

Novelty in the Bundesliga: Students launch source code on Bundesliga adboards

Having played against FC Bayern in the recent Bavarian derby, today FC Ingolstadt 04 (FCI) faces up against Eintracht Frankfurt. However, it is not just the home game of the Ingolstadt “Schanzers” that is on show at the Audi Sportpark arena, but also the result of a unique cooperation between FCI partner BFFT and the Technical University of Ingolstadt (THI): *if_then*.

Ingolstadt (20. September 2016) – “*if_then*” – is the title of the new BFFT adboard concept. It is the latest milestone in the creative output “of the somewhat different automotive engineering developer” in Ingolstadt: As an FCI partner since 2010, BFFT has been intimately involved in Bundesliga soccer since 2012, right next to the touch line in the Audi Sportpark, with the blue BFFT Fansofa (fan couch). The creative advertising campaign, “Playmaker wanted!”, was launched on the newly introduced LED boards in the middle of the Schanzer battle for promotion to the first division in 2015. Now in the current season 2016/17, a source code can be read there – which is supported by four students:

They are studying business administration at the THI and participated with 16 students in the Marketing Project Seminar during the summer semester 2016, headed by Prof. Dr Decker (THI Program Director for Marketing, Sales and Media). The seminar provided a particular challenge: Develop an adboard concept for the FCI partner BFFT! They were required not only to come up with a (good) idea, but also specific actions for further use across media and careful budget planning. At the kick-off in March, BFFT presented the task and objectives. Then FCI gave some key directions on adboard advertising. At the follow-up dates, Prof. Dr Decker provided information about social media and cross-media marketing. Two briefings were held at BFFT where the students got to know the company, presented the intermediate results of their work and received direct feedback from the “client” BFFT. The grand finale for the “pitch” between the competing teams was held at the Audi Sportpark on 2 June. The jury, made up from THI, BFFT and Schanzer representatives, found it hard to elect a winner from the excellent concepts. At the end it was agreed that the following will appear on the adboards during the current Bundesliga season 2016/2017:

if (LookingForAnAwesomeCompany ()) window.open (“www.bfft.de”);

With the award winning campaign “*if_then*” it is all about this source code. Translated approximately it means: If you are looking for an incredible employer, then come to BFFT! This will appeal to BFFT’s target audience of software developers, which are currently highly sought after in the automotive industry. A 360° campaign delivers the message to (inter) regional advertising media and in social networks. To support this campaign, it is planned to include competitions and a hackathon (programming contest).

“The cooperation with the THI has been a complete success. I am very impressed with the quality of the students’ work. Thanks to all the participants for their commitment and inspiring ideas,” commented Dr Michael Schilhaneck (BFFT Head Brand & Strategy) in summary.

About BFFT

The *BFFT Gesellschaft für Fahrzeugtechnik mbH* is an automotive engineering developer that focuses on electrical systems and electronics (BFFT = Behr Fichtner Fahrzeugtechnik). The company was founded in 1998, has expanded continuously since then and is part of the EDAG Group since 2013. In 2015, the annual sales volume amounted to 76.4 million Euro. About 800 employees work at the headquarters in Gaimersheim near Ingolstadt (Bavaria) as well as in other offices in Germany, England, Italy and the USA. The range of products and services extends from initial concepts for pre-development, prototypes and series-ready system developments to their qualification and protection. Core competencies are driver assistance and energy storage systems as well as digitalization. Contractors and partners are international automotive and aviation industry companies and their suppliers.

Further information on BFFT can be found on the website www.bfft.de/en or gladly provided upon request from the following contact details. Additional images and past BFFT press releases can be found at www.bfft.de/en/press.

Contact

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Images

Note

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If you need higher resolution versions of the images, please use the download at www.bfft.de/en/press or contact us directly.

Image 1



BFFT source code on the Bundesliga adboards:
if (LookingForAnAwesomeCompany ()) *window.open*
("www.bfft.de");

(Photographer: Schneider / Source: BFFT)

Image 2



BFFT source code on the adboard in the Audi Sportpark, shown here during the game of FC Ingolstadt 04 against Hertha BSC Berlin on 09/10/2016.

(Photographer: Schneider / Source: BFFT)

Image 3



Group photo at the Audi Sportpark with all participants of the THI marketing project seminar with BFFT and FCI.

(Photographer: Fellner / Source: BFFT)

Image 4



Better than a conference room: The project meeting at Audi Sportpark.

(Photographer: Fellner / Source: BFFT)