oMen's Footoal

IF YOU LOVE FOOTBALL, YOU LOVE WOMEN'S FOOTBALL.

INSIGHT

In July 2023, the French women's football team was about to participate in its 5th World Cup. But, a few weeks before the competition, no media organization had secured the broadcasting rights for the event. All this due to woman bashing: in a country passionate about football, women's football is still seen as a lesser form of football, less technical, physical and entertaining.

CONCEPT

To combat this gender bias, we decided to show how exciting women's football actually is.

We created a compilation of unseen highlights of the French men's football team, showcasing powerful shots, amazing dribbles...only sensational actions. But the viewer didn't know he was actually enjoying women's football: we swapped the women's French team players with the men's starts from the French team, to make the audience watch their performances with fresh eyes.

ORCHESTRATION

The campaign first unfolded on Twitter, the most engaging platform for football fans. An influencer posted the content in two parts: he first posted this so-called unseen compilation of French soccer team highlights that excited football fans.

Few hours later, he revealed the trick by releasing the full video, exposing the viewers to their own gender bias. This successful prank quickly gained media attention in France and worldwide within a day of the initial tweet.



F-200 M F-50 M

ORGANIC VIEWS

LIKES

F2Billion E55

IMPRESSIONS

COUNTRIES PR COVERAGE

WOMEN'S SOCCER CAN BE JUST AS EXCITING AS MEN'S

A GENIUS COMMERCIAL **











