

LAFOURMI



SPORTS LOVERS WHO MAKE ADS

Press release

Boulogne-Billancourt, July 31, 2025

ANTOINE GRIEZMANN, DECATHLON & LAFOURMI KICK OFF THE NEW SCHOOL YEAR WITH THE GLOBAL "CLR ACADEMY" CAMPAIGN

Back to school isn't always fun. Unless you're starting out at the CLR Academy with Antoine Griezmann as your football teacher.

Launched on July 31st, Decathlon's new global campaign dedicated to its latest football boots, the CLR RED, sets the tone for the season with a new season with a special guest: **Antoine Griezmann, serving as the "professor of football knowledge" at the CLR Academy.** The campaign was conceived by LAFOURMI (The Fan Syndicate Group), with a film directed by Pierre Davy (hiersoir).



[WATCH THE FILM](#) | [DOWNLOAD THE KEY VISUAL](#)

LAFOURMI, a member agency of THE FAN SYNDICATE Group (SAS)

42 rue des Tilleuls 92100 Boulogne-Billancourt - RCS Nanterre - SIRET 49944975900053 - N° TVA FR86499449759

Company with a share capital of €201,385.80 - Tél. : 33 1 55 95 09 20

thefansyndicate.com

A Back-to-School Like No Other

It's the first day at the CLR Academy. In a lively classroom, students chat, laugh, and set the mood. Suddenly, the door swings open: Antoine Griezmann, or rather, "*Professor Griezmann*", steps in, wearing a pair of red CLR RED boots. Instant silence. First test: "*So, does everyone have their CLR's?*" In unison, all the students proudly put their boots on the table. Perfect, class can begin.

Pop Quiz, Technical Moves, and Football Culture

No boring lectures here, just a real pop quiz: technical moves, quizzes on Griezmann's iconic goals, shot angles, and nods to football culture, from "*Cholismo*" to France vs. the Netherlands classics. Antoine sets the tone, teases his students, and sips maté between lessons. The students, initially distracted, are soon captivated by the world champion's football vision, and above all, united by the same passion and the same boots.



Campaign tagline: "Same boots, same passion"

This film embodies Decathlon's vision: celebrating the passion for football, passing it on between generations, and playing with a serious mindset without taking yourself too seriously. It also shines a light on a new generation of boots: the CLR, available for everyone from kids to adults, the very first to carry Antoine Griezmann's initials. For Decathlon, pros and amateurs now wear the same boots and share the same passion. Inspired by football culture, the campaign goes beyond traditional advertising to highlight what brings every generation of players together: the joy of playing, learning, and living the game.

The campaign has been rolled out globally on Antoine Griezmann's and Decathlon's social media platforms and will be adapted in retail stores.

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LAFOURMI

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HIERSOIR

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Executive Production: Pepita
Music: Max Labarthe
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ABOUT LAFOURMI

Sports lovers who make ads

LAFOURMI is the advertising agency of THE FAN SYNDICATE group.

Working alongside the biggest names in the industry, including Decathlon, beIN SPORTS, Intersport, Crédit Agricole, L'Équipe, Kiprun, the French Football Federation (FFF) and French Tennis Federation (FFT), Danone, PSG (...), the agency has, since 2008, addressed every type of market player: endemic brands, sponsors, media, and rights holders.

A multi-award-winning agency, named Sports Communication Agency of the Year in 2023, 2022, and 2016, LAFOURMI creates campaigns by sports fans, for sports fans.

www.lafourmi.biz

ABOUT THE FAN SYNDICATE GROUP

THE FAN SYNDICATE is the leading independent communications group dedicated to the sports industry in France. With a team of 50 employees, the group generated €10 million in revenue in 2024 through its two agencies: LEROY TREMBLOT (brand design) and LAFOURMI (advertising & activation).

THE FAN SYNDICATE supports some of the biggest brands in the sports economy, including Decathlon, beIN SPORTS, UEFA, FDJ United, the French Football, Tennis and Rugby Federations, Fitness Park, FIBA, Intersport, Crédit Agricole, Roland-Garros, L'Équipe, Moët & Chandon, and Intermarché.

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