



## ABOUT THE BRAND

Through the act of swapping and collecting PANINI has designed a means to create memories and generate connections **since 1961**. A story of emotions told through stickers, cards and the iconicity of this brand.

PANINI goes above and beyond an album or a collection. PANINI is **that team that everyone feels part of**.

PANINI believes it is more about them, the fans and their emotions, than anything else.

PANINI is a heritage brand with a contemporary vision

PANINI knows **no boundaries**; cultural, racial, age or gender. A global team.

PANINI **explores new trends and opportunities** with their fans, for their fans.

...PANINI is something you never grow out of!

# STICK WITH US



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## KEY FACTS

- ★ **Nr. 1 in industry:** Global leader in stickers and trading cards
- ★ **Authentic:** Born in Italy loved worldwide
- ★ Sales: more than **1 billion Euros 2018**
- ★ Multi-gen and family concept
- ★ Global reach: **distributed in over 150 territories**
- ★ **Evergreen icon: 60<sup>th</sup> birthday in 2021**
- ★ **+2M sales points** worldwide
- ★ **450M sticker packets per month** at peak periods
- ★ **A global brand** – with 12 subsidiaries and over 1.200 employees
- ★ **+7M social media followers**
- ★ **294M page views, 33.5M unique visitors**
- ★ **+50M active collectors**
- ★ **NEW style guide coming 2021**
- ★ **NEW content:** Panini Sports Academy audio-play series

# VALUES

Eternal passion

Excitement

Captivating

Timeless

Shared joy

Community

Positive

Soccer

Identification

Collectors

Inclusive

Nostalgic



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# THE BRAND STANDS FOR

**An overarching target group:**

- ★ Independent of age
- ★ All social layers
- ★ Regardless of gender
- ★ Teampayer
- ★ Football/sports affinity

## TARGET GROUPS

- ★ Children
- ★ Adult women
- ★ Parents
- ★ Adult men
- ★ Retro fans
- ★ Football fans





Instagram

★ 600.000 followers

★ Over 168.000 #paninicom posts



- ★ 50.000.000 active collectors
- ★ Internet: 294.000.000 page views with 33.500.000 unique visitors



# GLOBAL COMMUNITY

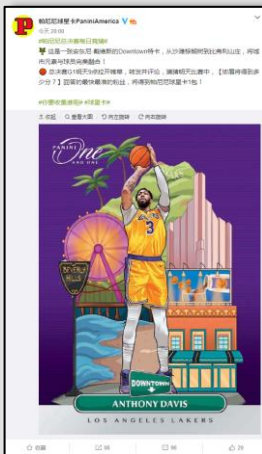


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weibo

★ 600.000 followers



facebook

★ 5.000.000 followers



twitter

★ 1.000.000 followers



# ABOUT

PANINI SPORTS ACADEMY is a modern and contemporary audio play series in which the characters face the typical growing up situations: teenage, challenges, choices, problems, adventures, and most of all, dreams.

All characters share a pure passion for sports, the hope in pursuing their dreams. In PSA sports play a pivotal role of connecting and unifying people. PANINI SPORTS ACADEMY is a place where teenagers grow up cultivating their passions and following their dreams.

Huge Marketing Support form Panini: advertisement campaigns within relevant magazines

# LEONINE



Anzeige

## DIE BRANDNEUE HÖRSPIELSERIE FÜR FUSSBALLFANS

# PANINI SPORTS-ACADEMY

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CD 1-3 JETZT IM HANDEL UND DIGITAL ERHÄLTlich!

erhältlich bei [amazon.de](https://www.amazon.de) Spotify [Apple Music](https://www.apple.com/apple-music/)

[www.paninisportsacademy.com](https://www.paninisportsacademy.com) #HabichHabichFehlt

PANINI PANINI SPORTS ACADEMY © 2020 Panini S.p.A. All rights reserved. Licensed by BAVARIA SONOR LICENSING. Hörspiel © 2020 LEONINE LEONINE

# STORY

Rafael is 12 years old and wants to become a professional soccer player - more accurately: **the best striker in the world**. Together with his best friend Simon he plays in the village club. But to become a professional, he has to go to an academy! **The best place is the Panini Sports Academy**. To be accepted there, Rafael has to show his best side in an application game. But it is precisely in this match that he has to score a goal. **Will he still make it to the Academy? And will his soccer dreams come true?**

## TARGET GROUPS

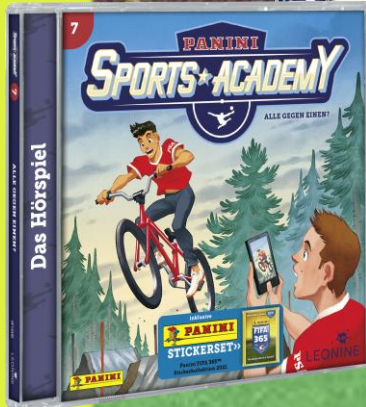
- | Main target group | Secondary target group |
|-------------------|------------------------|
| ★ Boys 7-12 years | ★ Parents              |
| ★ Soccer fans     | ★ Grandparents         |
|                   | ★ Girls 7-12 years     |



# PANINI SPORTS★ACADEMY

## KEY FACTS

- ★ Produced by Leonine Distribution GmbH
- ★ Target group: kids 7-12 years
- ★ Launch
  - ★ Episodes 1-3: July 10<sup>th</sup> 2020
  - ★ Episodes 4-5: Sept. 18<sup>th</sup> 2020
  - ★ Episodes 6-7: Dec. 4<sup>th</sup> 2020
  - ★ Episode 8: March 26<sup>th</sup> 2021
  - ★ Episode 9: June 4<sup>th</sup> 2021
- ★ Runtime: approx. 45 min.



## panini BOOKS

- ★ Launch
- ★ Volume 1: March 23<sup>th</sup> 2021
- ★ Volume 2: expected November 2021
- ★ Language: German





# CALENDAR 2021

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

## Seasonal



Carnival/  
Valentine's  
Day

Spring

Easter

Mother's Day  
Father's Day

European Soccer  
Championship  
11th June – 11th July

Back to  
School

Halloween

26th Black  
Friday  
29th Cyber  
Monday

Christmas

## Marketing

Happy  
Birthday  
60 years of  
Panini

Easter at  
Panini  
Sports  
Academy

6th June -  
11th July  
European  
Champion-  
ship

Back to  
Panini  
Sports  
Academy

Christmas  
at the  
Panini  
Sports  
Academy

## Licensing

**panini BOOKS**  
23.03.  
PSA Book  
Release  
Eps. 1

**SPORTS-ACADEMY**  
26.03  
Audio Play  
Release  
Eps. 8

European Soccer  
Championship  
activation

**SPORTS-ACADEMY**  
04.06  
Audio play  
release eps.  
9

Back to  
School  
activation

**panini BOOKS**  
PSA Book  
Planned  
Release of  
Eps. 2

Christmas  
activation

## Content





# BEST PRACTICE







**BEST  
PRACTICE**

LEONINE

**DIESEL**  
FOR SUCCESSFUL LIVING

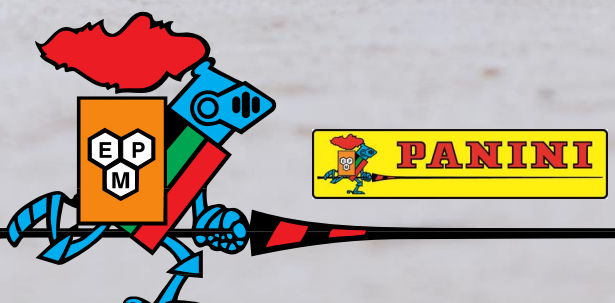
GRIMOLDI

BIOWORLD  
INTERNATIONAL



MARKS &  
SPENCER  
LONDON





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