

MediaCom Sport signs football superstar Neymar Jr.

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The agency will work with the player's management to explore commercial opportunities that build on his skill and position as one of the world's most recognised athletes as part of a three-year agreement.

Despite being just 22-years-old, Neymar has been compared to some of the world's greatest players and he is tipped to be the star of this summer's FIFA World Cup in Brazil. As winner of the Golden Ball, awarded to the tournament's best player, Neymar was instrumental in helping Brazil win the 2013 Confederations Cup.

MediaCom Sport believes Neymar Jr offers a strong and relevant proposition for leading brands, allowing them to connect with consumers through one of the most recognised personalities in the world's most-followed sport.

Neymar Jr has topped the last two polls of Most Marketable Athletes in the world, published by SportsPro Magazine and his profile is expected to be even higher since signing for Barcelona FC in 2013.

This opportunity is reinforced by the fact that the world's two biggest sporting events, the 2014 FIFA World Cup and 2016 Rio Olympic Games, are taking place in Neymar Jr's home country.

He joins global icon, Pelé, as the second football superstar to be represented by MediaCom Sport. The agency started working with Pelé in 2012 and has since secured partnerships with Procter & Gamble, VW, Coca-Cola and Subway amongst others.

Marcus John, Global Head of Sport at MediaCom said: "At a time when all eyes are turning to Brazil, MediaCom Sport is proud to be working with two of the biggest sporting and cultural icons of the game of football. We know from working with Pelé that marketers understand how an association with football can enhance their brand. Neymar Jr will add a new dimension to a brand's appeal as part of a fully integrated media strategy."

Since I was a kid, I dreamt about winning a World Cup and I am very glad to represent Brazil in the world's biggest sport event, in my home country. I am also very happy to know that highly regarded companies like MediaCom trust in my work" said Neymar Jr.

For more information, please contact Misha Sher, Partnerships Director,
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