Press release

**Beko kicks off Official Partner of Play campaign with animated FC Barcelona superstars**

       **Beko announces new *Official partner of play* campaign with FC Barcelona**

       **Lionel Messi, Luis Suárez, Neymar Jr, Andrés Iniesta, Gerard Piqué and more star in campaign**

**Thursday 31st March – Leading home appliance brand Beko unveils playful animations of superstar footballers**

Lionel Messi and his FC Barcelona teammates came face-to-face with unique, playful animations of themselves for the first time as Beko unveiled its new *Official partner of play* campaign worldwide.

Global stars Messi, Luis Suárez, Gerard Piqué, Arda Turan and Marc-André ter Stegen will feature in a new short film from Beko, Premium Partner of FC Barcelona, alongside their animations. Fellow teammates Neymar Jr., Andrés Iniesta and Ivan Rakitić will also appear as animations across the campaign.

The animated players will appear in advertising, in store, in-stadia, real-time social media for El Clásico (FC Barcelona vs. Real Madrid on April 2nd 2016), on digital channels and in the media over the coming months. The campaign will feature money-can’t-buy opportunities for fans, including the chance for the ultimate play at Camp Nou.

*Official partner of play* is built on FC Barcelona’s skilful, attacking football played with freedom and enjoyment both on and off the pitch, a style of play that epitomises the true spirit of football. As a brand, Beko supports people in their busy lives by providing faster, more efficient home appliances, giving them more time and freedom to ‘play’ every day with the spirit of FC Barcelona. The *Official partner of play* sits within a new brand positioning – the *Official partner of the everyday* – which establishes Beko as a truly consumer centric brand, at the heart of everyday life showing how people can rely on Beko as their everyday partner.

Tülin Karabuk, CMO at Beko Global, said: “As FC Barcelona personifies the spirit of play and freedom, the *Official partner of play* is the perfect message for us to communicate our values to millions of fans around the world. We want to put a smile on their faces and engage with them about the sport they love. Beko knows that every day there are people who need solutions for their busy and often unplanned lives. Therefore, we ensure all of our products are designed with our consumers’ everyday needs in mind to give them more time to play.”

Francesco Calvo, Chief Revenue Officer at FC Barcelona, commented: “We are delighted to work with our partners at Beko for the launch of this new campaign. Activations such as these help us to connect with our fans, not only in Turkey, a country that loves FC Barcelona, but also around the world. FC Barcelona has a tradition of playing with a smile, a fun style of attacking football and winning games with sublime moments of skill, so we think that this new campaign by Beko is very fitting for the club.”

[INSERT YOUTUBE LINK TO ANIMATIONS FILM]

Download an image of the eight FC Barcelona animated players celebrating here: <http://we.tl/Y4Ex1O6nuS>

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**About Beko**

Beko is the international home appliance brand of Arçelik Group and a Global Premium Partner of FC Barcelona. It offers product lines that include major appliances, air conditioners and small appliances. Beko is the second largest brand in Europe in the white goods sector and has been the fastest growing brand in the overall European market in the last seven years.

With its leading position, Beko is one of the most important players in the UK’s home appliances market and also holds top position in the French freestanding and Polish total white goods market. Additionally, Beko has become the fastest growing white goods brand in the German market, the biggest white goods market in Europe, in the last five years with nearly three-fold market growth.

For Beko, the smart generation is the greatest source of inspiration in pioneering future solutions. Beko is inspired by people’s ever-changing needs and lifestyles and strives to help make consumers lives easier with smart home appliance solutions. Beko offers a range of smart solutions to cater to the needs of different people, cultures and ways of life in more than 100 countries worldwide by providing fast, flexible and energy saving home appliances with smart technologies and stylish design.

**Beko and FCB**

Beko is an Official Premium Partner of FC Barcelona. Beko signed a four-year sponsorship deal at the start of the 2014/15 football season that runs through until the end of 2017/18 season. It is a worldwide partnership that sees the Beko logo placed on the sleeve of the team’s kit.

Beko’s sponsorship of FC Barcelona will be activated through a new campaign launched in 2016 that highlights the shared values of ‘play’ between the club and the brand. The ‘Official partner of play’ campaign will see world famous players including Lionel Messi, Luis Suárez, Neymar Jr., Andrés Iniesta and Gerard Piqué appear in person and as playful animations.

**Further information at:**

[www.beko.com](http://www.beko.com)

For further information, please contact your local Beko team.

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