

Sundance  
Film Festival  
2024



“The Story of Ayenda FC  
is extraordinary.”

MALALA  
FUND

“Setting The Tone For  
Branded Content’s Future”

Forbes

“Powerful.”

hypebae

550  
million impressions

# WE ARE AYENDA

A story of survival, sisterhood and the human right to privacy.



## The Idea

We Are Ayenda is a half-hour documentary that **tells the extraordinary story** of the Afghan Girls National Football Team and their **heroic escape from Afghanistan** after the Taliban took power in 2021.

## The Story

The life or death story follows the profound relationship that develops between Farkhunda Muhtaj, the former captain of Afghanistan’s women’s national football team, and the teenage members of the youth team. Despite never having met in person, Muhtaj leads the young women to safety via WhatsApp texts and voice messages.

## The Strategy

**Interweaving emotional interviews with harrowing archival footage and the real WhatsApp messages** shared by the teen players as they used their WhatsApp group chat to secretly orchestrate their escape, the film not only shows the brand’s privacy features in action, it positions WhatsApp as a lifeline and a safe space for those who need it most.

## The Outcome

**The film launched on Amazon Prime Video during the first week of the 2023 Women’s World Cup**, placing the story in the center of the cultural conversation at just the right moment, earning **more than 550M impressions** on premium outlets like the BBC along with praise from influential voices like Malala Yousafzai and honors at the 2024 Sundance Film Festival.