

**Use contests, discount drives and money-back guarantees for advertising without financial risk and be among the first to score in the European Football Championship**

## **Play the marketing game with EMIRAT AG: kick-off for insured promotion campaigns to mark the Euro 2012**

**Munich, 31 August 2011 – “Get your money back for every goal Germany scores in the final”:** with a campaign like that to mark the UEFA Euro 2008, one of the leading chains of electrical stores managed to trigger a stampede for its products. And experts are already predicting the huge advertising potential of next year’s championship. But any campaign that is not precisely calculated can quickly mean for a business that the game is up. That’s why EMIRAT AG ([www.emirat.de](http://www.emirat.de)) is developing Euro 2012 promotion campaigns that are fully insured and will put firms in trade and industry at the top of their league.

Hardly any other occasions get the advertising and marketing machinery going quite like football championships. Because they have developed into huge media events that penetrate all walks of life. “Football has meanwhile become *the* social topic,” confirms Philipp Köster, journalist at the German sports magazine “11 Freunde”, in an interview. “TV coverage, stadiums, VIP areas, advertising, marketing, developments over the last 20 years ... all go to show that football has found its way into show business.”

So preparations are already starting now for advertising campaigns to mark the European Football Championship 2012. Besides the market leaders in various branches, SMEs are also looking for marketing campaigns that they can score with and that will get them in the spotlight. Tipster games, money-back guarantees, discount drives and any other promotions linked with football – the marketing manager has the responsibility, but at the same time he bears the risk as well. A campaign that gets an unexpectedly big response can quickly play havoc with the budget. EMIRAT offers insurance cover to avoid just that.



Calculate up-front and get to the top of the advertising table

“We make it possible for firms to do advertising and sales promotion in a really big way for just a small financial stake,” explains Ralph Clemens Martin, CEO of EMIRAT AG, “and at the same time we work out novel approaches to make them really stand out.” The risk management specialist does the calculations, provides coverage for the financial risk and pays out the prize if there is a winner, as well as developing and implementing the actual ideas. For all that, the organiser merely pays EMIRAT a one-off premium depending on the risk it wants covered.

“The sooner re-insurance is effected before the championship starts,” continues Martin, “the more favourable the quota for a German win is likely to be.” That’s why a famous garden centre and plant specialist has already arranged a money-back guarantee, and planning for more campaigns is underway. So no matter whether they go for tipster games, discounts for goals or a “score a million” contest at half-time: EMIRAT offers firms a whole range of advertising tactics that are bound to pay off.

Number of characters: **3,109**

**EMIRAT AG: A Brief Portrait**

*Founded in Munich in 2004, EMIRAT AG is a German risk management enterprise operating both nationwide and abroad. Its portfolio of services ranges from designing and providing coverage for games of chance, marketing drives and sales promotions, to paying out sports awards. EMIRAT AG assumes the financial risk for this kind of campaign, as well as for other measures such as discounts or money-back guarantees. Cooperation with renowned partners all over the world ensures efficient and reliable coverage. EMIRAT AG provides assistance throughout, from the initial idea to its realisation – it develops creative new ideas for promotions and marketing campaigns, which involve the probability of paying out winnings, and it works closely with clients when it comes to actually implementing them. Its customers comprise reputable companies in all fields of business, including e.g. Coca Cola, TUI, “1. FC Köln” football club, Hypo Vereinsbank, and Ferrero.*

More information can be obtained at: [www.emirat.de](http://www.emirat.de)

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