



FIFA: The New Heroes of Football

Synopsis

When it comes to football, exposure is everything and the players are gods, wielding power that reaches far beyond the field.

They fill our social feeds. They are our phone backgrounds, on our walls. They are part of global culture. For the male players that is... In a world where audience equals revenue, there's 1 big question: why is FIFA Women's World Cup getting less than 10% of the audience of men's channels? Since a third of all fans interested in men's football are also interested in women's football,* We were tasked to grow the social audience, and create new commercial opportunities for FIFA through world-class social and influencer content, campaigns to win legions of new fans - and engage a fair share of the audience.



Judging Information

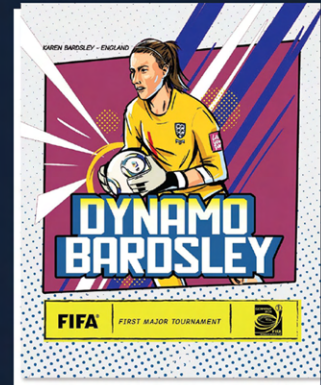
We embarked on a cultural change for Womens Football. We wanted to transform the football feeds into a place where future stars of the sport could be inspired by players like them, and give the players the recognition they deserve - not just for the stars but the pioneers that fought to set the ball rolling.

The feed lacked drama and passion. How to change this? Through the lens of the players themselves. We gave the players a voice, giving them a place to tell the stories of effort, rivalries, achievement, and redemption. We didn't want gender to get in the way, and as a rule of thumb we only publish content that would feel right for any established football feed.

Our social content was peppered with bigger campaigns that highlighted important events in Womens' World Cup history - told from the perspective of those that created history - the legends themselves.

Our goal was to make FIFA's social channels the number one destination for fan engagement. Focusing on the transformative power of icons, we embarked on a mission to make the female stars even bigger than those in the men's game.

We captured the start of new journeys at the matches that qualified the teams for the FIFA WWC 2023 with takeovers straight from the players themselves, giving fans access like never before with BTS views from the changing room, pitch and players' training regimes.



From current stars to the future - we found the upcoming stars of the game and followed them on their journey to professional football greatness and WWC glory.

We tapped into the inspiring and trailblazing stories from the GOATs - telling stories that fans would never have previously heard.

Getting back in the game after a setback can be daunting, but also humanizes the players that we look up to - and by sharing their experiences, we encouraged others to follow in their footsteps and made the sport a safe space to admit failures as well as show success.

We've transformed the conversation. We've started something, and it's working! With every campaign we have reached millions more fans, and tripled the engagement reach on the FIFA Women's feeds - shattering the stereotypes. Over the course of the year, we reached 206M fans, created 505k new fans, and got 33.2M YT views - an increase of 166%. We grew content reach by 174% on IG. And finally, we doubled the engagement rate of all FIFA Womens' content at 3.33% vs 1.28%

