

PRESS-RELEASE

Oldenburg/Frankfurt, 26 May, 2025

Time for new legends: OLB supports DFB women's team with campaign

- **OLB CEO Stefan Barth:**
“We believe the team can achieve great things at the European Championships”
- **OLB campaign developed by award-winning agency thjnk**
- **Experiencing goosebumps again with voiceover by Herbert Zimmermann**

The legendary German radio reporter Herbert Zimmermann is cheering once more as he did in 1954 – and soon it might be the DFB (German Football Association) women's team writing another impressive chapter in German football history in Switzerland! With a moving commercial, OLB is emphasising its connection to the women's national football team, which will be competing confidently for the title at the European Championships.

“We believe the team can accomplish great things. Likeable, combative, hungry for success and full of talent, they deserve a big stage. We wish the team every success in the European Championship and hope they can once again show a large audience how fantastic women's football has developed,” says Stefan Barth, CEO of OLB, which has been a partner of the women's national team since August 2024.

The OLB campaign with the DFB women's team will kick off on 26 May 2025. It will primarily be played out via digital channels. The national players convey emotions such as anticipation, the will to win, fighting spirit, excitement and goal celebrations in the 40-second spot, which was developed by the multi-award-winning creative agency thjnk. The spot for the women's national team's European Championship appearance marks the start of OLB's new campaign. The campaign includes the emotional supporter spot and three spots on the product offerings: fund savings, fixed-term deposits and accounts.

“With this campaign, we want to build anticipation for what we hope will be a legendary European Championship summer. We are doing this by drawing on a German piece of football history: an iconic voiceover that everyone in Germany can repeat, whether they are football fans or not,” says Sandra Büschken, Head of Corporate Communications and Investor Relations at OLB, explaining the campaign's approach. Stefan Anlauf, Creative Director at thjnk, explains: “Switzerland is a place where Germany celebrated a great success back in 1954. That's why we're combining Herbert Zimmermann's legendary original commentary with modern scenes from the women's football.” Uwe Hellmann, brand consultant at OLB, says: “The DFB women stand for passion, team spirit, fair play and the will to win. This campaign is therefore a statement of our solidarity and maximum support for the European Championship.”

On Friday, 4 July 2025, coach Christian Wück's team will play their first match against Poland in St. Gallen. Other opponents in the group stage are Denmark (8 July) and Sweden (12 July). Instead of the Wankdorf Stadium in Bern – as was the case 71 years ago – this time the St. Jakob Park in Basel will hopefully be the destination for the final on 27 July: as the new centre of a ‘huge sensation’ and a ‘real football miracle’.



About OLB

OLB is a widely diversified universal bank with a nationwide presence and more than 150 years of experience in the core region of north-west Germany. Under the OLB and Bankhaus Neelmeyer brands, the Bank advises its approximately 1 million customers in the Private & Business Customers and Corporate & Diversified Lending segments in person and via digital channels. OLB has total assets of more than EUR 30 billion, making it a significant financial institution in Europe.

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