

**Use sports events for a platform –
Risk-free promotions make a success of marketing**

For the right advertising pitch, get into football! EMIRAT's insured contests for the European Soccer Championship 2012

Munich, 17 November 2011 – According to a study on global trends on the advertising markets, investments in advertising are on the rise again and are expected to continue increasing steadily over the next few years. Major events like the UEFA European Football Championship amongst others will help to contribute towards this trend. For the Euro 2012, the risk management specialist EMIRAT AG (www.emirat.de) is offering insured marketing campaigns with a focus on football, giving companies an opportunity to put their advertising budget to the best possible use. EMIRAT provides ideas as well, which can be developed into concepts to pave the way for cooperating with advertising, marketing and promotion agencies.

Observers are already predicting the hype that will be accompanying the Euro 2012. Lots of fans means huge advertising potential that businesses can take advantage of. "All too often, valuable money's put into advertising, but the results it produces are way out of proportion to the budget that's been invested," explains Ralph Clemens Martin, CEO of EMIRAT AG. "That's why we're offering Euro 2012 promotions," he continues, "that create much more awareness and have far greater potential for putting up sales." The ideas include prize-winning contests, money-back drives, tipster games and lots more beside, with EMIRAT insuring the prizes or refunds.

Kick-off for marketing strategies: Euro 2012

Specially for this event, EMIRAT has got lots of ideas for companies to make the most of their advertising budget and succeed in increasing awareness and boosting turnover. It offers businesses wanting to advertise insured sales promotion campaigns, for instance: The customers of – say – a furniture store are given a "*Euro 2012 Guarantee*" during a fixed campaign period. Under this guarantee, customers get their money back if a particular incident defined beforehand occurs during a certain period, likewise fixed in advance – for instance, if Germany wins the title. So if Germany becomes European Champion 2012, EMIRAT refunds the insured amount

to the furniture store or directly to the customers. In most cases, the insured sum can be increased when the actual campaign is already underway, if turnover is more than originally anticipated. If the insured event occurs, the customers get their money back. In this kind of sales promotion, the business itself bears absolutely no risk, because it spends a pre-calculated fixed budget on the campaign, whilst EMIRAT is responsible for paying out the prizes if there are any winners.

Sales kick: score with the right contest!

The promotions EMIRAT has to offer can be varied very flexibly. Here's another example: Before the day comes, customers guess the number of goals Germany scores in the final, and as an extra, they could be asked to tip the top scorer as well – that would further reduce the insurance quota. So if anyone guesses the right number of goals and tips the top scorer into the bargain, then that person wins the prize which has been fixed in advance. Another idea would be for participants to guess all 31 matches in advance: then for example, anyone getting 25 matches right could be refunded a portion of the purchase price.

“In campaigns that focus on a future event, nobody can influence that event actually occurring – for instance, whether or not Germany wins the title. That means nobody can manipulate the result either. So transparency is absolute, both for the organiser and for the customer,” explains Ralph Clemens Martin. “For the first Euro 2012 campaigns, planning is already underway – so the sooner interested companies come and talk to us, the better.”

Number of characters: 3,833

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



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