



*VOICE – THE NEW SUPER PLATFORM*



ZEICHENSAELE

DIGITAL ANALOG AGENTUR



Z-SPORTS



Z-VOICE





## ABOUT US

**WE WORK TOGETHER IN AN ADVERTISING  
AGENCY, BUT PARTICIPATE FOR THE „IDEA“ OF  
VOICE AS PRIVATE PERSONS.**



## ABOUT US



JASCHA LUX

Executive Director



MARIUS SCHRAMMEN

Consultant



**OUR VISION OF VOICE...**



**VOICE IS YOUR NEW DIGITAL LIFE  
COMPANION.**

**VOICE IS OMNIPRESENT AND OMNISCIENT.**







**VOICE BRINGS YOU THE TOTAL  
DIGITAL LIFE.**





VOICE MAKES LIFE  
EASIER AND MORE  
COMFORTABLE.



*VOICE MAKES YOU REGARDLESS OF HANDS AND EYES.*



**AND OVERALL...**



**VOICE IS HUMAN.**



*NOW...*

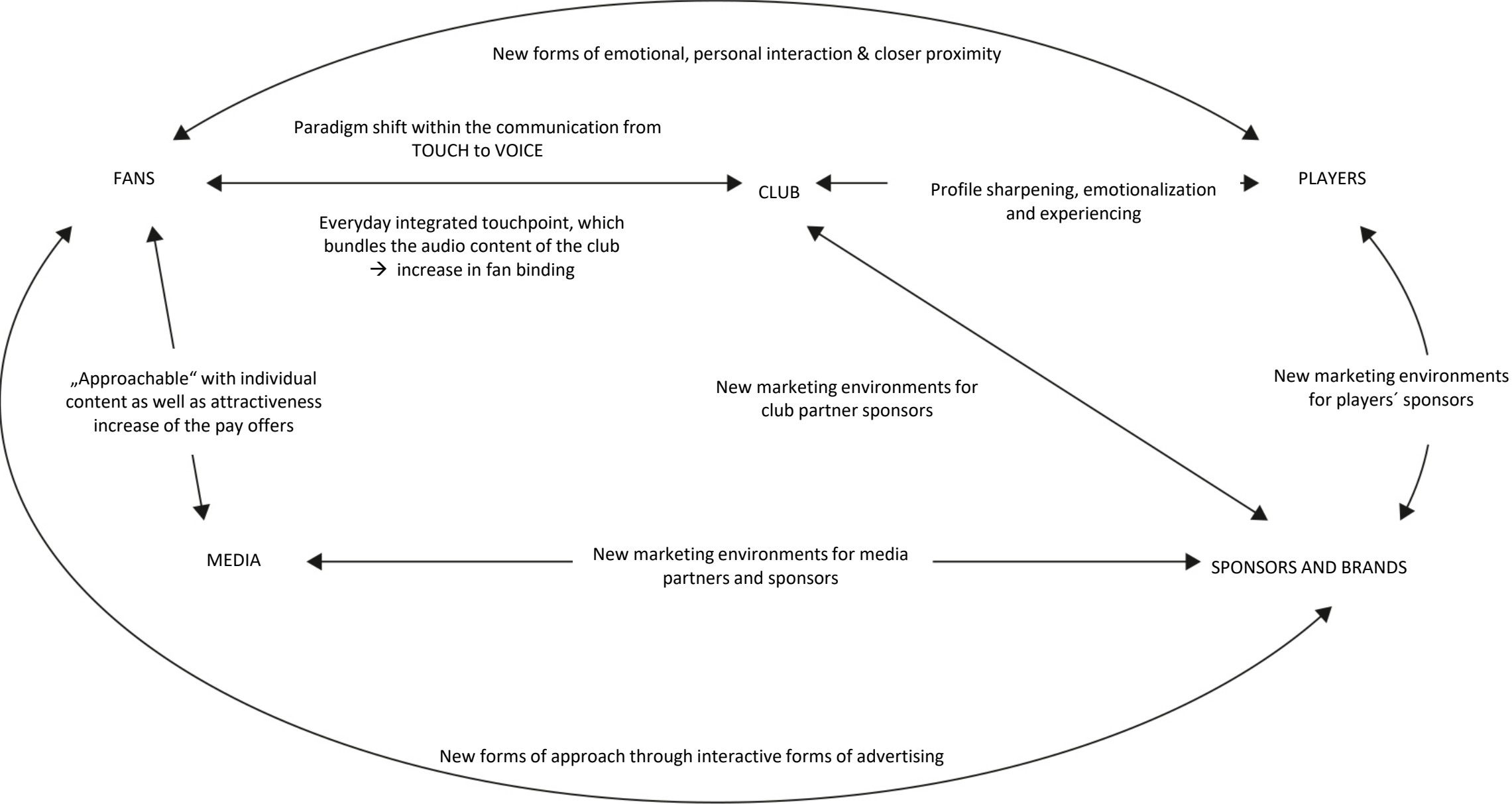


**GIVE VOICE TO  
FOOTBALL!**



# VOICE IN THE ECOSYSTEM OF PROFESSIONAL FOOTBALL

Z-VOICE







## OPPORTUNITIES FOR ASSOCIATIONS AND CLUBS

- ▶ Create your own VOICE platform for relevant content (control of your own brand).
- ▶ Intensification of fan and customer loyalty.
- ▶ Comprehensive usage statistics provide insight into customer needs and customer behavior.
- ▶ Sales Increase: Merchandising & E-Commerce.
- ▶ Automation: Ticket hotline / Call center.
- ▶ Gamification: e.g. quiz, brain teaser etc.



## A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL





# A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*When does Germany play?*





# A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*What does our coach say about the next match?*





## A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*Are there any tickets for the match?*





## A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*How often did the German women national team win the world title?*





# A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*... and the men?*







## A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*How is the weather during the match?*





# A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*What is the current traffic situation?*





# A CUSTOMER JOURNEY: GIVE VOICE TO FOOTBALL



*What do our players say about the match?*





## VOICE UND BUNDESLIGA



*What is the lineup of the german team?*





# VOICE UND BUNDESLIGA



*How are the bet odds for the match?*





# VOICE UND BUNDESLIGA

Z-VOICE



*Activate the goal ticker for the match!*





# VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

*What are the highlights of the match so far?*







# VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

*Tell me something about Lena Goeßling!*





# VOICE UND BUNDESLIGA



*Play the live reportage of the match!*





# VOICE UND BUNDESLIGA



*What is the flash chart?*





# VOICE UND BUNDESLIGA

Z-VOICE



*How many shots on goal had Germany so far?*





# VOICE UND BUNDESLIGA



*Which club has the most female german national players?*





## VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

*Which female player has the most national matches?*





## VOICE UND BUNDESLIGA



*When was the last penalty shootout between Germany and Argentina?*







## VOICE UND BUNDESLIGA



*How often did Germany win against Argentina?*





# VOICE UND BUNDESLIGA

Z-VOICE



BEFORE

DURING

AFTER

*Who was the referee the last time Argentina beat Germany?*





# VOICE UND BUNDESLIGA



*What are the statements of the players?*





# VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

*Play the whole match-highlights!*





# VOICE UND BUNDESLIGA



*When did Germany win against Argentina for the last time?*





# VOICE UND BUNDESLIGA



*Which offers are currently available in the fanshop?*





# VOICE UND BUNDESLIGA



*Call me the press reviews about the match?*





## VOICE UND BUNDESLIGA



BEFORE

DURING

AFTER

*Where can I watch the next game of Germany ?*







# VOICE UND BUNDESLIGA

Z-VOICE



*Call me the prediction game rewards!*





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