

Leroy Tremblot agency appoints Christoph Stoblerg as creative director

Branding agency Leroy Tremblot, part of THE FAN SYNDICATE group – the first independent french group dedicated to the world of sports – announces the nomination of Christoph Stoblerg as Creative Director.



"Christoph's diverse background offers him an international view on design. He has always been keen to cultivate a designer's spirit with an eye for detail. He is constantly exploring and his Anglo-Saxon culture of branding is a real plus to inspire our creatives and shape immersive brand experiences in sport today,"
explains Dominique Jubert, Managing Director of Leroy Tremblot.

German-born Christoph made his start working for various large European agencies on international accounts. From 2014-2017 Christoph headed up Hauser Lacour, Frankfurt as creative director leading the agency and clients to win numerous awards. In 2017 he moved back to London to assist setting up new brand agency McCabe Brands where he focussed on new markets, notably on consumer brands such as the Finnish beer Kahru - Carlsberg Group. From 2018 to 2019, Christoph joined forces with Rufus Leonard (Capgemini) where he applied his branding expertise in the digital space for British Gas, Lloyds Bank and many other UK blue chip companies.

Since 2019, Christoph has provided creative design oversight for various agencies such as: TheTeam, Nalla, Stormbrands and Hauser Lacour.

Confronted with motivating and complex challenges since the beginning of his career, Christoph is constantly exploring the role creatives can play in our societies and how communication and branding can instigate positive change: *"In today's modern world there are numerous societal challenges where designers play a crucial role in this unique moment of continuous change. We owe it to ourselves to address these wider issues collectively with commitment, optimism and ambition. Sport is an essential part of entertainment where excellence and popular culture are distilled, one that is increasingly attractive and inspiring. A field where brands transform formidably in great speed. How can we encourage companies to be brave and appropriate its values in a relevant, useful and transparent manner to its audiences, and perhaps with new technologies? These are questions we ask ourselves every day with the creative team at Leroy Tremblot,"* **says Christoph Stolberg.**

About LEROY TREMBLOT

Leroy Tremblot is the first branding agency to be fully dedicated to players in the sports industry, whether these are rights holders, sponsors or event organizers. Since 1996 it has been assisting its clients with branding and strategic services. Leroy Tremblot was acquired by LAFOURMI agency in 2017. It's now a subsidiary of THE FAN SYNDICATE group which has been headed up by Dominique Jubert since January 2020.

For more information: www.leroytremblot.com

About THE FAN SYNDICATE

The Fan Syndicate is the first French independent communication group dedicated to the sports industry. The Fan Syndicate has 65 employees and will generate a turnover of 11 M€ in 2022 through its 3 agencies (LEROY TREMBLOT - brand design, LAFOURMI - Advertising, DOORS SPORT - Web3). The Fan Syndicate works with some of the best brands in the sports industry, such as Puma, FFF, FFR, beIN SPORTS, Danone, Ballon d'Or®, Intersport, Crédit Agricole, Roland Garros, L'Equipe, Alpine, Lacoste...

For more information: www.thefansyndicate.com

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