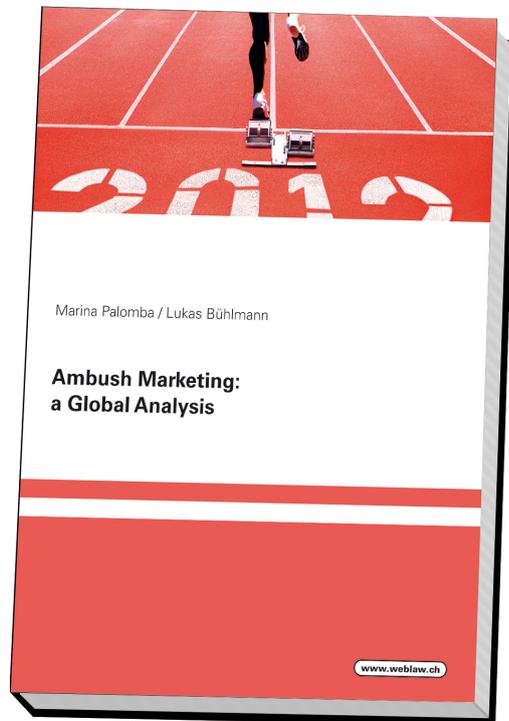


AMBUSH MARKETING: A GLOBAL ANALYSIS

MARINA PALOMBA & LUKAS BÜHLMANN



Sponsorship of major events, particularly sporting events, is big business worldwide. As more money is spent on the event, broadcasting rights, and infrastructure, so the cost of sponsorship rises. Inevitably this means official sponsors require protection against what is known as «ambush marketing»; the exploitation of the event by non-sponsors. So whether your brands, or clients' brands, are official sponsors of a major event, an individual or team, or not a sponsor at all, the 'arena' of regulation is important. «Ambush Marketing: a Global Analysis» – this is the title of an e-book edited by Marina Palomba and Lukas Bühlmann. Contributions from a range of legal experts will cover some of the major jurisdictions and give you a comparative overview on how Ambush Marketing is dealt with. The important view of an event organizer and rights holder is provided by the Fédération Internationale de Football Association (FIFA).

Ambush Marketing will be a phenomenon of increased legal awareness throughout the current year 2012 with two of the world's most prominent sport events – the UEFA EURO 2012 and the London 2012 Olympics – taking place. This paper looks at the legal and regulatory position in a number of jurisdictions around the world and sets out what it all really means for brands in practice. First however it considers what is meant by ambush marketing and debate whether the balance between protecting event holders and official sponsors and allowing freedom of commercial expression has been tipped too far in favour of the former, with the view from an event holder

- › **Marina Palomba**, London
McCann Erickson Advertising Worldgroup
- › **Michael L. Novicoff**, Los Angeles
Liner Grode Stein LLP
- › **Vivien Chan**, Hong Kong
Vivien Chan & Co.
- › **Fabian Reinholz**, Berlin
Härting Rechtsanwälte
- › **Lucia Ragolini**, Milan
Nunziante Magrone
- › **Fredrik Roos**, Gothenburg
Setterwalls
- › **Lukas Bühlmann**, Zurich
Bühlmann Attorneys at Law Ltd.

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