

Liga Panameña de Fútbol – Organization

CULTÉVA

Reigniting the interest for a football league with a new image that attracts new groups of spectators



Background

Panamanian professional football ruled the National Pro Football Association (ANAPROF) since 1988.

The Panamanian Football League (Liga Panameña de Fútbol) was named in the second half of 2009 and started a new chapter for professional football in Panama.

The Panamanian Football League (Liga Panameña de Fútbol) is made up by ten clubs and the competition format is divided into seasons in the way the FIFA year is handled. The number of participating teams are scheduled to increase in the coming years.

Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

Challenge

The Panamanian Football League was looking for a brand platform and a new brand image to relaunch its organization so that it could regenerate increased excitement from the public for the football league, its games and Championship. Additionally, there were an interest to create tools to manage the brand relations with the media, and gather increased enthusiasm internally to reinvigorate a growing organization.

"Since the beginning I noticed a very positive vibration from Cultéva. They have the capability to propose the proper questions to get the information that is needed to start doing the work. Every time I talk to journalists I feel proud about our brand and its new image."

–Daniel Fernández, Executive Director, Liga PdF

Solution

Through workshops with the client's executive team and their key associates, Cultéva developed a brand platform and a new brand identity.

The new brand platform gave insights to the signature qualities and the inner workings of the Panamanian Football League's organization. The information was collected in a book that contains only the most valued approaches of the organization.

The new brand identity defined a symbolic image for the Panamanian Football League in preparation to enter a new era. The brand identity presents a new soul of the brand and a vibrant new visual identity.

The information in the brand purpose book simplify decision making and steer employees to build a stronger brand. The brand purpose book is intended to be used as a daily discussion tool and to plan company-wide strategic directions that strengthen the organization and support its business to experience sustainable growth.