

5-A-SIDE



WHEN PERSPIRATION ATTACKS YOU NEED A STRONG DEFENCE

Friends playing football together. relaxed, smiling faces. Each person is wearing the colours of their favourite national teams ie Brazil, Argentina, Italy, Spain etc pretending to be their favourite footballing hero who they will be watching during the World Cup.

Still images of the game will fire in 1 after another to provide an animated storyboard of the events of a regular game.

COUNTDOWN CLOCK - LIVE BANNER



'GETTING EXCITED FOR SUMMER'

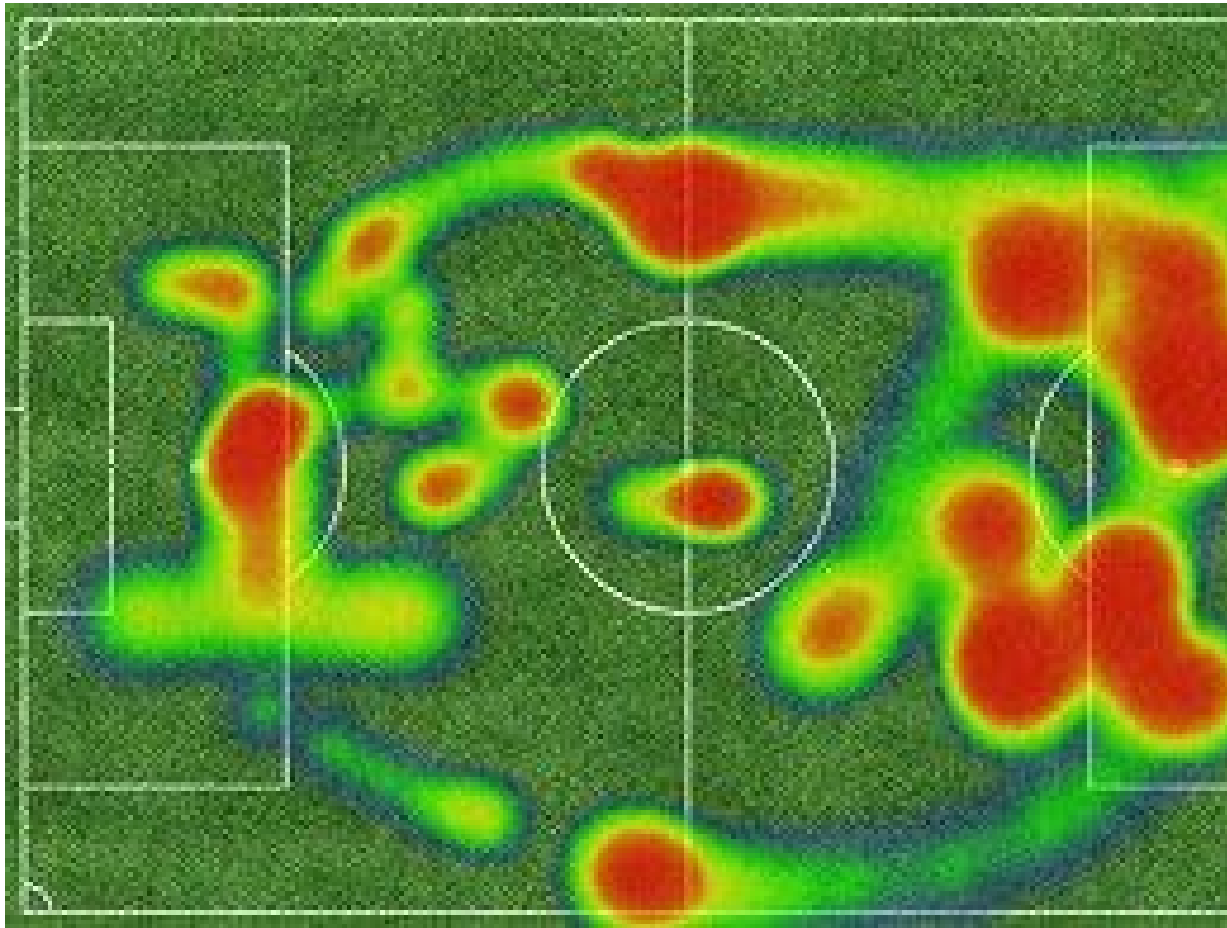
Very simple concept but one that really dials up the build up and growing excitement for the World Cup. We'd have a scoreboard which would instead be showing the live time until the kick off of the 2018 World Cup.

I had lines like 'Football Begins in...' for this but I think James' line 'Getting excited for summer' would work really well with this idea and could act as a nice lead up to the visual.

I remember in Trafalgar Square pre-London Olympics, they had a countdown clock and people loved it. This would really hammer home that the World Cup is just around the corner and ramp up anticipation.



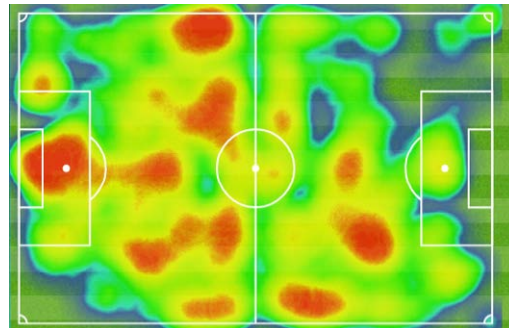
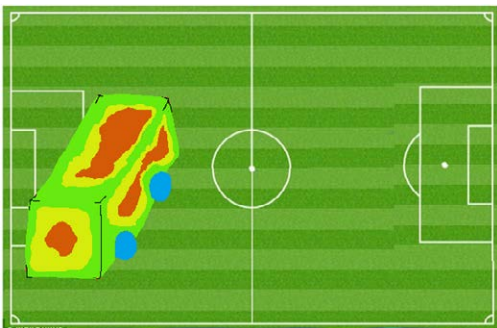
HEAT MAP



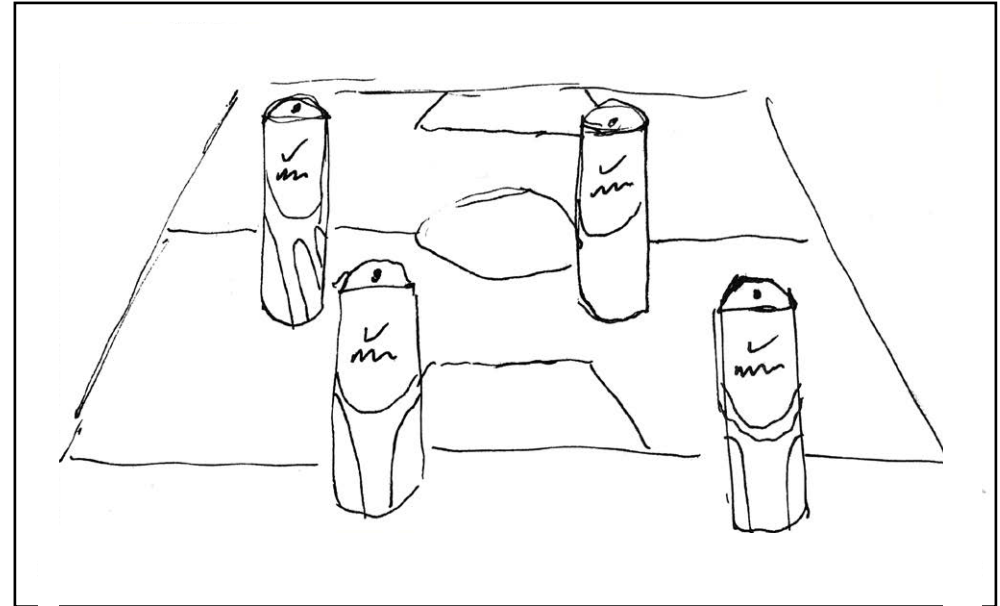
'LIVE FOOTBALL, DON'T SWEAT IT'

Concept based around heat maps which are normally placed over a pitch visual to show player movements/action/intensity/percentage of where the game is being played.

We can start with the plain pitch and then the heat map builds up, showing game activity, rising temperatures and increasing anticipation for the World Cup.



REXONA LINEUP



'LEGENDS WILL BE BORN THIS SUMMER'

Based around the tried and trusted team lineup which shows the full squad of players/formations etc. Very simple idea to add our Rexona cans and present them as our 'team'. These can be animated in 1 by one and we can add a little write up for each like there would be for a striker, goals scored, general stats. We can add some copy relating to the team the can is representing in a playful way.



WORLD CUP MEMORIES

THAT SENDING OFF



THAT PENALTY



THAT LAST MINUTE WONDER GOAL

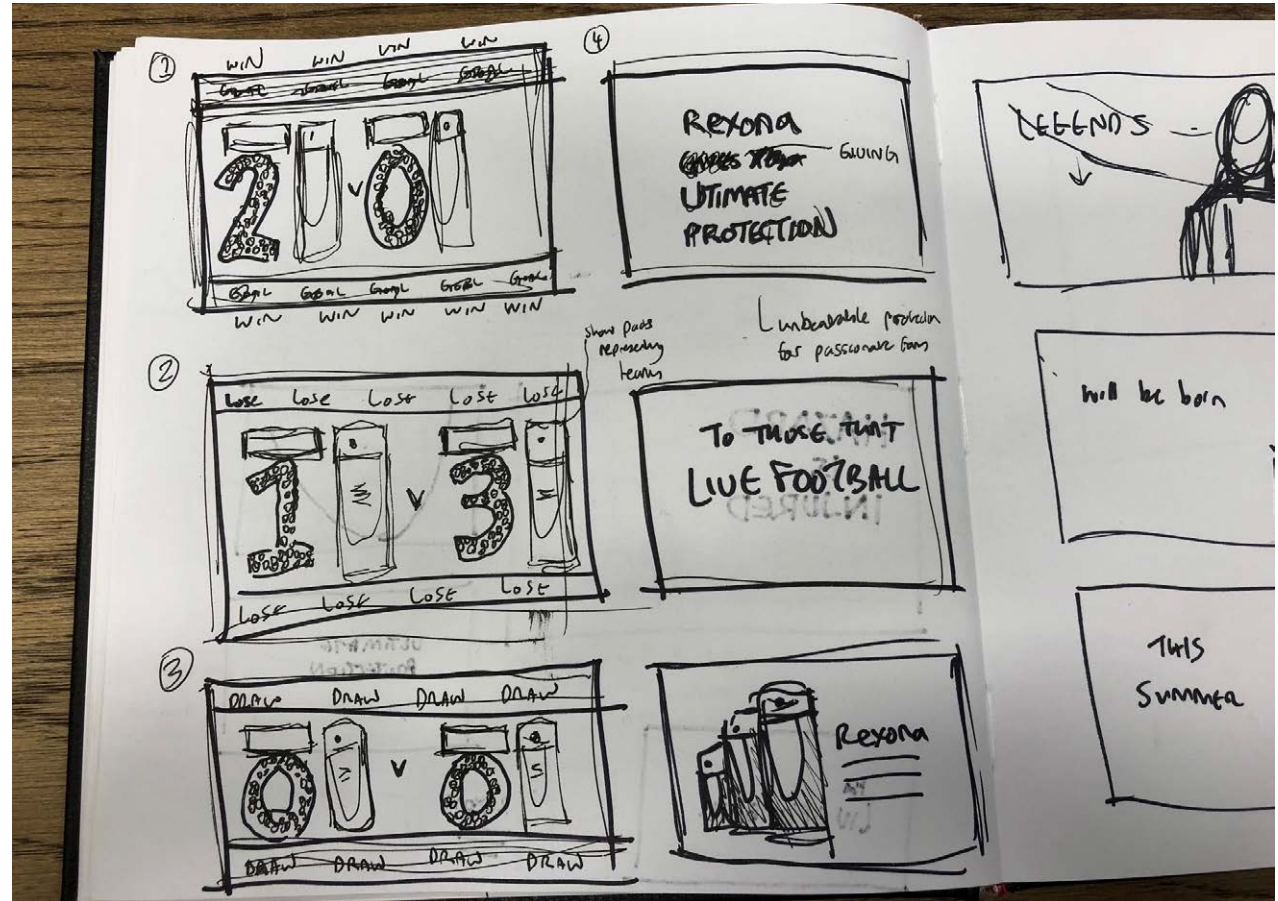


**'WHEN THE PRESSURE'S ON YOU NEED TO KEEP YOUR COOL'
OR
'WHEN YOU LOVE FOOTBALL, EVERY KICK MATTERS'**

Concept based around people's personal memories of football and World Cups. There's always events that stand out in a fan's memory from years gone by, not necessarily about their own supported team. 'wow, Do you remember...THAT PENALTY!?' or 'THAT SENDING OFF!?''. Was thinking the statements above can overlay over images of pivotal moments in the game.

We can tap into this and James' line works well again in showing the pressure situations on the pitch whilst also touching on the fact that fans feel every kick played, every pressure situation their team is put under, the joy of scoring a goal or utter heartache of their talismanic player getting a red card.

WIN, LOSE OR DRAW



This route is a little different and more graphics based. Very much more like a Football sports centre style graphic that you would find on Skysports news etc. Any football fan will recognise the style immediately and will have style cues that would be used on apps and Football management games.

The Win, lose, draw panels will update after one another and animate between the scores. We could highlight how these scores make the average fan feel by use of emoticons?

ARE YOU MATCH READY?



‘SUMMER IS COMING...ARE YOU MATCH READY?’

Based around the rituals and superstitions of Football and a match day. Football fans can be strange and wonderful creatures, they’ll paint their faces, wear their team’s shirt and flag, have various superstitions so that their team will win & organise their day down to the smallest detail. They wear their colours with pride and form a trice celebrating a common cause... their team winning!

This idea will tap into this love and fondly show the behaviours of fans in the lead up to a match.



GAME DAY



‘WHEN THE PRESSURE’S ON... YOU NEED TO KEEP YOUR COOL’

Football fans in a bar or at home with drinks gathered around the TV – the screen shows a penalty shootout. The fans’ faces are tense... the penalty is scored and fans celebrate with arms aloft.



FREE KICK

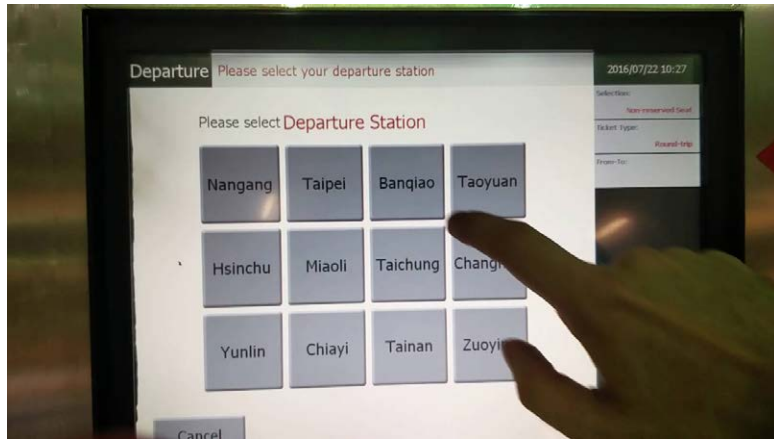


'WHEN PERSPIRATION ATTACKS, YOU NEED A STRONG DEFENCE'

A scene highlighting the product and can again. A very literal interpretation of attack & defence showing a free kick taking place. The Rexona cans acting as the defence and knocking the ball away when it is kicked into the box.



DAILY GRIND



‘GETTING EXCITED FOR SUMMER’

Idea based around monotonous daily tasks.

Either someone planning on buying a ticket to somewhere fairly standard like Manchester but then seeing a Footballer on screen, getting distracted. Then