



Brand Campaign 2026 | Move with Bauerfeind

GLOBAL CREATIVE GUIDELINES



CONTENTS

1. Intention & Idea
2. Interview Content
3. Pre-Production
4. Production
5. Post-Production



1. INTENTION & IDEA

1.1 INTENTION

»Move with Bauerfeind. Because every move matters« is Bauerfeind's global brand campaign placing the meaning of movement and support in elite sports at its center.

The campaign focuses on authentic stories of athletes who demonstrate how movement shapes who they are – and how Bauerfeind supports them, visibly or invisibly, on their journey toward peak performance.

The core format of the campaign is a video-based interview portrait, combining powerful visuals and personal quotes to tell the story of movement, performance, recovery and support.

Format: Interview Portrait of the Brand Ambassador (Athlete).



1.2 IDEA

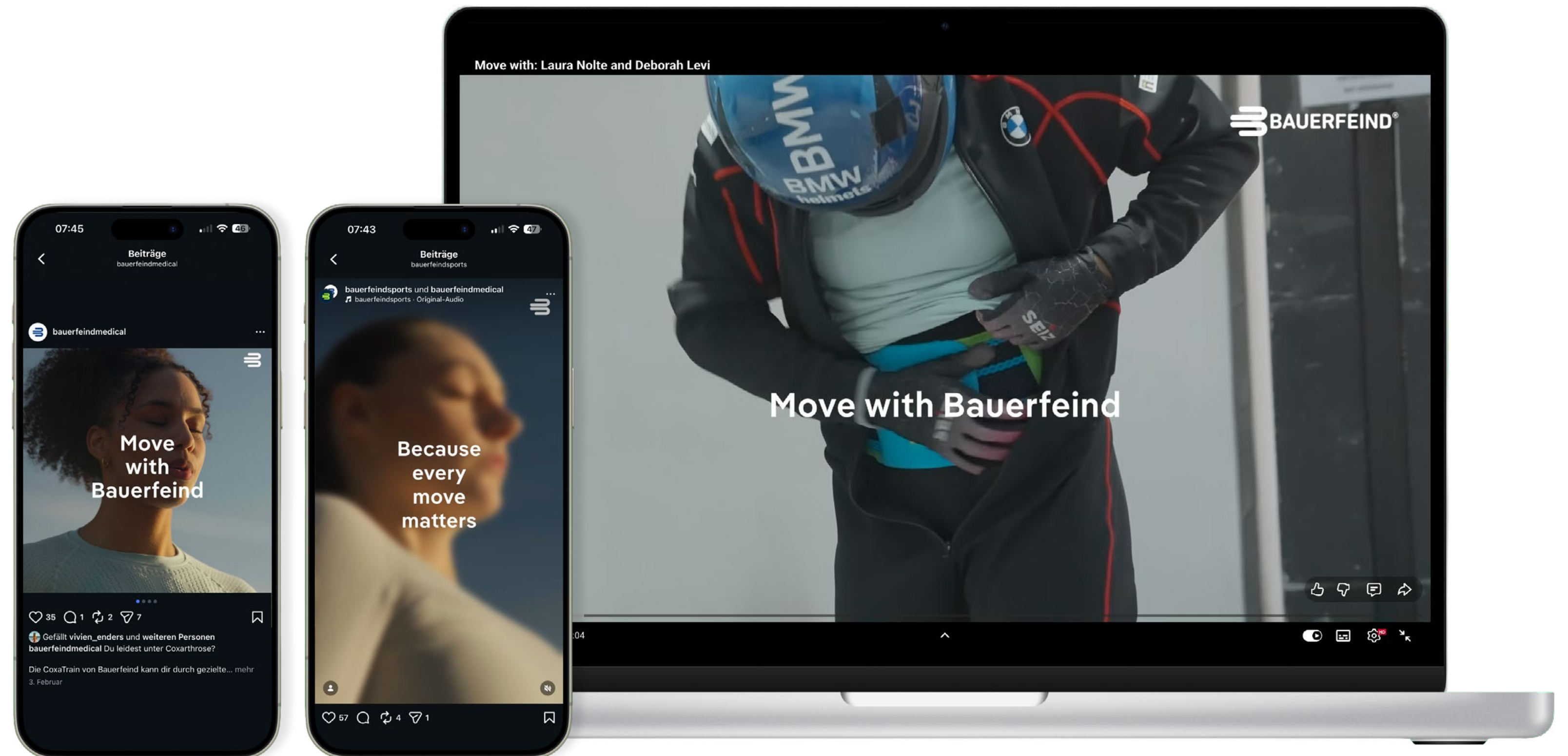
The concept is a visually driven interview format that portrays the athlete within their sporting, personal and mental environment. The objective is to create a relatable and authentic portrait that reveals the person behind the performance. The content should be executed through: emotional imagery, clear and confident statements and consistent and recognizable tone.

Protagonists: Local (high-performance) athletes or individuals from their sporting environment – ideally with an existing relationship through sponsorship or medical collaboration.



1.3 VIDEO FORMATS

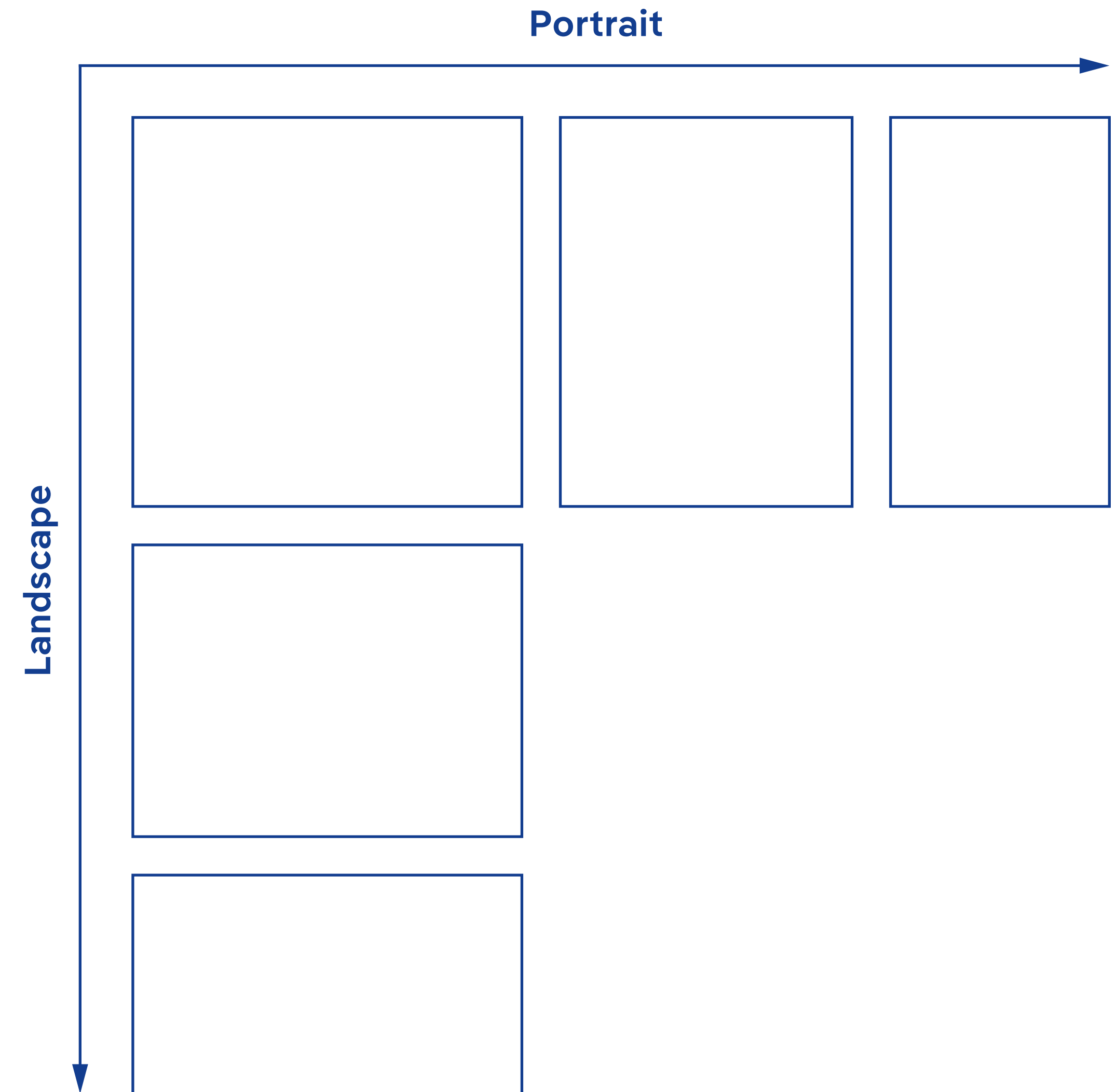
- Hero Storytelling Film (Core Video): max. 5 minutes
(ideal length 3–4 minutes)
- Cutdowns & Behind-the-Scenes (BTS) content
for social media
- Meta & Google Ads: 30 sec & 15 sec
- Formats: 16:9, 9:16, 1:1 / 4K





1.4 FOTO FORMATS

- Primarily shoot in landscape format to ensure maximum flexibility for different framing options
- Plan the composition so that crops for 1:1, 3:4 & 4:3, 9:16 & 16:9 are possible
- Position central subjects (athlete, product) so they remain visible in both landscape and portrait crops
- Allow sufficient space in the image (safe area)



1.5 INTERVIEW SETUP

Authentic, emotional and credible statements from elite athletes or their surroundings about movement, support and medical guidance in high-performance sports.

The interviews should deepen the brand message emotionally:
Movement is passion. Support is the foundation. Every move matters.

Visual environment for the interviews:

- In front of a subtly branded Bauerfeind backdrop (discreet logo integration, Bauerfeind blue)
- In a storytelling-relevant background (e.g., stadium, training hall, gym, or locally meaningful/private setting)





2. INTERVIEW CONTENT



INTERVIEW TOPIC BLOCKS AND SAMPLE QUESTIONS

Important: The interview questions serve as a framework and must be individually tailored based on thorough background research of the respective protagonist – whether an active athlete, former athlete, medical professional, coach, family member or sports executive.

1. Movement and Identity

Objective: Build emotional proximity and highlight identity

Sample Questions:

- What does movement mean to you personally – beyond competition and medals?
- Can you describe a moment when you felt pure joy in movement?
- Why does every move matter – even the small ones?
- How has movement shaped your life – not only as an athlete, but as a person?



INTERVIEW TOPIC BLOCKS AND SAMPLE QUESTIONS

2. Precision and Performance

Objective: Professionalism, technique, peak performance and mental strength

Sample Questions:

- In your sport, every movement counts. What does it take to perform at the highest level?
- How important are timing, technique, and body awareness?
- How do athletes build trust in their own bodies?



INTERVIEW TOPIC BLOCKS AND SAMPLE QUESTIONS

3. Support

Objective: Invisible strength, trust, team

Sample Questions:

- How does support (including Bauerfeind) influence your performance?
- Who or what is part of your “invisible” support system?
- When did you most strongly feel the importance of support?
- What does support mean to you – physically and mentally?



INTERVIEW TOPIC BLOCKS AND SAMPLE QUESTIONS

4. Medical Support and Recovery

Objective: Medical expertise, emotionalization

Sample Questions:

- What role do medical supports play in your training and recovery process?
- How important is it to feel physically protected?
- Was there a moment when medical support was decisive for your comeback?
- How does knowing your body is optimally supported influence your mental strength?



INTERVIEW TOPIC BLOCKS AND SAMPLE QUESTIONS

5. Resilience and Comeback

Objective: Emotional depth and storytelling

Sample Questions:

- Was there a phase when your movement was limited? How did you come back?
- What gave you the most strength in difficult moments?
- How do you define strength – physically and mentally?
- What have setbacks taught you about your body?
- What does it mean to you to move freely – also in everyday life?



INTERVIEW TOPIC BLOCKS AND SAMPLE QUESTIONS

6. Everyday Life and Humanity

Objective: Relatability and universality

Sample Questions:

- How important is movement in your everyday life – beyond elite sport?
- What does being able to move freely mean to you?
- Which small movements do you appreciate most today?
- How do you take care of your body outside of training?



3. PRE-PRODUCTION



3.1 CONTENT PREPARATION

Based on the previously defined campaign idea, topic blocks and sample questions, the interview will be tailored to the respective protagonist. The goal is to develop a clear narrative structure that connects the personal story, athletic performance and the role of support and recovery.

1. Research on the person

- Research the athlete's sporting career, key milestones and current competitions
- Identify personal stories, setbacks or comeback moments
- Identify the connection to Bauerfeind (sponsorship, medical support, use of products)

2. Develop an interview guide

- The athlete should introduce themselves at the beginning
- Select relevant topic blocks from the campaign questions
- Adapt the questions individually to the person



3.1 CONTENT PREPARATION

3. Answers

- Think through possible answers and storylines in advance
- Formulate questions in a way that encourages the athlete to describe specific situations and emotions
- Ensure that statements can be expressed clearly and concisely

4. Align Interview questions

- Review the questions with the athlete before production
- Clarify in which language the interview will be conducted
- Prepare translations or bilingual interviews if necessary

5. Plan visual storytelling

- Define suitable B-roll scenes for each topic block (training, preparation, daily routine, recovery)
- Select locations that visually support the sport and the story
- Meaningfully connect products with relevant situations



3.1 CONTENT PREPARATION

6. Plan product integration

- Define which Bauerfeind products will be worn or used in specific scenes
- Identify scenes where the products are naturally and authentically visible

7. Clarify legal aspects

- Review copyrights and usage rights in advance
- Align contractual terms with athletes, producers or agencies
- Define usage rights for photo and video material



3.2 ORGANIZATION & LOGISTICS

Locations & Permits

- Research and request suitable locations
- Ideally conduct a location scout in advance
- Schedule a recce day to evaluate locations before the shoot regarding lighting, sound, camera positions and logistics
- Obtain filming permits
- Clarify access to training facilities, stadiums or sports halls
- Conduct the interview in front of the branded Bauerfeind wall
- Additionally film in an authentic sports or training environment
- Combine indoor and outdoor locations

Contracts

- Conclude actor's contracts with all participants
- Review usage rights and contractual terms
- Secure approvals for locations and filming sites



3.2 ORGANIZATION & LOGISTICS

Time & Schedule Planning

- Create a production timeline
- Develop a shoot schedule
- Prepare a call sheet for all team members
- Create a shot list with specific scenes, perspectives, and visual ideas (e.g. interview, training, close-up shots, product shots)
- Recommended tool: Google Sheets or a production document

Products & Sizes

- Create a product plan (which athlete wears which product and when)
- Measure the athletes well in advance of the shoot
- Order products in the correct sizes
- Plan a safety buffer (at least two products per model)

On-Set Emergency Kit

A small kit for last-minute adjustments should always be available on set:

- Scissors (e.g. to remove labels)
- Needle & thread
- Tape
- Lint roller
- Steamer
- Powder (if no hair & make-up artist is available)

3.3 DEFINE STYLING

Outfits are chosen to suit the specific situation and location. As a guide, mood boards are created in advance to establish the style, colors and overall desired effect. In general, clothing should appear authentic and present the athlete naturally, without looking staged or costume-like.

Clothing:

- Colors: calm, natural, brand-compliant
- Preferably unbranded; ideally wear Bauerfeind sports socks (logo clearly visible)
- Consider this also for supporting actors
- Ensure good visibility of the products
- For interviews: training wear or an authentic casual look (e.g. leggings, T-shirt, sweater)

Hair & Make-up:

- Natural, authentic, suitable for the sport



3.4 DEFINE SET DESIGN



The set should appear authentic, while at the same time being tidy and visually clear.

The interview situation always takes place in the context of the respective sport (e.g. a speed skater in the ice rink or training environment).

The blue interview background (Bauerfeind branding) is placed within this environment to create a connection between the brand identity and the sporting context.

During the interview, the athlete sits on a stool in front of the interview backdrop.

Check in advance:

- is a suitable stool available on site?
- If not, a dedicated stool should be brought for the interview setup.





3.5 TEAM & EQUIPMENT



- 2 videographers (two perspectives), each with identical cameras: one static frontal shot and one moving side perspective (handheld)
- Sound technician (if possible)
- Sufficient lighting for the interview setup
- 1 photographer
- 1 hair & make-up artist
- 1 stylist (if possible)
- 1 product manager
- Local marketing management
- iPad/teleprompter for interview questions & answers

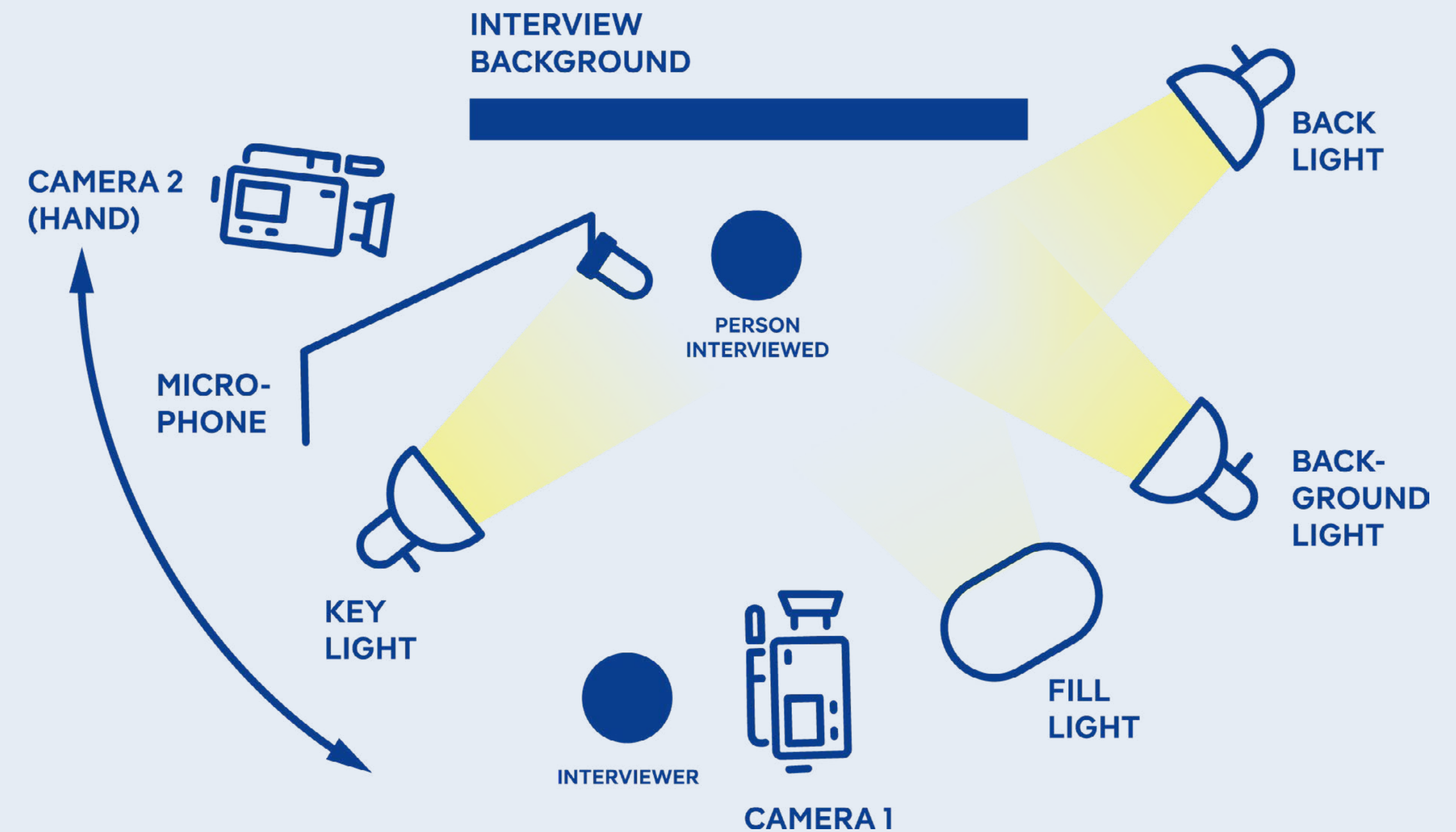
Always film in 4K so you have the flexibility to crop the footage for any output format during editing.



4. PRODUCTION

4.1 INTERVIEW SETUP

- Place the blue Bauerfeind interview backdrop appropriately within the sports location
- The sporting environment should remain visible on the left and right of the backdrop
- The athlete sits on a stool in front of the interview backdrop
- Two parallel camera perspectives (frontal and side view)
- Frontal camera on a tripod
- Artificial lighting (well-lit subject, natural overall look, no harsh contrasts)
- The interviewer stands next to the frontal camera
- The athlete does not look into the camera, but at the interviewer
- Ensure a quiet sound environment
- The photographer takes accompanying documentary photos without flash



4.2 B-ROLL / CINTEMATIC SHOTS



These shots serve to visually support the interview content and convey emotion, dynamics, and personality – independently of the classic interview setup.

General Set Rules for B-Roll

- The athlete should introduce themselves before the interview looking directly into the camera
- Ensure a clean and well-organized frame – adapted to the situation, always paying attention to the background
- Make sure the product is worn correctly
- Show the athlete actively and in natural movement sequences, choosing exercises that match the product

Camera Work

- The camera follows the movement
- Mix of detail, medium, and wide shots
- Framing must be suitable for extreme vertical formats (9:16) as well



5. POST-PRODUCTION



5.1 REVIEW & ASSET ORGANIZATION

- Full review of all interview and B-roll footage
- Sorting by: interview, sports, personal, product shots
- Remove faulty takes/photos
- Secure and back up all raw material on multiple hard drives



5.2 EDITING

The edit follows a clear narrative structure:

- Establishing the athlete (personality, environment, first impressions)
- Showcasing the sport and the location where it takes place
- Introducing the interview situation
- Supporting the statements with matching sports and everyday scenes

Core Principles:

- Interplay between interview and B-roll
- Good balance between calm and dynamic sequences
- Primary focus is always on the person and their movement

Scene Rhythm:

- Edit interview segments precisely and clearly
- Intentionally allow natural pauses, breaths and emotional moments
- Rhythmic alternation between different shot sizes: close-ups, medium shots (American shot) and wide / full-body shots
- Visual variety through different situations from training, sport, and everyday life that present the athlete holistically



5.2 EDITING

Visual Language & Camera Logic:

- Prefer handheld camera footage
- Cuts should support the movement in the frame (cut with the motion)
- Avoid hectic or artificially generated cuts
- Dynamics should arise naturally from the sport itself

Music & Sound:

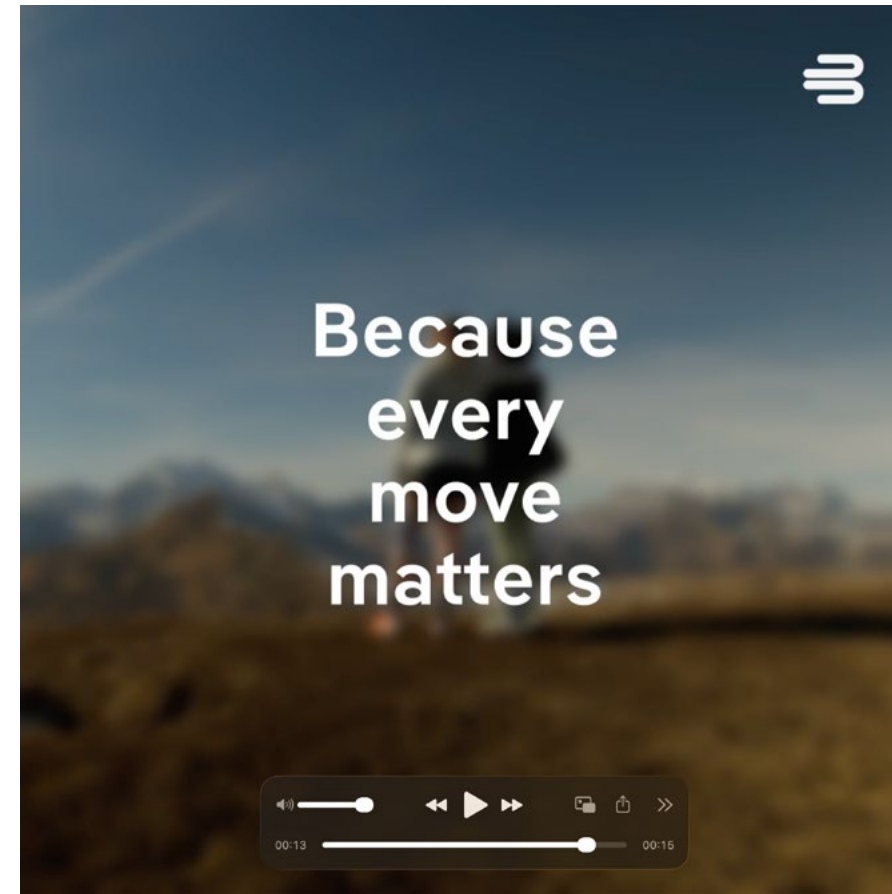
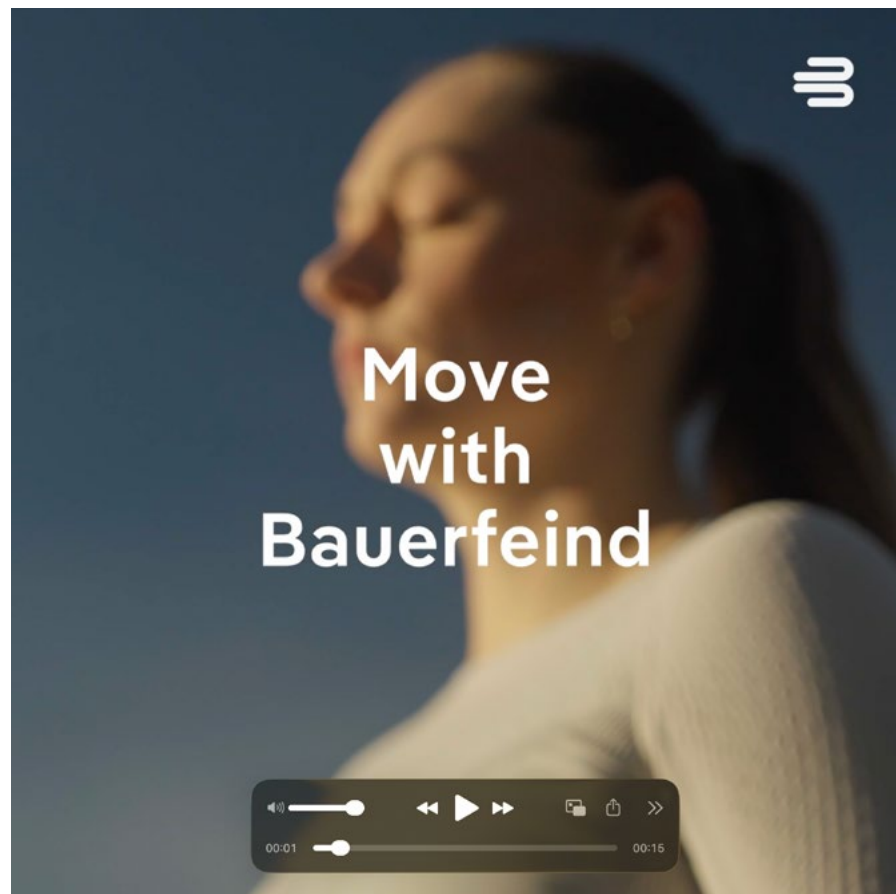
- Clear speech intelligibility is the top priority
- Clean the original sound (O-Ton) but keep it as natural as possible
- Use music emotionally but sparingly
- Music should support the narrative and the sport's dynamics
- Integrate natural ambient sound deliberately (e.g. training or sports noises)

Product Integration:

- Integrate products organically and subtly
- Focus remains on the story and the person
- Integration should feel authentic and not staged for advertising



5.3 WORDING, GRAPHICS & TYPOGRAPHY



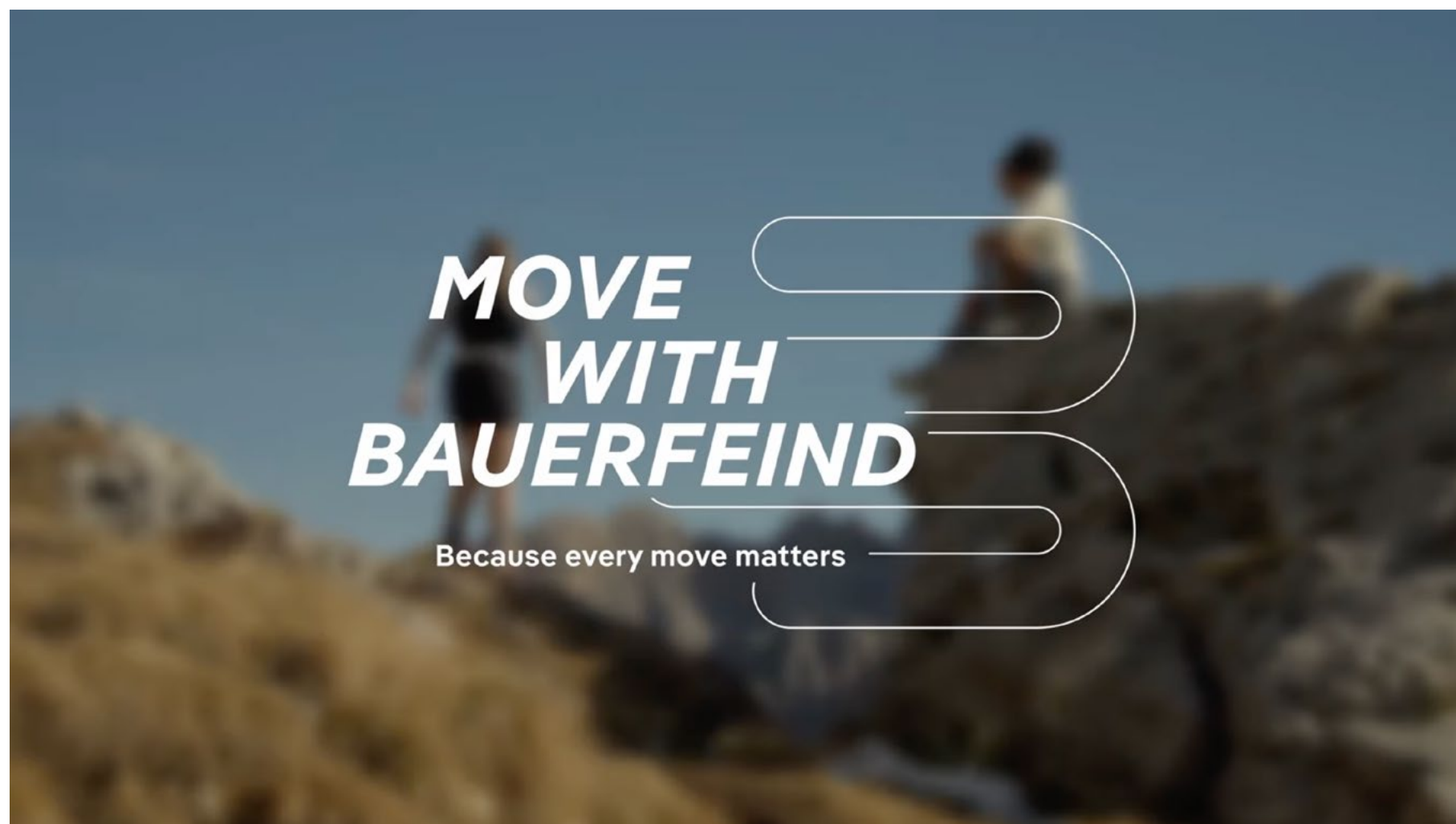
Use of the Claim:

- »Move with Bauerfeind« – at the beginning
- »Because every move matters« – at the end
- At the end of the video, the moving image fades before the campaign icon appears according to the graphic guidelines

All content and graphics must be designed in accordance with the corporate design guidelines:

<https://design.bauerfeind.de/motion-design/>

For existing animation templates or questions regarding implementation, please contact:
marketingmanagement@bauerfeind.com





5.4 FORMATS & ADAPTIONS

Recommendations (depending on platform)::

- Long version (max. 5 minutes) → YouTube
- Cutdowns 30 seconds → Instagram, Meta, etc.
- Cutdowns 15 seconds → Instagram, Meta, etc.

Format Adaptation:

- 16:9
- 9:16
- 1:1



Notes:

- Always place important content within the safe areas
- Consider subtitles depending on the platform

<https://design.bauerfeind.de/motion-design/>



5.5 FINALIZATION, EXPORT & ARCHIVING

Check all videos for:

- All text/subtitles for errors
- Consistent look across all videos (color grading!)
- Narrative structure
- Brand compliance
- Product representation
- Audio quality

Export:

- Export in all required resolutions & codecs
- Use a consistent file naming convention

Archivierung:

- Raw footage
- Project files
- Final versions
- Backup data in at least two storage locations
- Checklist on how material can be used globally



5.6 FINALIZATION, EXPORT & ARCHIVING

Check all photos for:

- Consistent look across all images (color grading/retouching), while ensuring product colors are not distorted
- Correct fit of the products
- Image composition and framing
- Sharpness, exposure, and contrast

Export:

- Export in all required color spaces and resolutions:
Print – eciRGB, .tiff
Web – sRGB, .jpg
- Use a consistent file naming convention

Archiving:

- Raw files
- Final versions

For delivery of all image files, please contact: marketingmanagement@bauerfeind.com. The corresponding upload link will then be provided.