

# Press Release

## **A legendary team: NIVEA MEN and Real Madrid continue their global partnership**

- NIVEA MEN and Real Madrid extend their successful global partnership through 2025
- The cooperation will intensify its focus on digital activities to reach younger consumers
- Milestone reached: Partners celebrate 10<sup>th</sup> year of collaboration with engaging consumer experiences

**Hamburg, September 9, 2022** – Real Madrid excels at playing football on the highest level while NIVEA MEN shines as the expert for men's skin and its care. The two are world champions in their specialties and beloved by their fans. Both can look back on a long history of continuously breaking new ground to be No. 1 in the world. The brands kicked off their global collaboration in 2017 after four years of successful partnership in selected countries. They share the same values and complement each other perfectly, which are excellent conditions for another contract extension: NIVEA MEN, Beiersdorf's global No. 1 brand that recently celebrated its [100<sup>th</sup> anniversary](#), and Real Madrid, rated "Best Club of the 20th Century" by FIFA, will continue their partnership for another three seasons through 2025. During this time, NIVEA MEN will remain the global partner of "Los Blancos" in more than 70 countries.

"I am incredibly pleased that we are continuing our successful partnership with Real Madrid," says Oswald Barckhahn, Member of the Executive Board at Beiersdorf, responsible for Europe, USA / Canada. "Globally, 55% of men are football enthusiasts and it is the most popular sport in many of our key markets. For NIVEA MEN, the partnership offers a unique opportunity to energetically and emotionally reach our target group with our grooming and skin care expertise."

## Teamwork with a focus on digital activities

The partnership is now entering the 10<sup>th</sup> year of the collaboration. In the last years, NIVEA MEN and Real Madrid initiated several engaging consumer experiences centered around global product launches. Together, they shared informative, entertaining stories and hosted a lively ongoing dialogue with fan communities on various social-media channels. During the COVID-19 pandemic, the two partners proved once again how solid their collaboration is through their joint effort that resulted in many digital activations with the overall objective to encourage fans to look after themselves and others. For example, they hosted a FIFA online game with some Real Madrid players to support the idea of bringing people together virtually.

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"Our players really enjoyed partnering with NIVEA MEN over the years since the products are also part of their daily routine," says Emilio Butragueño, Director of Institutional Relations from Real Madrid. "We are very much looking forward to further strengthening our collaboration in the coming seasons."

The next three years of the partnership will focus on digital activities for consumers and fans that draw on the values of NIVEA MEN and Real Madrid. The aim is to create more engaging content for younger consumers on a new platform guided by the shared values of "care" in all its facets. "This partnership unites two indisputable champions with global reach," says Grita Loeb sack, President NIVEA. "Moving forward, we will take an even more digital approach with the aim to explore new channels and learn from each other on a global scale. At the same time, we want to bring skin care expertise to all generations on and off the pitch."

## About Real Madrid

Real Madrid C.F. is a sport entity with 119 years of history. It is the club with the most European Cups of both football (14) and basketball (10) and was awarded by FIFA as the Best Club of the twentieth century. Real Madrid has millions of fans in all corners of the world, with 410 million followers on social networks, and is for the third year in a row the most valuable football club in Europe according to The European Elite 2022 report, prepared by consultancy KPMG. Real Madrid is the most valuable football brand in the world for Brand Finance for the fourth year in a row and achieved the highest record in the Transparency Index of football clubs last season. More information about Real Madrid C.F. is available at [www.realmadrid.com](http://www.realmadrid.com), the most visited soccer club website for the fifth consecutive year.

## About NIVEA MEN

NIVEA MEN is one of the world's biggest brands for men's skin care. The success story of the Hamburg-based Beiersdorf brand began in 1922 with the first men's care product under the NIVEA brand: a shaving soap. These days, the brand's product range in Germany consists of more than 120 products for skin care, hair care, deodorant, cleansing, shaving, and aftershave care. Through various football cooperations, the brand, together with brand spokesperson Jürgen Klopp, engages with its male target group in an emotional, approachable way. NIVEA MEN is also a partner of the English football champions FC Liverpool, the French football club Paris Saint-Germain, and the traditional Spanish football club Real Madrid. [www.nivea.de/niveamen](http://www.nivea.de/niveamen)

## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care and body care as well as pioneering skin research for close to 140 years. Leading international brands such as NIVEA, the world's no. 1 skin-care brand,\* Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (adhesive bandages and wound care) are valued by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena complement our broad consumer portfolio.

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Through the wholly owned affiliate tesa SE, Beiersdorf is also a global leader in the manufacture of technical adhesive tapes and provides self-adhesive system solutions to industry, businesses, and consumers. The Hamburg-based company generated sales of 7,627 million euros as well as earnings before interest and taxes of 933 million euros in the 2021 fiscal year. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture, and the Beiersdorf purpose “Care Beyond Skin.” With its [C.A.R.E.+](#) business strategy, the company is pursuing a multiyear investment program focusing on competitive, long-term growth. The program is consistent with the ambitious [sustainability agenda](#), with which Beiersdorf generates clear added value for consumers, society, and the environment.

\* Source: Euromonitor International Limited; NIVEA as umbrella brand in the categories Face Care, Body Care, and Hand Care; in retail value terms, 2020.

For more information, go to [www.beiersdorf.com](http://www.beiersdorf.com).

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