



# DAZN #ALL41 CASEFILM

## VIDEOTRANSKRIPT

Dirk Nowitzki is the greatest German athlete of all time. He is not only known for his legendary career but also for his loyalty and sportsmanship. For over 2 decades he gave us everything he had. In order to promote his final NBA game, German sports broadcaster DAZN decided it was finally time to give back. For 21 years it was one for all, for his last game we created a social campaign that turned one for all into all for one. The campaign kicked off with an online film promoting the #All41 and Dirks last game on DAZN, the only place, where German fans could watch it. To boost the social conversation, specially designed all for one jerseys were sent out to Germanys biggest sports stars. They paid tribute to Dirk and invited their fans to join, and their fans did. All for one quickly took over Germanys conversation about Nowitzkis last game, letting Dirk know, that a whole nation stands behind him on this special night.