



MY BRAND

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COMPETITORS

SCORING GOALS

A correct definition against the opponent can give the victory to our team. Establishing indicators according to objectives, monitoring performance and evaluating in time will provide a return on investment that will lead us to triumph.



THE CONVERSATION WITH THE COACH

The coach defines the story, makes the diagnosis of the opponent and defines the necessary actions to win the games and begin the dream of the championship. What is your story?

RECOGNIZING THE FIELD

Nothing is left to chance. We must recognize the field and evaluate our territory. This is where the interactions and conversations with our publics are generated.

THE TACTIC

Knowing how to combine game systems and engagement actions according to our objectives impacts the outcome and generates a long-term relationship with our fans.

THE FANS

It's our '12 t-shirt' in the field. They live with the same passion and intensity our brand's story. The impact on the soccer territory is only possible if we have active and engaged audiences.