

Arsenal signs with Puma to develop global brand

Yesterday, 27 January 2014, Puma and Arsenal Football Club announced that a long-term partnership, which represents the biggest deal that each organisation has undertaken, will become effective 1 July 2014 when Puma becomes the official kit partner of Arsenal.



In addition to producing the playing and training kit for all Arsenal teams, Puma has acquired wide-ranging licensing rights to develop other Arsenal branded merchandise on a global basis.

The organisations will work together to bring further innovation into the sports brand's performance apparel range and work collaboratively on a global strategy to drive mutual growth across all football markets, achieved through Puma's global sales network, international tours and integrated marketing activities. Arsenal also presents Puma with its most prominent platform to highlight performance products through its significant global fan base, profile and reputation.

Having extended and deepened its relationship with the FIGC (Italian Football Federation), signed 2013 UEFA Champions League finalists Borussia Dortmund and bolstered its player portfolio with Sergio Agüero, Cesc Fàbregas, Mario Balotelli, Radamel Falcao, Olivier Giroud and Yaya Touré amongst others, Puma is defining itself as the clear number three football brand.

Bjoern Gulden, Chief Executive Officer for Puma said, "Arsenal has been a key strategic target for the company for a number of years now. Through a clear commercial vision, a well-defined sports marketing strategy and a relentless enthusiasm within the organisation, we are proud to have signed this partnership with a truly global football club. As we enter a new era in our company history, Arsenal represents a major commercial and marketing opportunity to reinforce the company's credibility as a global sports brand, and we have full confidence the plans in place to activate this partnership will have a significant global impact."

Ivan Gazidis, CEO at Arsenal Football Club added, "We are excited to be partnering with a company whose football heritage and record of innovation has a strong affinity with our own. This represents another important step forward in Arsenal's progression on and off the pitch."

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