A few weeks ago, Puma launched the new ‘Only See Great’ advertising campaign, fronted among others by Brazilian football star Neymar Jr, whom the German sport brand snapped up last year as its new figurehead.

‘Only See Great’ was launched in 2020 by Puma as a mini-series broadcast on Amazon Prime. Narrated by Usain Bolt, the ground-breaking series charted the physical and mental preparation of four French athletes in the run-up to the Tokyo Olympics.

An innovative project, developed by the staff of Puma France together with sports marketing agency La Fourmi, which proved to be a success.

It was the brainchild of Benoît Menard, head of marketing communication at Puma France since 2018. Menard was formerly with Adidas, where he notably ran the sport brand’s newsroom at the 2016 European football championship, and before that he was in charge of social media and new media at French TV channel Canal+. Since joining Puma over three years ago, Menard has bolstered the German brand’s growth in France, notably masterminding inventive initiatives linked to the sponsorship of top-flight football club Olympique de Marseille.

Menard will now be based at the Puma group’s headquarters in the Bavarian town of Herzogenaurach, having been appointed regional marketing manager Europe.

By Olivier Guyot
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