

NBA China appoint DMG to create brand campaign

China's largest independent advertising and branded content group, Dynamic Marketing Group (DMG), has been appointed by NBA China to create its first brand campaign.

Under the plans, DMG will work with NBA China to capitalise on the success of the USA basketball team at the Beijing Olympics with an integrated campaign that will initially raise the profile of the NBA China Games. DMG will launch an integrated TV, print, outdoor and online campaign at the same time that the NBA takes over the renamed the NBA Arena, formerly Beijing's Olympic basketball stadium.

Founder and chief creative officer of DMG, Dan Mintz, said: "We plan to harness the power of the NBA brand and the tremendous energy, enthusiasm and unity among China's basketball fans. Sports' marketing in China is different to western markets and the NBA has appointed DMG because of our deep understanding of China, of basketball culture, and our experience of creating and promoting major events for brands. During the past three years DMG has represented Nike and worked with international sports stars such as Kobe Bryant and LeBron James."

Basketball is China's number one sport and has approximately 350 million fans. The China Games will be televised live in China and more than 200 countries.

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