



TURBOCHARGING VISIBILITY

Trendspotter23 Forum // 27th June

Acknowledgement of Country

*We respectfully acknowledge the Gadigal people of
the unceded Eora Nation,
the traditional custodians of the land which we
present from and pay our respects to the Elders
both past and present.*



Leo Burnett

**Women's sport has a
visibility problem.**

**But our objective
shouldn't be to just get
fans to see – it's to also
get fans to believe.**

Quality storytelling.
Quality creative.

Hello



Will Koukouras

National Director of Sport & Entertainment,
Publicis Groupe



Marijke Spain

Creative Director,
Leo Burnett Australia

Today

Look at a few ideas to learn how we can together **grow brands** and the **female sport sector**.

CAMPAIGN ONE



CORRECT THE INTERNET



Help make sportswomen visible



BBC



What we like

Facts not opinion.

Highlights a great human truth.

Makes you think twice.

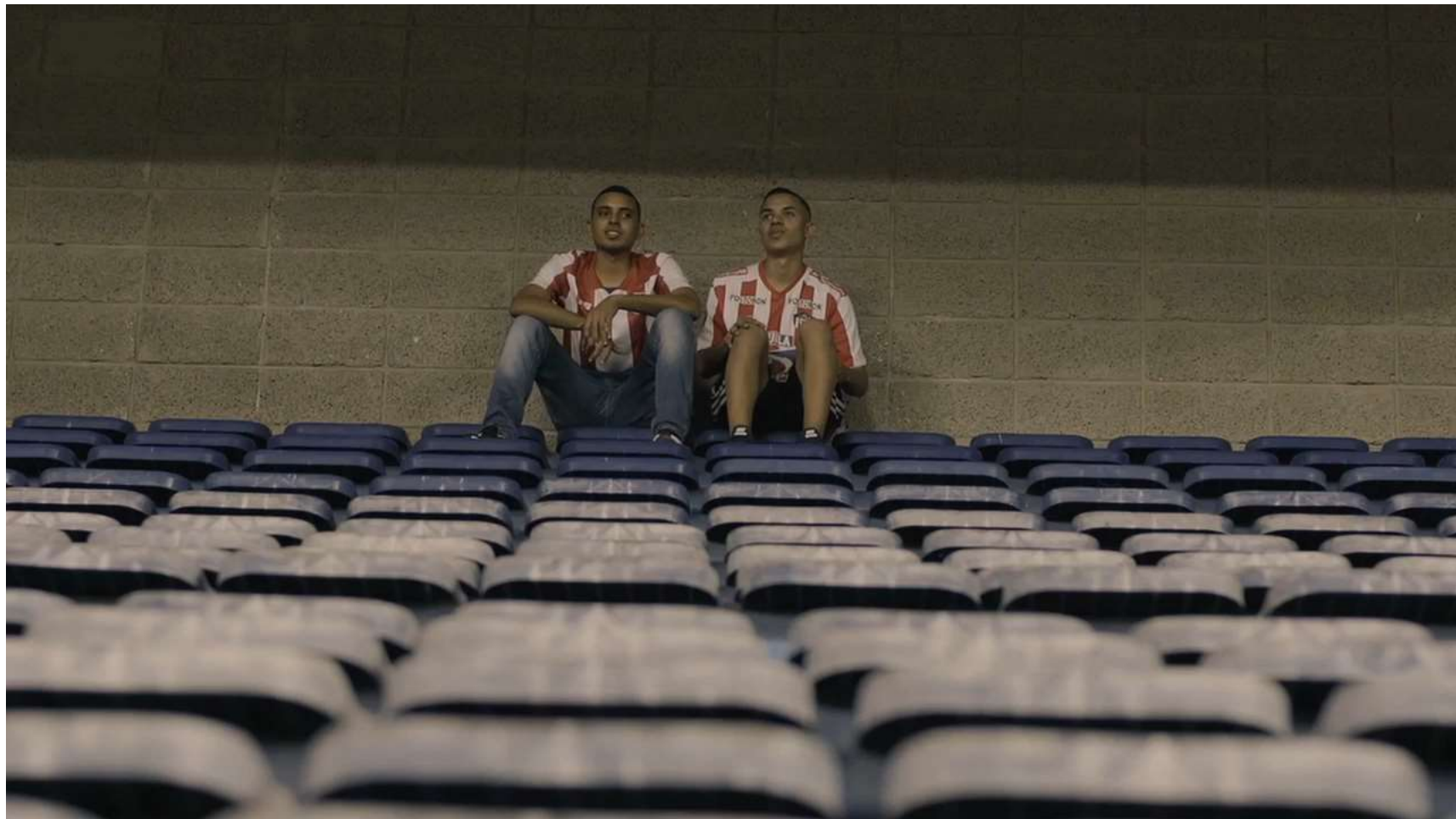
Topical in a world of increasing AI.

Tackles visibility issues from the root.

CAMPAIGN TWO



GERVEZA
AGUILA



What we like

Challenges existing fanbase to reconsider how 'diehard' they really are.

Good buy-in from both male and females.

Takes gender out of the equation.

Disruption through taking a risk.

CAMPAIGN THREE

A dramatic, low-key photograph of tennis player Serena Williams. She is wearing a bright green athletic tank top with a white Nike swoosh on the chest. She is holding a tennis racket with a green frame and red strings. Her right hand is raised in a peace sign gesture. She is looking upwards and to the left with a determined expression. The background is dark, with some light reflecting off her skin and the racket.

If they think your dreams are crazy, show them what crazy dreams can do.

 Just do it.



What we like

Pushes back on common stigmas by flipping the negative.

Showcases amazing females 'firsts'.

Great call to action.

Emotive, ignites fire in other women.

CAMPAIGN FOUR

BUNDY MIXER

THE WORLD'S FIRST MIXED-GENDER
FANTASY COMP







What we like

Highlights stats not gender.

Leans on men's game without relying on it to provide credibility.

Levels the playing field.

Creates new fans from an existing base.

Entertaining.

THE OUTTAKE

How do I impact visibility?

**Ensure your ideas
actually get more
eyes on the game and
girls in the game.**

How do I get fans to believe?

**Use facts, not opinions.
Take gender out of
the equation.**

How do I avoid being a passive sponsor?

**Take risks.
Create action not
just lip service.**

How do ensure quality creative?

**Do it differently.
Lean into emotion.
Be entertaining.**

THANKS

+

