



19 May 2011

MOMENTUM WORLDWIDE REINVENTS THE SPORTS MARKETING AGENCY MODEL AND LAUNCHES MOMENTUM SPORTS IN BRAZIL

Leading Global Agency Joins Forces with Sports Icon Fittipaldi to Connect Brands to Fans

Momentum Worldwide has announced that it has launched Momentum Sports in Brazil. Leveraging its heritage as one of the leading sports marketing companies in the world, Momentum Sports has created a new vision for sports marketing – a modern approach that is completely fan-centric and activates on Momentum’s “Phygital™” positioning. With Sports Icon Emerson Fittipaldi, and some of the leading sports and event marketing experts in the world, Momentum Sports will strategically drive ground-breaking ideas for its clients and create programs built around the sports fan of today and tomorrow. Momentum Sports will use this fan connection to fuel brand perception and increase sales. This move builds upon Momentum Brazil’s enormous success. The agency is currently one of the top five in Brazil and grew 10% ahead of the market last year.

“The fans of today experience sports in a dramatically different way than they did years ago. And a new breed of fan deserves a new kind of agency,” said Momentum Worldwide CMO and Momentum Sports Co-Chairman Kevin McNulty. “This is a new world and fans must come first and be approached with a completely tailored multi-channeled marketing program that connects them to the game, athletes and brands in both the physical and digital worlds.”

“In 2016, two monumental events will take place: the city of Rio de Janeiro will stage the Olympics and the first generation of “digital natives” will turn 18. It is the perfect storm and Momentum Sports will tap into its research capabilities to launch understand how these passionate fans want to connect to the game. Our first research findings on fan behavior and interests will break in August. It will bring a new truth to how sports drives purchase behavior.” said Momentum Brazil’s President and Momentum Sports Co-Chairman Marcos “Mala” Lacerda.