

# BUDWEISER X NATIONAL WOMEN'S SOCCER LEAGUE

JULY 2023

# Agenda

Team  
Objectives  
Research  
Content Pillars  
Strategy  
Creative Solutions  
Q & A

02

# Our Team



**Mirabelle**



**Amanda**



**Dilhush**

# Objectives

To spark meaningful discussions and generate high levels of engagement across social media.

Highlighting the achievements of the Women's US National Soccer Team.

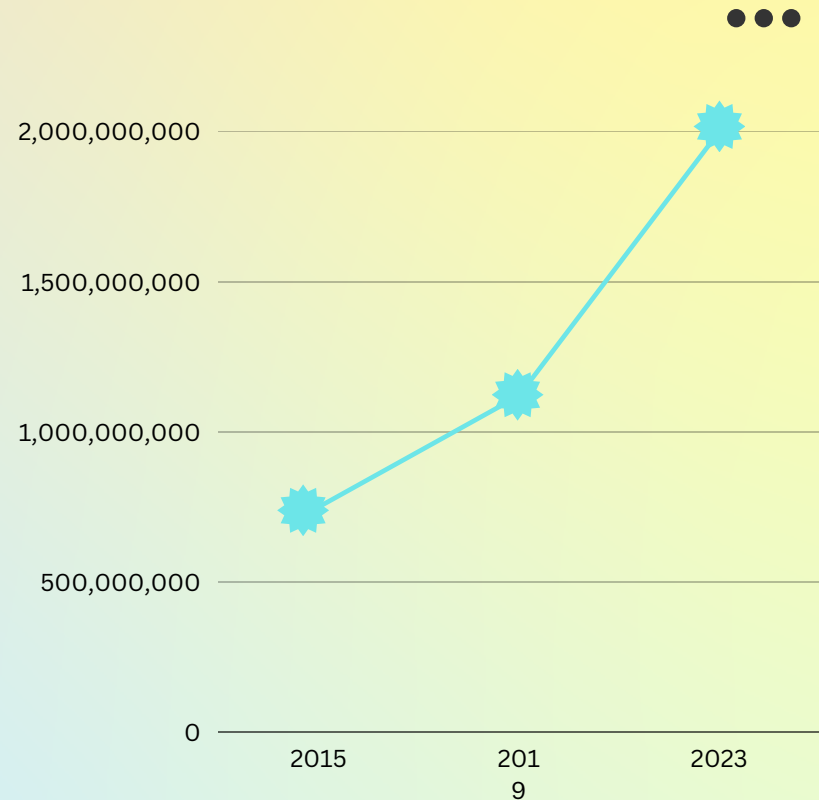
Advocating for equal pay in professional sports.





# Research

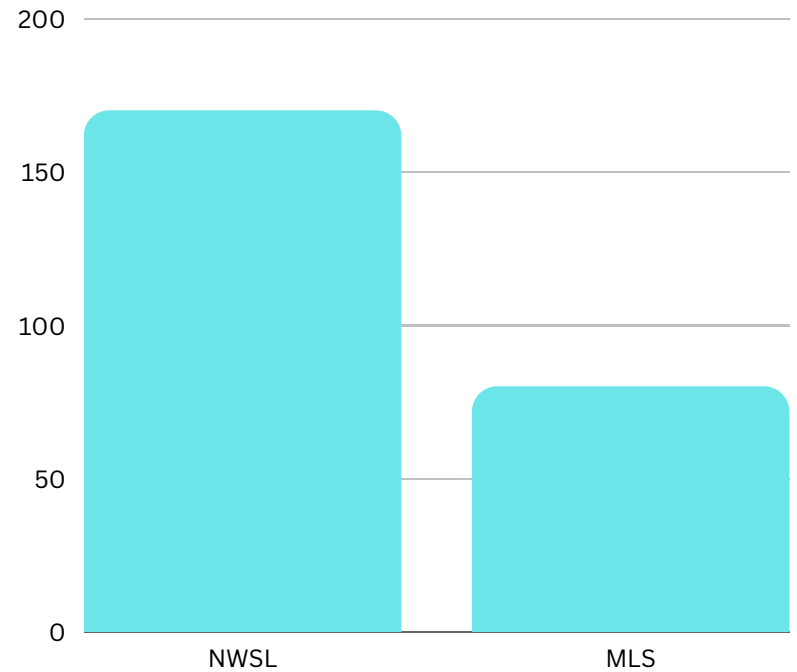
05



## FIFA Women's World Cup 2023 viewership set to nearly double from 2019

The 2023 FIFA Women's World Cup is expected to set viewership records for the women's game, hoping to attract over 2 billion viewers.

*SOURCE: EUROMONITOR*

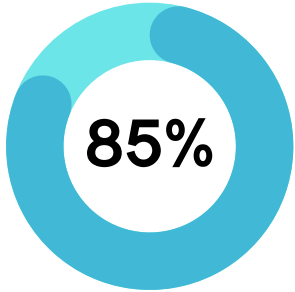


## Average TikTok Engagement Rate 2022

*Engagement rate per follower*

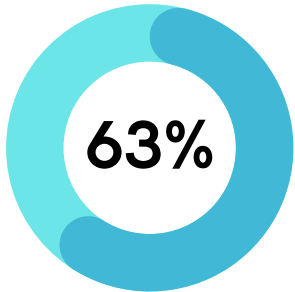
This connection between fan and team provides a key opportunity for brands to reach a new and unique consumer base.

*SOURCE: SHOTCLOCK MEDIA*

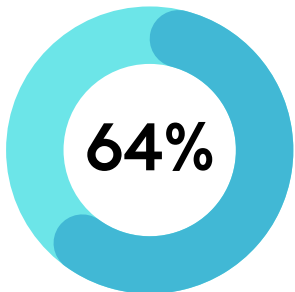


**Sports fans think it's important for women's sports to continue to grow in popularity**

*Including 79% of men*



**Fans think there should be more female referees in the sports they follow**

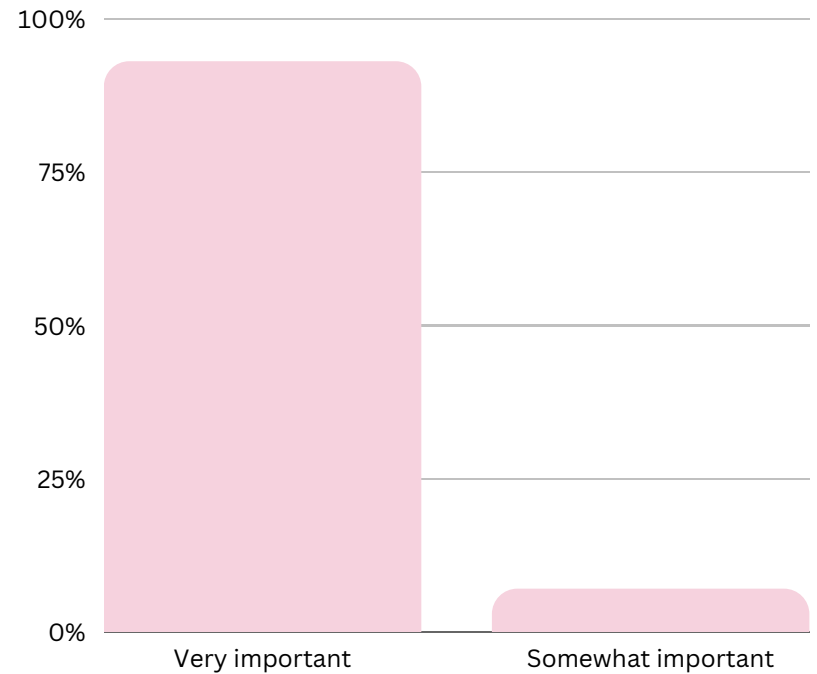


**Fans would like to see more female coaches**

*SOURCE: NATIONAL RESEARCH GROUP*

08





## **Widespread support for equal rights for men and women in the U.S**

Beyond sporting activities, majority of people in the U.S agree that it is important for women to have the same rights as men.

*SOURCE: PEW RESEARCH CENTER*



## Opinion Leaders

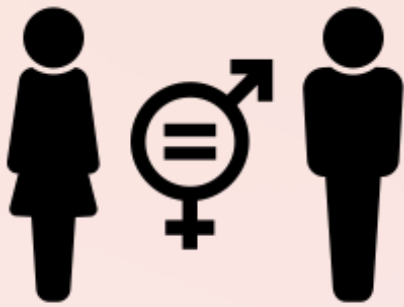
- Sports podcasters, broadcasters, influencers
- Feel emotionally connected to the games
- Trendsetters
- Effectively convey their thoughts and opinions to captivate their audience
- Prefer Instagram to share ideas and information with their community

**Target  
Audience**



## Influential Men in positions of Power

- Highly ambitious and goal-oriented
- Actively establish relationships with other industry leaders, stakeholders, and decision-makers
- Empower and uplift their teams
- Prefer LinkedIn to stay informed and educated



## Gen-Z individuals with a keen interest in gender equality

- Actively participate in and support various social movements
- Challenge traditional gender norms and stereotypes
- Avid consumers of information and often educate themselves and others about gender issues
- Prefer TikTok to share ideas and get inspiration

# Content Pillars

13





# Strategy

14

# Digital Ecosystem



**Instagram**

Opinion Leaders.  
Community + advocacy.  
Once a day.



**LinkedIn**

Influential Men.  
Educational articles.  
Once a week.



**TikTok**

Gen-Z individuals.  
Inspiring stories.  
Twice a day.

# #EQUALGOALS

Regardless of gender, passion, effort, and dedication poured into the game is equally worthy of fair compensation, and together, we can make history, ensuring a fair and equitable future for all athletes.







# Creative Solutions

17

# Instagram



From World Cup triumphs to historic goals, US women's soccer has shattered barriers and made history! 🇺🇸⚽

Together, we continue to push for a future where women's soccer thrives, inspiring generations, and championing equality on and off the field. #EqualGoals

18

## Article: U.S. Women's Soccer and the question of equal pay

⚽ Today we've released compelling new data that shows how far our efforts have gone in advancing fair compensation for female soccer players! We've come a long way in achieving [#EqualPay](#) in women's soccer and if you're interested in sports and experiencing a more equitable future with [#EqualGoals](#), this is truly a must-read.



 LinkedIn

19



20

 **TikTok**

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21

**Q & A**

**Thank you!**