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Honoured for branding and design: DFL receives several national and international awards



The DFL Deutsche Fußball Liga has received several accolades at the internationally renowned Promax Global Excellence Awards in Los Angeles. The “Football as it’s meant to be” trailer used for global brand development was named a Gold Winner in the “Sports Brand Image Promo” category (see trailer above). The commercial developed and produced in collaboration with the DFL’s lead agency “The Brand Orchestra” was also honoured as a Bronze Winner in the “Sports Use of Music” category. Further prizes were awarded to the “Bundesliga Mid-Season Trailer” in the “Sports Use of Music” category (Silver) and to the Supercup brand design in the category “Seasonal/Special Event Program Multimedia Campaign” (Bronze). The Promax Awards are among the world’s most coveted accolades for marketing and design.

In addition, the DFL enjoyed success at the “German Brand Award” event with its subsidiary for digital communication, DFL Digital Sports, and together with its long-standing agency partner Mutabor. The creative branding for Supercup 2018 and the design of the “Player of the Month” award introduced last season was named “Winner – Excellence in Brand Strategy and Creation” in the “Brand Design” category. The German Design Council and the German Brand Institute present the “German Brand Award” in recognition of successful brands, rigorous brand management and sustainable brand communication.

Prior to that, the Bundesliga’s digital branding had been awarded the “Bronze Nail” at the national ADC Directors Club Competition in Hamburg: At the start of the 2017-18 season, the brand presence of the Bundesliga and Bundesliga 2 as well as the DFL was overhauled and optimised for all digital platforms. This revised brand presence places an even greater focus on the requirements of digitalisation and shifting patterns in media use.

The images below (Supercup Branding 2018 and "Player of the Month" award) are for free editorial use and can be downloaded [here](#).



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Medienkontakt
Christopher Holschier
Head of Corporate
Communications
T +49 69 / 6 50 05-333
E presse@dfl.de

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forms and further
informations for download.



DFL Deutsche Fußball Liga GmbH
Guillettstraße 44-46
D-60325 Frankfurt/Main
W dfl.de/en
T [@DFL_Official](https://twitter.com/DFL_Official)