

# GSIC

Global Sports Innovation Center

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# BRAND INNOVATION SERIES

WITH SUPPORT OF

**Sport**  
SINGAPORE

LALIGA'S PATHWAY TOWARDS A WORLDWIDE  
RECOGNIZED SPORTS AND ENTERTAINMENT  
BRAND



**Andy Stalman**

**HOST**

CO FOUNDER, CEO  
TOTEM BRANDING

**TOTEM** BRANDING



**Enrique Moreno**

**GUEST**

GLOBAL BRAND AND ASSET  
DIRECTOR, LALIGA

 **LaLiga**

## GSIC BrandInnovation Series – Chapter 1 with La Liga

What does it take to be a worldwide recognized sports and entertainment brand? LaLiga is considered one of the strongest brands in the planet due to its strong essence.

LaLiga has achieved this position thanks to its will and commitment throughout the whole company. The accomplishment of transforming an association into a global, sustainable and versatile brand relies on coherence.

Enrique Moreno is a true believer that having a global approach is not only a matter of geographic space but also about the different targets and competitors. LaLiga competes for people's time and not only with other sports and leagues. The brand talks to everyone even if they are not football fans or watch games.

The visible part of the brand becomes more important every day and it needs to be studied in order to generate a visual environment as well as the audio branding that is very important to the fans. This combination generates new ways of engagement.

Furthermore in LaLiga they always consider the three dimensions of their brand: personal, functional and social. They know that to be a good product is not enough and that the need of creating new content and forms of engagement is crucial.

LaLiga has presence in more than 200 countries and the key is to add in each country and not conquer. They do agreements with the government and local leagues in order to create local impulse. According to The Meaningful Brand Ranking 55% of the consumers think that brands have a more important role than governments in building a better future and LaLiga has made this one of their pillars.

In terms of global entertainment brands need to measure everything. The audience is a key indicator however engagement is clearly growing as a KPI. LaLiga has a branding tracker where they analyse different aspects and they consider that creating a connection is the most important thing. The next staged stage for brands like LaLiga is to use technology and to stay close to fans. It is very important to be creative

Their main goal is to entertain people beyond the 90 minutes in each match. They look to inspire in addition of informing and connecting with their fans. Social media has a very meaningful role. The different channels help to create the accurate content to each target and to reach them in the correct moment.

To sum up LaLiga is always looking for evolution and constant improvement. Everyone works to be a little better everyday. They have their annual objectives but year by year but improving every day is what helps you to grow. LaLiga has no limit because of our way of thinking.