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WE ARE Pi awarded global AOR account of Intersport, the world's leading sports retailer

The world's leading sports retailer picks indie creative agency to transform their brand globally



July 16th 2019 - Intersport, the world's leading sports retailer, has appointed Amsterdam based independent Ideas Company, WE ARE Pi, as its global brand strategy and communications agency of record, without a pitch.

The move comes as the eleven billion euro corporation ramps up global marketing efforts as part of an Intersport 2.0 transformation strategy.

Earlier this year Intersport approached WE ARE Pi to undertake a brand consultancy project that resulted in the agency leading Intersport's largest ever marketing insights initiative, with internal stakeholder interviews supported by qualitative and quantitative consumer research.

Intersport is now working with WE ARE Pi to implement its biggest and most integrated multi-year brand development push, with the first global brand campaign launching spring 2020. The agency is also working with Intersport on developing marketing excellence strategies in digital marketing innovation, editorial content and activation in partnership with local markets and key brands Nike, adidas, Puma and Asics.

Intersport International CEO, Steve Evers adds, "In WE ARE Pi we found a modern strategic sparring partner to help us drive organisational change and deliver the right foundations for brand-led business growth."

Intersport International General Manager Marketing, Christoph Frechen says, "Intersport is undergoing transformation and found a true agency partner in WE ARE Pi. Together we have accelerated towards big brand strategy and creative consumer communications."

WE ARE Pi Founder and CEO, Alex Bennett-Grant adds, "It's not often you get the chance to build a global brand for one of the largest and most important companies in the world of local sport. Intersport is a rare opportunity to genuinely affect change, at scale."

About Intersport

INTERSPORT is one of the world's leading sporting goods retailers, with retail sales of EUR 11.5 billion in 2018 and more than 5,500 affiliated stores in 44 countries. In December 2012, INTERSPORT acquired the athletic speciality footwear chain, The Athlete's Foot, with around 540 stores in 30 countries and retail sales of EUR 363 million in 2018. In total, the INTERSPORT Group has a turnover of EUR 11.9 billion is represented in 57 countries on all five continents.

About WE ARE Pi

WE ARE Pi is an Amsterdam-based international Ideas Company, founded in 2011. Guided by the promise to 'Never Settle' WE ARE Pi deliver integrated strategies and innovative creative platforms for clients including Heineken, LEGO, TED Conferences, Intersport, Nikon, Redbull, Desigual, InsingerGilissen and Ace & Tate. www.wearepi.com

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ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow

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