the reflective surface to capture raw, selfies that put their own faces and experiences right into the gear. It's a content engine for social media and also feeds a live digital gallery on billboards and stadium screens, proving the Bundesliga's biggest brand truth: the show belongs to the fans, and they are the ones co-authoring the story.



Chloe Hannigan ★

**Feedback: Simple but cool idea that can easily go from offline to online, scalable with cool content.**

Nayongi Borthwick's Week 4- Creative Task

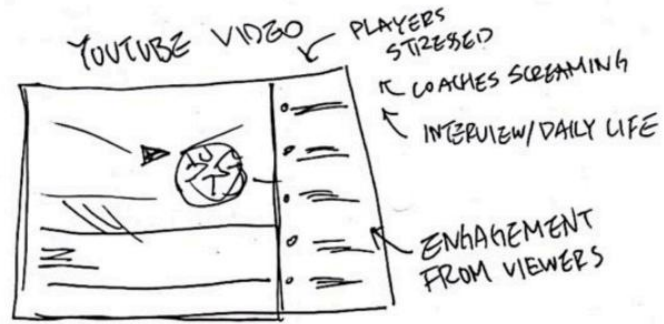


1. Black screen with the words "Real or AI?"
2. Show a video of a group of young people hanging out and talking together (maybe some are wearing different Bundesliga team's merch).
3. The clip pauses with the words "Real" on it.
4. Show a clip of people watching a goal happen in a stadium. They all cheer and a young boy is hugged by his dad.
5. The clip pauses with the words Real on it.
6. The camera follows a player dribbling as he fakes out another player and heads toward the goal. Just as the player connects his foot with the ball...
7. The clip pauses with the words Real on it.
8. Then at the end, the words flash on a black screen: Community For Real. Excitement for real. Play for Real.
9. Bundesliga logo appears

Nayongi Borthwick

**Feedback: Challenges superficial, can be applied to a lot in popular social and digital culture.**

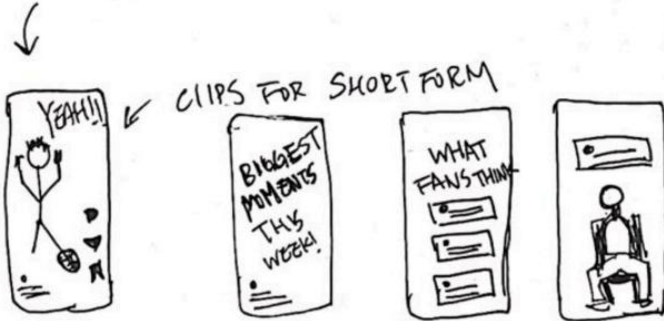
## THE UNDER DOGS DOW-SERIES



• BORED OF BAYERN WINNING EVERY TIME

• FOLLOWING THE UNDERDOG TEAMS ON THE BUNDESLIGA.

• DOW-SERIES REALITY-TV FORMAT FOLLOWING THE DRAMA OF THESE TEAMS TILL THEY WIN.



← USING SOCIAL MEDIA TO ENGAGE FANS (GEN Z)

← HIGHLIGHTS FROM THE UNDERDOG TEAMS.

Sarina Chen

Feedback: Love the scribbles. Like the 'Drive to Survive' approach on making the game and its ecosystem real, relatable and engaging.

## The People's Lineup

Once a season, every Bundesliga club lets its members vote on the real starting XI. A film advert would be launched in which the target audience would be invited to vote who plays what!

Why it could work?

1. Only the Bundesliga has the ownership structure to make this possible. Under 50+1, fans are already electing the president. So this seems like the logical next step.
2. It turns "Play for Real" from a generic tagline into the most illustrious proposition in football history. Not fantasy football, but real actual football.
3. Globally, the under-25 audience gets the one thing that no other league offers: power over a real football match. The Bundesliga then stops becoming a league to watch and becomes rather a league to join.

\* Shivam Chhaya

Bundesliga | M+C Saatchi Open House \*

Shivam Chhaya



Feedback: Bold thinking - having a real say in clubs, players and games - real fans with real impact.

**M+C SAATCHI**  
OPEN HOUSE

## THE OPEN-SOURCE LEAGUE

From Spectators to Co-Authors

Breaking the fourth wall of sports broadcasting. By releasing the Bundesliga's raw energy—live data, POV fan-cams, and unedited stadium audio—we empower the next generation to remix, stream, and "co-author" the match experience in real-time.

This isn't a broadcast; it's a creative playground.

Announcement at the end of the season:

"PLAY FOR REAL" – An ALL-STAR match using the system for the 1st time!

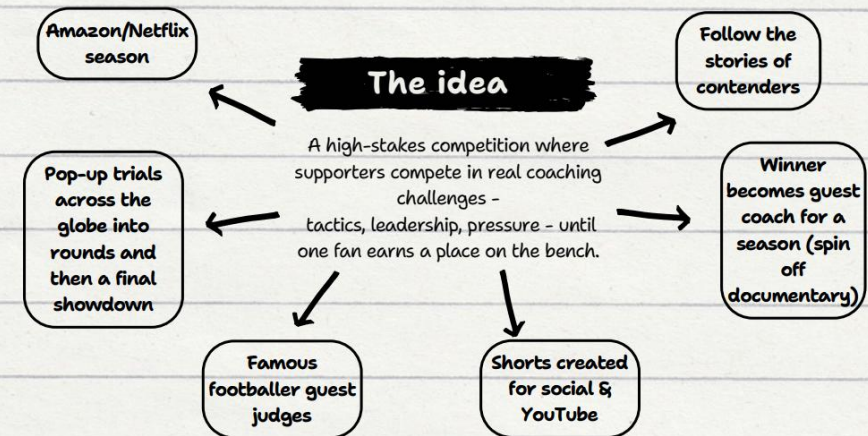
To bridge the gap between digital co-authorship and footballing heritage, the season culminates in a world-first event:

- **The Match:** A high-octane All-Star Game featuring Bundesliga Legends and modern icons.
- **The Twist:** The fans "direct" the show. From real-time kit design voting to choosing the "Hero-Cam" focus, the audience's digital input shapes the physical game.
- **The Reward:** The most impactful global "co-authors" of the season are flown in to manage the sidelines and document the game from the pitch, turning digital loyalty into Earned Legacy.



Bundesliga's

# The last coach standing



Idris Piers

Feedback: Super interesting, live editing and curating and creating all aspects of the game.

Rachael Rostkowska

Feedback: Cool participation and content idea. You could get a seat on the coaching bench.

# THE UN-SCRIPTED BROADCAST

Democratizing the Bundesliga: Moving from Spectators to Stakeholders

## THE PROBLEM

Traditional broadcasts are "sanitized" and corporate, causing Gen-Z disengagement. The current model treats fans as passive consumers, not active participants.

## THE INSIGHT

Fans (18-34) crave **agency over passivity**. They don't just want to watch the game; they want to remix, react, and own it.

## THE EDGE

Leveraging the Bundesliga's **60+1 culture** to be the world's most authentic league—where fans truly own the game.

## THE FOUR PILLARS OF EXECUTION

### RAW CAM FEED

Toggle from professional cameras to **body-cams on Ultras** in the "Yellow Wall" and mics on the benches. **Unfiltered reality.**

### CO-AUTHOR COMMENTARY

Replacing pundits with **Twitch streamers, street-ball influencers**, and local artists. Speaking the **language of the fan.**

### THE REAL-0-METER

A **live-voting engine** where fans identify "Real Moments" (pure passion/raw reactions) and instantly mint them as **tradable digital collectibles.**

### OPEN SOURCE HIGHLIGHTS

Providing creators with a "Clean Feed" library. No copyright strikes—just pure **creative freedom** to fuel a massive UGC engine.

## BUSINESS IMPACT

**337x** Engagement Lift   **500K+** App Downloads   **\$5M+** First-Year Revenue   **€0** UGC Production Cost

BECAUSE FOOTBALL WAS NEVER MEANT TO BE SCRIPTED. THE SHOW BELONGS TO THE FANS.

# THE SHOW BELONGS TO THE FANS

Because football was never meant to be scripted.

Fan-Owned   Unfiltered   Revolutionary



BUNDESLIGA

HUMAN SOCIAL MOVEMENTS  
GENUINE, AUTHENTIC CONNECTIONS  
COMMUNITY BROUGHT TOGETHER BY SPORTS  
PLAY FOR REAL



COMES THE BRAND CAMPAIGN....

## "TALK ABOUT US LESS"

IN PARTNERSHIP WITH 'STIFTUNG DEUTSCHE DEPRESSIONSHILFE UND SUIZIDPRAVENTION'  
In social situations, Men/people often hide behind "football" to socialise, often avoiding the in-depth conversations about how they actually **are for real.**



### THE TV AD

TV AD SCRIPT: SCENE IN A PUB  
Two friends in their mid-20s, GUY 1 and GUY 2, meet in a pub.

GUY 1: Hey man, how you been?  
GUY 2: Yeah good, you?  
GUY 1: Good yeah.  
They sit down.  
GUY 2: Did you see the match?  
GUY 1: Oh yeah, unreal. That goal in the second half? And the keeper - (right football chatter continues briefly)  
A small pause. Guy 2 looks at him properly.  
GUY 2: **For real.** How are you?  
Guy 1 hesitates. Then, quietly:  
GUY 1: Uh... honestly...  
(begins to open up & audio gently fades out)  
END SLIDE - SILENT  
[League Logo]  
ON SCREEN COPY: This month, **talk about us less.** May is Mental Health Awareness Month. We're partnering with [Mental Health Charity] to help conversations go beyond the pitch.  
PLAY FOR REAL

Kinda inspired by this campaign by Patagonia:



targeted tv planning for target audience <25 who watch sports.



### ON MATCH DAYS IN MAY

For matches in May (mental health awareness month) the pundits/hosts actually stop talking about the game (not during play, but in the lead up or half-time). And, for a short period, instead talk about mental health instead of the football, normalising deeper conversations and connections with the communities, this is as part of the **'Talk about us less'** campaign.  
".For real..."



### THE SHORT DOCUMENTARY

Play For Real. Short ad-funded program documentaries, following players or people involved in Bundesliga normalising conversations that go beyond the pitch, showing the **'real lives'** behind the football, but in a way that promotes conversations around mental health, and steering away from toxic 'football chat' and 'locker room' chat. The real lives of sportsmen in the industry. At a time when the 'manosphere' is toxic, idolising sportsmen who encourage young men to open up, be vulnerable and talk about mental health is culturally relevant.

Moleboge Setjie



Feedback: Think this was already submitted, different board, but hey, it's a winner.

Eleanor Wright



Feedback: Off brief... but kinda on brief.

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### Concept Overview

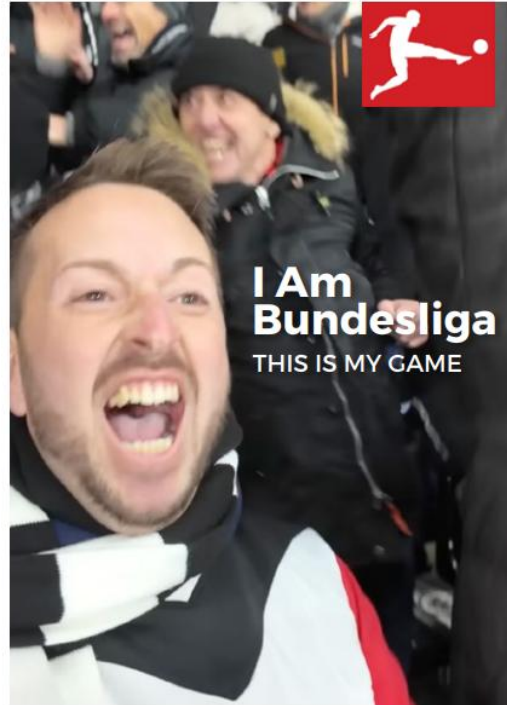
**I AM BUNDESLIGA** is a user-generated content campaign designed to connect with under-25 fans by turning matchday experiences into powerful expressions of identity.

Fans are encouraged to capture and share real-time photos and videos from games using #IAmBundesliga, showcasing authentic moments of emotion and belonging.

The visual style is raw, unfiltered, and real to mirror how fans naturally capture and share their experiences.

These fan-generated moments are then transformed into official Bundesliga campaign static visuals to flashing one fan to the next videos, featuring bold, high-impact text overlay:

**I AM BUNDESLIGA.**  
THIS IS MY GAME.



## FOOTBALL AS A CULTURE NOT A SPORT.

**problem** ————— Football is the number one most watched sport in the entire world. However there are certain football leagues such as the Bundesliga that fall short in media attention compared to more popular leagues such as the Premier League and the La Liga. The Bundesliga is considered a very boring league because the football clubs lacks personality and thus not as popular outside of the home country the Bundesliga is based on.

**insight** —————  
*In order for a football league to thrive and garner a larger fan base. Football clubs need to be invested in the culture and lifestyle, and not primarily focused on the sport itself. Football is a beautiful game, but in order for more people to engage with the sport; clubs need to be something that they can relate to. Something that they can bring into their own personal lifestyle that can connect them more to the sport.*

**solution** —————  
If we look at a trending sport, F1 is a sport that is very viral right now and something that is very desirable for Gen-Z. Why? It is because they have created a lifestyle a brand among their teams. Something that is recognizable will be desirable. The Bundesliga needs more crossover moments, a better investment in fashion collabs with club kits or streetwear drops are able to turn clubs into brands that young people want to wear.

Streetwear and football clubs are a perfect match, and the potential is enormous. Imagine well-designed streetwear that carry a club's DNA without screaming "replica kit." Subtle crests, city references, iconic colours worked into drops that people actually want to wear on a Saturday afternoon, not just matchday. When someone sees a stranger wearing a Dortmund-inspired hoodie on the street, they don't just notice the brand, they want in on it. That's walking, breathing advertising money can't buy. The club becomes a lifestyle. Curiosity turns into desire. Desire turns into belonging.

**Sandra Anello**

**Feedback: Nice platform to cocreate fandom and what being Bundesliga means outside of football.**

**Nathan Saputro**



**Feedback: Hitting in culture.**

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# THE 50+1 GLOBAL DIGITAL MEMBERSHIP

**The Big Idea:** We scale the Bundesliga's unique fan-ownership model globally by launching the first-ever **Digital Ultras** program. We aren't just asking U25s to watch; we're giving them a digital vote on the league's cultural output, effectively making them part of the 50+1 fabric.

## The Creative Concept

**The Hook:** You don't just follow a club. You own the culture.

**The Mechanic:** A free, tier-based digital membership (via the Bundesliga App) that grants global fans Voting Power on non-sporting league decisions

(e.g., the official Goal of the Month song, the design of limited-edition global merch, or which city gets the next "Bundesliga Experience" pop-up).

## Execution

**Phase 1: The Ownership Drop (Social):** Launch with a high-energy "Manifesto" film featuring Bundesliga stars and real German "Ultra" leaders. The message: In other leagues, you're a customer. In Germany, you're the boss.

**Phase 2: The Member-Only Access:** Use Vertical-First live streams on TikTok/Twitch where Digital Members can vote in real-time on match day elements (e.g., "Which camera angle should we switch to for the next 5 minutes?").

**Phase 3: The Reward (Physical):** Top-tier digital members (based on engagement) win a "50+1 Trip"—a 100% funded journey to sit in the "Yellow Wall" at Dortmund or the "Nordkurve" in Schalke to experience the "Purest High" in person.

James Kimari

Feedback: Cocreating culture with clubs.

Lee Coventry-Walsh April 2024

A never seen before Global pre-season tournament where Bundesliga fans control real teams for a one day knockout cup competition. Every decision, lineup, formation, tactics, substitutions + content - is owned by the fans.



## How it works

### Tournament - short match format

Each Club releases a shortlist for the starting 11 (first team + academy players)

### Fans vote on:

- Starting 11
- Formation (e.g. 4-3-3 vs 3-5-2)
- Style (pressing, counter, possession)
- Runs like a live Football Manager-style interface
- Voting windows create urgency (e.g. 24hr cycles)
- A fully fan-built team sheet revealed like a squad announcement drop - hype!

### In - Game voting

- Live polls for substitutions
- Tactical shifts (press higher / sit back)
- Half-time:
  - Fans choose subs + formation tweak
  - VAR voting poll - they vote if they want a bad foul etc checked, if 60% or higher vote yes then the ref has to check - he/she makes final call
  - Mandatory inclusion slots for academy players
- Fans decide: Who debates how many minutes they play
- Live Global Voting - not just in the stadium

## Content Ecosystem

Daily fan-led podcasts debating selections  
Club legends + pundits react to fan choices  
Ultra groups push tactical agendas ("Start the kid", "strongest back 3")  
Social clips: "Fan 11's vs Manager 11's" debates  
Fans vs traditional club pros

### Upload Your Support -

Fans submit:  
Chant videos  
Homemade tifos / banners  
Celebration clips  
Weekly shortlist pushed to global vote  
Fans in Lagos, Seoul, London all invested and participating with the stadium crowd

### Social Takeovers-

Turn awards into formats:

- TikTok: "Duet this chant"
- IG: "Vote the banner" polls
- YouTube: fan reaction

### Awards (fan-first recognition)

**Best Fan XI** (results + performance)

**Best Tactical Call** (e.g. formation that changed the game)

**Most Impactful Sub** (fan-voted change that shifted momentum)

**Rising Star Moment** (academy breakthrough)

**Fanbase of the Tournament** (engagement + influence)



Lee Coventry-Walsh



Dario shortlist

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**LIVE**

1.2M VOTING NOW

# YOU'RE NOT WATCHING. YOU'RE DECIDING.

@sammi.footie DO THE BACKFLIP!

24.3K

@alicemay nahhh do the griddy!

Choose the celebration...

- [Option 1]
- [Option 2]
- [Option 3]

Fan Decision Sync: **LIVE**



Celebration chosen by:  
**@alex\_23**

LIVE MOMENTS. DECIDED BY THE FANS. BROADCASTED TO THE WORLD. **PLAY FOR REAL**

Lauren Watson

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