

Join the Team of Champions: Messi, Martinez, Fernandez in New Parimatch Ad

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Parimatch, the #1 global gaming platform, has launched a new ad to celebrate its ongoing partnership with the Argentina Football Association (AFA)-the reigning FIFA World Cup champions. The campaign is a bold invitation to football lovers all over the world to join the Team of Champions and win big!



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The video features two teams preparing for the game-AFA's football stars, including Lionel Messi, Lautaro Martinez, Enzo Fernandez, Emiliano Martinez, Nicols Tagliafico, and the global fanbase behind them-millions of Parimatch players from around the world! While the athletes lace up their boots and warm up in the dressing room, fans gear up in Parimatch colors and make predictions on their favourites.

As the match begins and the game heats up, the line between players and fans blurs. On and off the field, they play for the same team-their hearts beat in unison, and every moment on the pitch sparks a shared emotion. A goal on the field echoes with a win in the Parimatch app-reinforcing the core message: One Game. One Passion. One Team!

Released at the peak of the football season, the ad perfectly captures the excitement of the global football community. Argentina, currently FIFAs top-ranked team, has already qualified for the 2026 World Cup, achieving this before the conclusion of the qualifiers. Therefore the campaign's message is clear: now is the time to stand together, believe in victory, and join the Team of Champions.

To further fuel the passion, Parimatch features a comprehensive lineup of football betting options across all major leagues-from Europe's elite competitions to South America's biggest showdowns. It's all happening now-so don't just watch the action, head to Parimatch and back your favourites.

*"With this campaign, we wanted to highlight the powerful connection between the athletes on the field and the fans who live every moment alongside them," commented the **Parimatch Press Office**. "As the Regional Sponsor of the Argentina National Team, our ongoing partnership with AFA is rooted in shared values-excellence, passion, and the relentless pursuit of victory. **The Team of Champions** is a tribute to everyone driven by the love of the game-whether youre scoring goals on*

the pitch or cheering for your heroes with a phone in hand."

*"At AFA, we are proud to continue our collaboration with Parimatch, our fifth Regional sponsor that shares our passion for football and our commitment to excellence," said **Leandro Petersen, Commercial and Marketing Officer of AFA.** "This campaign captures the spirit of unity between our players and the millions of fans who support Argentina around the world. Together with Parimatch, we celebrate the idea that football is more than a game-it's a global community united by passion and belief."*

Enjoy the video, join the Team of Champions with Parimatch, and win big this football season!

