



**UCL FINAL IN
ISTANBUL
MARKETING &
COMMUNICATIONS**

WHY ARE WE COMMUNICATING



- **ISTANBUL IS GLOBAL CAPITAL OF FOOTBALL**
- **STRENGTHEN THE CITY BRAND**
- **CREATE A CULTURAL FESTIVAL EXPERIENCE**



TARGET AUDIENCES



- **EVERY FOOTBALL FAN AROUND THE WORLD**
- **SUPPORTERS OF THE FINALIST TEAMS**
- **INTERNATIONAL MEDIA & STAKEHOLDERS**



CHANNELS & TIMINGS



PRE EVENT

- **SOCIAL MEDIA CAMPAIGN**
- **FAN ZONE AREA**
- **SPECIAL INTERVIEWS WITH GUESTS**

DURING EVENT

- **LIVE DJ PERFORMANCES & CONCERTS**
- **FUN LIVE BROADCASTS**
- **EVENTS THAT BRING FANS TOGETHER WITH GUESTS**



- **A CLIP FEATURING MOMENTS FROM THE UEFA PARTNERSHIP EVENT**
- **DIGITAL ANALYSIS REPORT**
- **FOLLOW-UP ENGAGEMENT ON SOCIAL MEDIA**