

MARCOS UNGARETTI

HEAD OF FOOTBALL CLUBS - SPORTS MARKETING - ADIDAS



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BACKGROUND



- **Bacharel Esporte, Universidade De São Paulo - 2013**

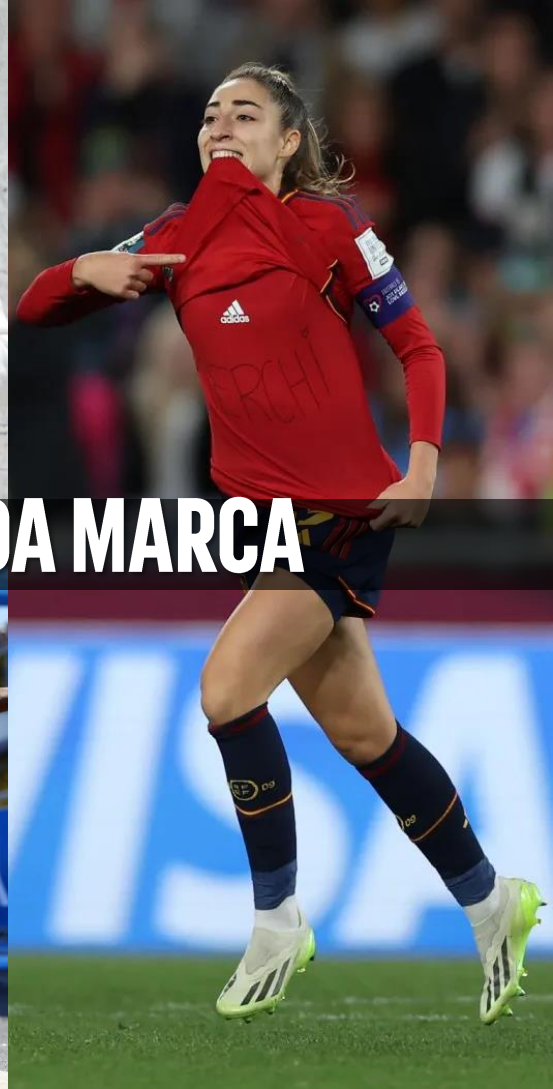


- **13 anos de atuação no Marketing Esportivo:**
 - **TTK Mkt Esportivo** – 3 anos e 8 meses
 - **Agência EA** – 4 anos e 8 meses
 - **adidas do Brasil** – 5 anos e 4 meses





ATRAVÉS DO ESPORTE TEMOS O PODER DE MUDAR VIDAS



SPORTS MARKETING - A ESSÊNCIA DA MARCA



SPORTS
MARKETING
BRASIL

CLUBS & FED

PLAYERS &
SCOUT

OLYMPICS &
MULTI





FOOTBALL LICENSED BUSINESS



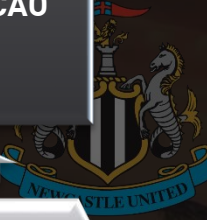
INOVAÇÃO

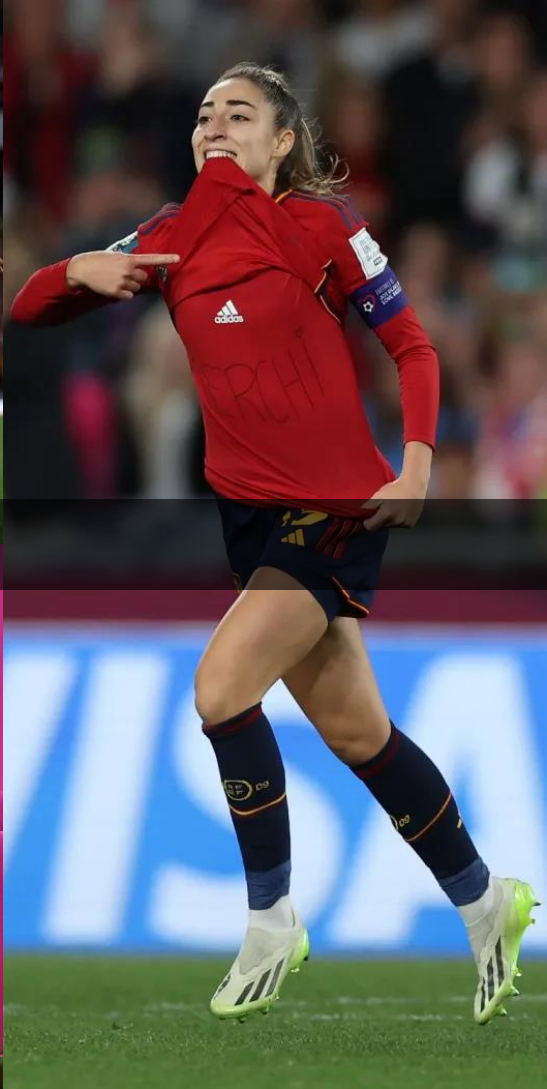
LICENCIAMENTO
CLUBES & FEDERAÇÕES

ATIVAÇÃO

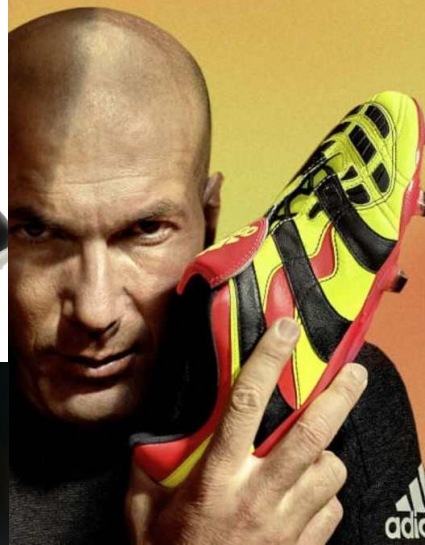
BRAND
AWARENESS

MKT SHARE





PLAYERS & SCOUTING



LÍDER MUNDIAL EM FUTEBOL



A row of eight mannequins stands in shallow water, each wearing a different Adidas football jersey. The jerseys feature various designs, including solid colors and patterns. The background shows a range of mountains under a cloudy sky. A dark horizontal band across the middle of the image contains the title text.

CASES ADIDAS BRASIL FUTEBOL

PROJETOS ESPECIAIS



The image shows the Christ the Redeemer statue in Rio de Janeiro at night. The statue is illuminated with blue light and is wearing a red and black striped Flamengo football jersey. The jersey features the Adidas logo on the right chest and the Flamengo club crest on the left. A large crowd of people is gathered at the base of the statue, and the city lights of Rio de Janeiro are visible in the background under a dark, cloudy sky.

FLAMENGO - LIBERTADORES 2019



BRASILEIRÃO 2018
CAMPEÃO

PALMEIRAS - BRASILEIRÃO 2018

crefisa



DECACAMPEÃO

#MAIOR DO BRASIL



OUTUBRO ROSA 2022 - ATLÉTICO & CRUZEIRO



OBRIGADO!

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Q&A

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