

Soccer and music, UEFA League winning combination

The best clubs, the superstar players, the reputable referees, the great managers, the ambitious sponsors and the fanatic followers make up the UEFA Champions League - the most lucrative and competitive club competition in the world. The league has created a superb commercial playground for some of the world's leading business powerhouses for positioning their brands at the top in terms of visibility and awareness.

 By [Thabani Khumalo](#) 18 May 2010



Europe's soccer commercialisation

The driving force behind Europe's Football Associations and Clubs' growing cosmopolitan is the rampant commercialisation that has swept the football industry over the past two decades. The industry is no longer about players, managers, officials and followers, but about great CEOs and big global brands who speak the language of investment, global markets, balance sheet, share price and marketing communication genius. It is no wonder it is home to great players such as Lionel Messi, Kaka, David Beckham, Wayne Rooney, Didier Drogba, Cristiano Ronaldo, Eto'o and many others.

League's marketing genius

The UEFA Champions League leads in sports marketing and continues to set the industry standards. The most distinctive element of the league's marketing strategy is its anthem, officially titled Champions League. It is counted among great songs that can bring tears to your eyes and evoke passion for football. Philippe Floc'h, UEFA's marketing and media rights director says the initiative is a natural development aimed at building the competition's brand identity: "It is the best club competition in the world. It is a competition of champions, the best clubs, and the best players in the world. We have to make sure that whoever comes to the stadium, or watches on television, can fully experience it."

The UEFA song lyrics

The anthem's chorus is played before each league game, as well as at the beginning, half-time and end of television broadcasts of the matches. The lyrics read:

"Ils sont les meilleurs
Sie sind die besten
These are the champions
Die Meister
Die Besten
Les grandes équipes
The champions!"

It's time for Africa

While on that football note, it is good news that Columbian pop diva Shakira and South African Afro-fusion band Freshlyground have released the 2010 World Cup Anthem, titled "Waka Waka (This Time for Africa)". Africans have worked so hard since year 2004 when South Africa got the nod to host the World Cup in 2010. The song brings to them some beautiful memories of unity, hard work, triumph, glory, recognition, respect and acceptance by global communities. It recharges Africans with pride, power, passion and hope for reaching their future dreams and goals.

But for now, the UEFA Champions League is "The main event, Die Meister, Die Besten". The 2010 Champions League final on 22 May will be another milestone in the saga of the league's brand, regardless of who the winner is between Italy's Inter Milan and Germany's Bayern Munich.

ABOUT THABANI KHUMALO

Thabani Khumalo is a researcher, writer and commentator with various radio stations and newspapers and MD of Think Tank Marketing Services, a marketing, communication and media consultancy. Contact him on +27 (0)83 587 9207, tel +27 (0)31 301 2461 or email ttms.ystd@telkomsa.net.
View my profile and articles...

For more, visit: <https://www.bizcommunity.com>