

A Fresher Game



09.03.2022

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Heineken is on a journey to become
the most inclusive sponsor in football.



**But there's nothing
inclusive about
football.**



The Stereotype

“If you’re into football,
you must be a man.”



21% of conversations around women’s football & women fans
have a negative sentiment (Brandwatch, 2021).



The Stereotype

“If you’re a woman,
you don’t belong in football.”

*Two-thirds of women in football have experienced
discrimination.*

Source: BBC Sport, 2021

Alex Scott: Fifa's first female English-speaking
commentator /
former Arsenal player



But globally, 4 in 10 fans are women.

(UEFA, 2021)

This is true across all our key markets.

Gender ratio of young football fans across key markets

	North & Latin America			Europe								Africa		Asia		
	US	MX	BR	UK	PT	SP	GE	IT	NL	RO	PL	SA	NG	VT	CH	SK
Female fans	42%	45%	48%	40%	44%	44%	42%	43%	42%	36%	46%	44%	30%	46%	48%	40%
Male fans	58%	55%	52%	60%	56%	56%	58%	57%	58%	64%	54%	56%	70%	54%	52%	60%

Source: GWI, 2021

Base: Gen Z & Millennial consumers interested in following or playing football



That's why...

Heineken challenges
the stereotype that
football belongs to men.

Concept on a page

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Heineken now sponsors both the men's and the women's
Champions League and Euros football tournaments.
The brand is on a journey to become the most inclusive sponsor in football.

Because football today is still far from inclusive.
Even today, the stereotype persists that football is a men's sport.
And if you're a woman? You don't really belong in football.

And yet, around 4 in 10 fans globally are women.

That's why Heineken challenges the pervasive stereotype
that football belongs to men.

Because the more inclusive the football, the better the game

Main edits



Long form edit



<https://vimeo.com/685800449/cc856186c3>

30"edit



<https://vimeo.com/685800399/c66ee730ae>

THE NEW FOOTBALL AD IS CONSIDERED HIGHLY ENJOYABLE, MEANINGFUL AND DIFFERENT IN ALL MARKETS, SCORING CONSISTENTLY ABOVE THE BRAND NORM.

	AVERAGE		BRAZIL		UK		US		CHINA		NIGERIA	
	Score	vs. brand norm	Score	vs. brand norm	Score	vs. brand norm	Score	vs. brand norm	Score	vs. brand norm	Score	vs. brand norm
Enjoyment	82	+12	83	+1	94	+6	96	+14	76	+23	63	+36
Meaningful	70	+10	91	+11	92	+16	85	+21	52	-	29	+1
Different	88	+28	92	+15	78	+8	95	+26	84	+28	89	+62

It reinforces the image that Heineken supports and sponsors football, it doesn't matter if it's male or female - Brazil

Loved the inclusion that shows women enjoy football and the culture around it as well as men - UK

I thought it took a unique perspective and the focus on inclusion is a great thing - US

I like this advertisement very much, it promotes women's football, it is very passionate, and it also contributes to the promotion of women's rights - CHINA

I actually love the ad to be honest. I like the fact that the ad was greeted towards encouraging women on football but still, it didn't ignore men. - NIGERIA

The inclusion of women in the role that usually belongs to men - Brazil

Gets you thinking about football fans in a different way - UK

I really like that Heineken is supporting and listening to women soccer fans as they can be the subject of discrimination - US

I really like the slogan in the advertisement. It breaks the prejudice of gender and is closely related to the progress of today's world. - CHINA

I like that it shows that beer is not just for the male gender unlike most beer. Those who made it did well by advertising from another perspective It really makes the ad stick - NIGERIA

Thank You



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