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# **THE BRANDING OF CLUB ATLÉTICO DE MADRID: LOCAL OR GLOBAL**

# INTRODUCTION

**Club Atlético de Madrid, one of the most iconic football clubs in Europe, faces a pivotal decision in its branding strategy: should it keep a distinctive local Hispanic image or should it join the so called internationalization drive with other top clubs? This case compares the advantages and disadvantages of these strategies, evaluating the club's positioning, target client base, and market environment at present.**

# LOCAL IDENTITY

**If there is something very Argentine in Boca Juniors, something very Brazilian in Corinthians, there is something very Madrid in Atlético Madrid. The club's fans are mainly in and around Madrid and they regard themselves as an underdog having to compete with the likes of Real Madrid and Barcelona.**

# **GLOBAL EXPANSION**

**With football gradually selling itself as a commercial brand, pressure rises for a global branding initiative. They argue that competition in the international environment provides high sponsorship revenues, additional merchandising and more revenues. Atlético has already started to attract 'big name' players and global marketing campaigns but maintaining this whilst retaining a local feel and appeal does remain a problem.**

# CONCLUSION

**The process of branding of Club Atlético de Madrid lies in between acknowledging the local history and entrepreneurship and global market penetration. In this case, the club can be placed in a middle ground to be a strong rival within local leagues and other leagues in the world too.**

# RECOMMENDATION

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