

**SPORT
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

WURENBACHER & BORUSSIA DORTMUND

CASE STUDY





PARTNERING WITH BUNDESLIGA ELITE TO SELL GERMAN BEER IN CHINA

First imported to China in 2013, Wurenbacher worked with SportQuake from 2017 to overhaul their football strategy, aligning with world-renowned Borussia Dortmund IP to authenticate their brand and promotions and drive growth in the world's largest beer market.

SPORTQUAKE LED WURENBACHER THROUGH OUR FOUR STAGE PROCESS

Würenbacher
[123]

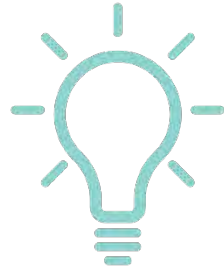
**SPORT
QUAKE**



01. INSIGHT & UNDERSTANDING

SportQuake provided Würenbacher with insights into their category, taking time to understand what made their brand distinct. We provided an independent analysis of the football ecosystem to help Würenbacher uncover where the white space was to create impact.

[Find Out More](#)



02. STRATEGY & IDEA DEVELOPMENT

Based on these insights, we worked with Würenbacher to develop the right football strategy, identifying the available opportunities within this. Together, we developed a strong proposition and creative ideas for the brand to discuss with their internal stakeholders.

[Find Out More](#)



03. NEGOTIATION & PROCUREMENT

We negotiated an optimum set of marketing and commercial rights to drive Würenbacher's strategy to budget. This involved the creation and coordination of the deal team, including key stakeholders from across Würenbacher's business.

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04. PARTNERSHIP INTEGRATION

A high touch consultancy service maximised Würenbacher's partnership investment. We worked collaboratively with their key stakeholders to ensure there was strong alignment and a clear and detailed marketing plan in place prior to resources being created.

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PROMOTING GERMAN BEER IN CHINA



BRAND UNDERSTANDING

Wurenbacher had high expectations for football sponsorship as a tool to drive growth in China, but 'bad fit' between their initial football partner La Liga's Spanish IP and their German brand had left them frustrated.



COMPETITOR ANALYSIS

SportQuake provided a detailed report on competitor strategies and spend, incl. how leading beer brands were partnering with football to drive brand growth in China.



ECOSYSTEM ANALYSIS

With German authenticity key and Bayern Munich and the Bundesliga tied up globally, SportQuake used our relationship with Borussia Dortmund to re-organise their beer partnership strategy, positioning Wurenbacher as the club's beer partner in China, alongside Brinkhoff, which was only available in Germany.

ALIGNING WITH A GERMAN SUPER CLUB

SportQuake focused on developing a **Regional Partnership** with **Borussia Dortmund** for three main reasons:

WORLD RENOWNED GERMAN IP

Wurenbacher could integrate Dortmund's premium, globally recognised German IP throughout their marketing promotions, carving a unique identity in an import market worth £750m+ per year.

IMMEDIATE BRAND AWARENESS

As Germany's most famous club after Bayern Munich, partnering with Dortmund would drive immediate brand awareness and authenticity among China's 300m+ football fans.

UNIQUE ACTIVATION FOR MAINSTREAM ENGAGEMENT

With Dortmund visiting China for the 2017 ICC, a series of 'money can't buy', player-focused activation events would kick-off consumer engagement in beer consumption hotspots, incl. Shanghai & Guangzhou.



A UNIQUE SET OF RIGHTS TO ACCELERATE SALES IN CHINA

SportQuake negotiated a bespoke set of rights that allowed Würenbacher to **maximise return on their investment** and **achieve a substantial sales increase in the Chinese beer market**. These included:



USE OF CLUB AND PLAYER IP

Würenbacher showcased their German authenticity by cascading Dortmund's rich IP across all sales promotions, incl. TVCs, online video content and point of sale.



PARTNERSHIP ANNOUNCEMENT

A high-profile launch event with club legends Lars Ricken & Karl-Heinz Riddle attracted national media coverage, giving immediate mainstream exposure to the brand's German authenticity.



PLAYER APPEARANCES

The partnership maintained mainstream momentum with a series of player appearances, scheduled around Dortmund's games in the 2017 ICC.



PRODUCT INTEGRATION

Würenbacher integrated Dortmund IP into product design, distinguishing their leading products with an authentic, German brand identity.



USE OF SOCIAL CHANNELS

As Dortmund's first Chinese partner, Würenbacher had a dominant position to directly engage 1m+ Chinese fans via the club's Weibo account.



WURENBACHER SALES SURGE

HIGH IMPACT LAUNCH

SportQuake devised a series of player-focused launch events during Dortmund's visit to China for the 2017 ICC, reaching 27m+ people through mainstream media coverage from People, Sina Sports & Netease.

BVB PRODUCT INTEGRATION

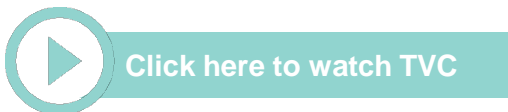
Wurenbacher used Dortmund's IP to revamp product design, elevating their award-winning Helles Lager with distinct Dortmund-dominated packaging that emphasised their authentic German brand.

SALES SURGE

The partnership accelerated sales over the first 18 months as Wurenbacher rose up the rankings to become the 3rd most popular import beer in China in March 2019.

WIN WIN: DRIVING DORTMUND GROWTH IN A KEY MARKET

The partnership was of equal benefit to Dortmund, as brand TVCs and online video content drove mass awareness in the club's key Chinese growth market.



FROM ORIGINAL IDEA TO TOP 3 IMPORT BEER IN CHINA



02.17. SPORTQUAKE & WURENBACHER
FOCUS ON FINDING A GERMAN PARTNER



04.17. DEAL SIGNED BY WURENBACHER
& BORUSSIA DORTMUND



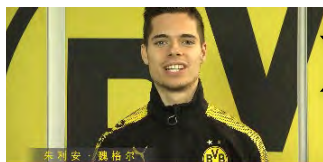
06.17. PARTNERSHIP LAUNCH
FEATURING BVB CLUB LEGENDS



07.17. WURENBACHER HOST BVB FAN
FEST IN GUANGZHOU



07.17. DORTMUND VISIT CHINA FOR
2017 ICC, BEATING AC MILAN 3-1



03.18. CNY ONLINE CONTENT
RELEASED WITH BVB



06.18. BVB / 2018 WORLD CUP GAME
RELEASED ON WECHAT



06.18. SHANGHAI FAN EVENT WITH
BVB LEGEND ROMAN WEIDENFELLER



08.18. BVB/WURENBACHER HELLES
TVC RELEASED



08.18. BVB PROMOTE SUNING.COM
ONLINE SHOPPING DAY



11.18. HELLES WINS GOLD AT THE
CHINA BEER CHALLENGE AWARDS



12.18. WURENBACHER HOSTS BVB VS
SCHALKE FAN VIEWING PARTY



03.19. WURENBACHER BECOMES 3RD
MOST POPULAR IMPORT BEER IN CHINA

AN IMPACTFUL LAUNCH FOR LONG-TERM GROWTH

The deal had a big impact for Wurenbacher, immediately gaining positive publicity in China and prompting an increase in sales that made the brand the 3rd most popular import beer in China.



3RD

Most popular
import beer in
China



2.4M

Online views of
partnership launch
social content



27M+

Press reach of
official partnership
announcement



ABOUT SPORTQUAKE

THE GAME HAS CHANGED

Football is now in an era where tech, media, gaming, music, fashion and football are coming together to create an exciting new global entertainment business.

OUR EXPERTISE

SportQuake help brands plan and buy high profile global football sponsorships that drive and support their business, brand and sales goals.

OUR FORMULA FOR SUCCESS

Better Planning + Better Buying + Better Collaboration = **Better Results**

[Find out more](#)



FIND OUT MORE



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