



“This Is Where It Happens.”

From Sports Broadcaster to Sports Icon in 10 years.

David Driesmans
WPP Media Wavemaker



10 YEARS

PLAYSPORTS

WPP Media

PHD

TBWA

WHY

**this case?
now?**

Talent.



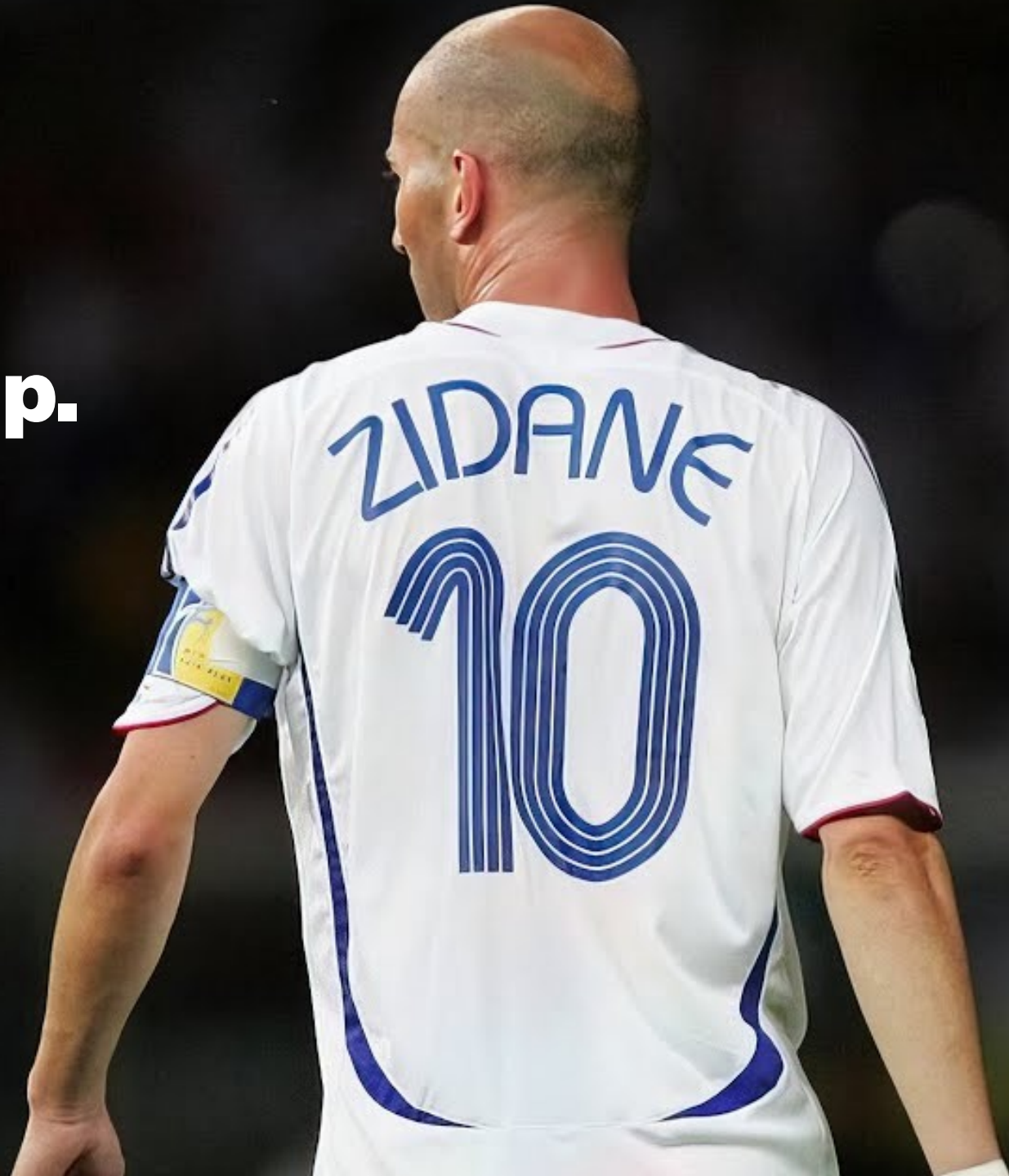


MARADONA

10

Magician.

Leadership.



GOAT.



Genius.





'The Perfect 10'

Nadia Comăneci at the
1976 Montreal Olympics.

HOW

No touchpoint was left unused to bring this fan-first strategy alive. And when a touchpoint didn't exist, we **created** it.

- 1 -

Smart with **INSIGHTS.**

Claim the discussions.



- 2 -

Smart with
TOUCHPOINTS.

2 min 30 sec
TVC



- 3 -

Smart with TECHNOLOGY.

90 minutes football match in a pre-roll.



- 4 -

Smart with **LIVE DATA.**

Live messages on LED
boardings.



- 5 -

Smart with
STORY-DOING.

Covid-19 activation.



THE
**CHAMPIONS
HOTEL**

POWERED BY

 **PLAYSPORTS**

- 6 -

Smart with REAL-TIME ACTIVATION.

Empty placeholder ads on TV, radio, video, OOH & social.



- 7 -

Smart with INTERACTIVITY.

Extra TV channels for fans.



- 8 -

Smart with **BUDGETS.**

Shorter forms. Audio extra touchpoint.

De geniale omhaal van Rik Coppens tegen het Santos van Pelé in 1960 werd door minder mensen gezien dan deze advertentie.



GENIALITEIT IS TE MOOI OM TE MISSEN.

Ontdek nog meer ongeziene genialiteit op playsports.be en bekijk alles van de Jupiler Pro League via Eleven, de Premier League, Formule 1, de Wereldbeker én de Superprestige veldrijden op Play Sports. **Abonneer je nu op telenet.be/playsports**



PLAY SPORTS

- 9 -

Smart with PHASING.

All sports via Dynamic Creatives.

Play Sports Ad · ③

Één abonnement verandert ALLES. Mis niets van de strafte competities op Play Sports. 🔥

PLAYSPORTS €19,99 per maand

NU ZONDAG
BAYERN vs
HOFFENHEIM
BUNDESLIGA

playsports.be
Kijk live met Play Sports
Het gebeurt hier

Subscribe

Zonne Bloemke and Veronica Lahera

Like Comment Share

Play Sports Ad · ③

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PLAYSPORTS €19,99 per maand

NU ZATERDAG
WERELDBEKER
MIDDELKERKE
VELDRIDEN

playsports.be
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Het gebeurt hier

Subscribe

Aldo Van der Auwe... 14 comments

Like Comment Share

- 10 -

**Smart with
MEDIA
PARTNERSHIPS.**
Fan-first mindset.



FANPLAN

#SAMEN STRAFFER



- BONUS -

Smart with **LIVE-VERTISING.**

Be in the middle of the action.



RESULT

S

+2%
client base

A green arrow pointing upwards and to the right, indicating growth.

June 2015 – July 2025

**a DTV market declining
by 20% the past 10
years**

A red arrow pointing downwards and to the right, indicating decline.

Play Sports was only available to customers with Telenet Digital TV

AMMA



**AWARD
WINNING
CAMPAIGNS:**

when a well-orchestrated media strategy
meets
creativity & technological innovation.

10
YEARS AGO

2016 | SILVER AMMA 'Best Media Strategy'

10
YEARS LATER

2026

25

NATIONAL & INTERNATIONAL MEDIA AWARDS

1 x GOLD AMMA
1 x SILVER AMMA
2 x top5 nominee

2 x BRONZE
CANNES
LIONS

1 x SILVER MIXX AWARD
1 x BRONZE MIXX AWARD

2 x GOLD CREATIVE BELGIUM
7 x SILVER CREATIVE BELGIUM
10 x BONZE CREATIVE BELGIUM



Thank you.

