A Fresher Game

Parto



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









LEAGUE



But there's no<mark>thing</mark> inclusive about football.



"If you're into foot<mark>ball,</mark> 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."



Alex Scott: Fifa's first female English-speaking commentator / Scotter former Arsenal player *Two-thirds of women in football have experienced discrimination. Source: BBC Sport, 2021*

But globally, 4 in 10 fans are women.

(UEFA, 2021)

Pmm

This is true across <u>all</u> our key markets.

Gender ratio of young football fans across key markets

	North & Latin America						Europe					Africa		Asia		
	US	MX	BR	UK	РТ	SP	GE	IT	NL	RO	PL	SA	NG	νт	СН	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

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

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Main edits

Long form edit

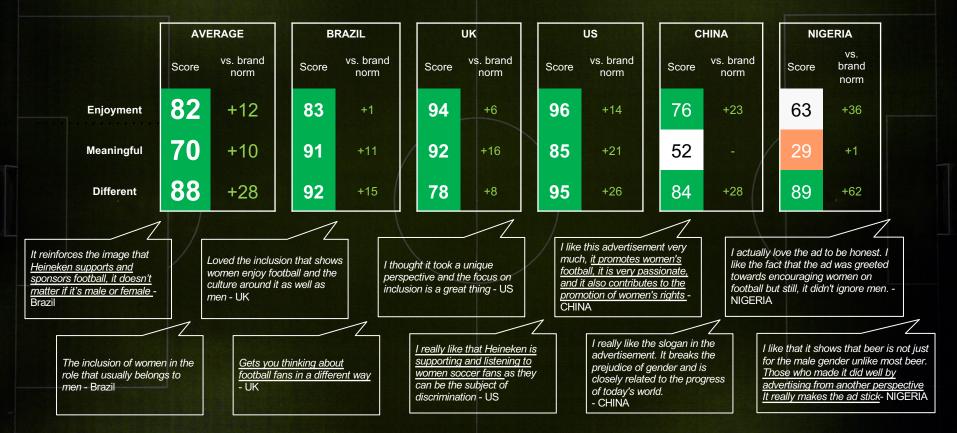
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THE NEW FOOTBALL AD IS CONSIDERED HIGHLY ENJOYABLE, MEANINGFUL AND DIFFERENT IN ALL MARKETS, SCORING CONSISTENTLY ABOVE THE BRAND NORM.



Brand Norm: 288 ads tested between 2018 and 2022

Thank You

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