



WOMEN'S WORLD CUP
FRANCE 2019

TREATMENT BY DANIELLE O. MURAT

FIFA WOMEN'S WORLD CUP FRANCE – PROMO SPOT

OVERVIEW

THE SPORT

The World Cup has been a global phenomenon since 1930, when the first World Cup set the stage for what would become one of the World's most revered sports tournaments. Sixty-one years later the Women's World Cup was launched, proving that soccer, or football as it's lauded in the rest of the World, wasn't simply a male centric sport, but one for both sexes. With more money and resources to back it, and many more years under its belt, the Men's World Cup dominated in attendance and viewership. Until 2015, when the Women's final managed to bring in more viewers at an estimated 21 to 23.5 million viewers, compared to the Men's 2014 final 17 million viewers. This was a clear sign that Women's Soccer had not only gained momentum, but a following. This year FIFA is taking the Women's World Cup to one of the most notable countries in the World – France. With the popularity of cities like Paris, Nice, and Montpellier, and the growing audience for Women's soccer, this years World Cup stands to be the biggest in Women's Soccer history.



“As female athletes all over the world have discovered the hard way, changing cultures and mindsets takes action.”

- Julie Foudy

Two time Women's FIFA World Cup Champion





DESTINATION

FRANCE

With some of the most beautiful and cultured cities in the World, France serves to be the perfect destination for a summer tournament. A country of diverse population and full of cultural activities, it reflects the multicultural make up of the teams playing in the 2019 World Cup.

TEAMS

PLAYERS



By highlighting the international cast of players, their diverse roots, and their path to the World Cup, viewers will get a sense of who these players are and where they come from, allowing them to feel more invested in the players and the teams, and the stakes of the game. Promo spots will include supplemental interviews, hometown visits, training spots, and action shots of past game highlights, all leading to the main event – the merging of these players in the stadiums of France.

“We have been thinking about the World Cup for a long time, and it needs to be a long-term preparation... You need to be very disciplined because it takes a lot from you, and our goal is to be ready for the tournament and fight for the championship. We know it will be very hard because the other national teams are getting better and better from one competition to another.”

- Marta Vieira Da Silva
Brazil's Nation Team Star Forward



“I want to keep getting better and better. I don’t want to be satisfied, ever. That may sound grim, but it isn’t at all. It is joyful, because the pursuit of progress is joyful. Playing the game I love is joyful. So I keep pushing, keep working.”

- Carli Lloyd

*FIFA Women's World Cup champion, 2015 & 2016
FIFA Player of the Year*



CINEMATOGRAPHY

THE GAMES

Our goal is to make this spot as engaging as possible, with dynamic action shots, and cinematic edits to build suspense and excitement for the games to come. Like a pulsing heartbeat accelerating, as anticipation builds, only to be released when Day One of the games finally arrives. Capturing the visual architecture of the cities of Paris, Nice, Montpellier, Valenciennes, Le Havre, Reims, Grenoble, and Lyon, the timeless European aesthetics will be juxtaposed with the fervent action of game highlights, and fan reactions.





ANTICIPATION...



JOY...



VICTORY!



SOUND DESIGN

ENERGY IN SOUND

It's integral that we include the live sounds that make up the stadium experience. The cheering fans, the national songs being sung in the stands, exhibiting pride for their respective countries, the calls of referees, the sounds of kicks, the velocity of balls flying through the air, and an engaging voice inviting viewers to experience the wonder that is the FIFA Women's World Cup.

CONCLUSION

FIFA™ WOMEN'S WORLD CUP - DARE TO SHINE™

There's a magical energy to the World Cup Games. It's one of camaraderie, competition, and most importantly pride. A pride for one's team and one's country that brings together a collective energy that takes over a country and the World for one month. This year the stage is set in the magical country of France, where cultures will collide, games will be played, hearts will be won and broken, and a winner will be determined. These promos will build the path that leads both fans and newcomers to the game, towards the timeless and unique experience that is – the World Cup.