

Put your brand on active families' Christmas wish lists.

Reach athletes, parents and fans through the clubs they follow. Use your own Christmas creative or let a team film a gift idea in its own style.

Christmas campaign packages

	ACTIVATE	AMPLIFY
Price excluding VAT	**€2,900**	**€4,900**
Clubs and posts	2 clubs · 2 posts	5 clubs · 5 posts
Your creative · guaranteed impressions	**60,000**	**110,000**
Club content (TGC) · guaranteed impressions	**40,000**	**45,000**

Each club publishes one post. Choose your own creative or original content from each club. We select the clubs and handle basic asset adaptation, links, organic and paid distribution, optimisation and reporting.

Guaranteed impressions are the campaign minimum. Any extra impressions come at no additional charge.

Media agencies receive 15% off standard packages. Net rates are €2,465 for ACTIVATE and €4,165 for AMPLIFY. All prices exclude VAT.

An example of team-generated content

The team’s gift pick

Who would you give this to for Christmas? In a short video, a player shows the product, names the person they would give it to and explains why. The club shares the video on its channels with a link to the brand’s online store.

Your own Christmas creative

Clubs can share your existing gift card video, for example. With the creative ready, more of your budget goes towards distribution. You can also combine your assets with club content.



Add an athlete creator

An athlete can share a personal gift pick in a Reel. Pricing depends on the athlete, the scope of the work and the agreed usage rights.

Vilma Nissinen, Sport Vertical Creators

Additional content and distribution

Additional club content costs €450 per club, including the brief, production coordination and one approval round. Additional media is available at current rates.

Results from previous campaigns

DNA

1,085 link clicks

Five football clubs shared DNA’s video, supported by paid distribution.

K-Citymarket × HOPE

7,141 backpacks donated

18 clubs shared school memories to encourage donations.

Helsinki Outlet

Shoppers within hours

Four clubs shared a follower offer. The first shoppers used it the same day.

What would you like to sell this Christmas?

Tell Pasi about your product, audience and timing. Your proposal will include the clubs, a content idea and a price.

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