



Recruiting and retaining teenage girls

WOMEN'S FOOTBALL







Together #WePlayStrong



Two young women are smiling and holding a large white sign against a solid blue background. The woman on the left has long brown hair in a bun and is wearing a yellow cardigan over a white top. The woman on the right has her hair pulled back and is wearing a black t-shirt. Both are pointing towards the sign with their right hands. The sign contains text in blue, all-caps font.



OUR VISION IS FOR FOOTBALL TO
BE THE MOST PLAYED SPORT FOR
WOMEN AND GIRLS ACROSS
EUROPE*



WHO HAS THE ATTENTION OF GIRLS AND WOMEN?

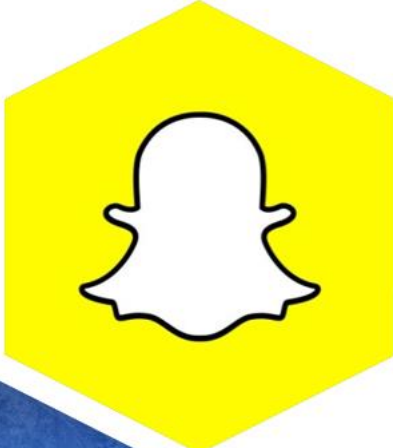












Two female football players are standing against a solid teal background. The player on the left is wearing a black kit with white accents, featuring the Lotto logo and the VfL Wolfsburg crest. She has her arms crossed and is smiling. The player on the right is wearing a red kit with white accents, featuring the Women's Super League logo and the word 'RESPECT'. She is also smiling and looking towards the camera. The text 'MESSAGING & CREATIVE' is overlaid in large white letters across the middle of the image.

MESSAGING & CREATIVE

CORE NARRATIVE	ALL girls can play football		
	It's easy to start and can fit into your lifestyle		
	Football builds life skills, togetherness and friendships for girls who play		
	Girls who play football are confident, strong, skillful and aspirational		
PRODUCT FOCUS	Grassroots football	Football lifestyle	Elite competitions
ADDITIONAL BENEFITS	Girls and women's football is a movement that represents and impacts gender equality in society		
PROOF POINTS	Birmingham University Research	Focus Groups	Nielson study



Spread a sense of pride
and celebrate the feeling
of being part of a team - - -

TOGETHERNESS

Together
#WePlayStrong

Show off the ability
and flair within WF - - -

SKILL

**ASPIRATIONAL
ATTITUDE** - - -

Create a sense of
social kudos based
on confidence



BIRMINGHAM UNIVERSITY RESEARCH RESULTS

VERIFY THIS DIRECTION

>90%

Young footballers strongly agree that football has increased their self-esteem



Girls who play football experience high levels of togetherness with their teammates



Playing football teaches girls important life skills



80%

of young female footballers feel more confident as a result of playing within a team.



Methodology: Pan-European (6 markets) Quantitative Survey
Sample: Football 13-17 / Football 18+ / Other sport 13-17 / Non-sport (n=1246)



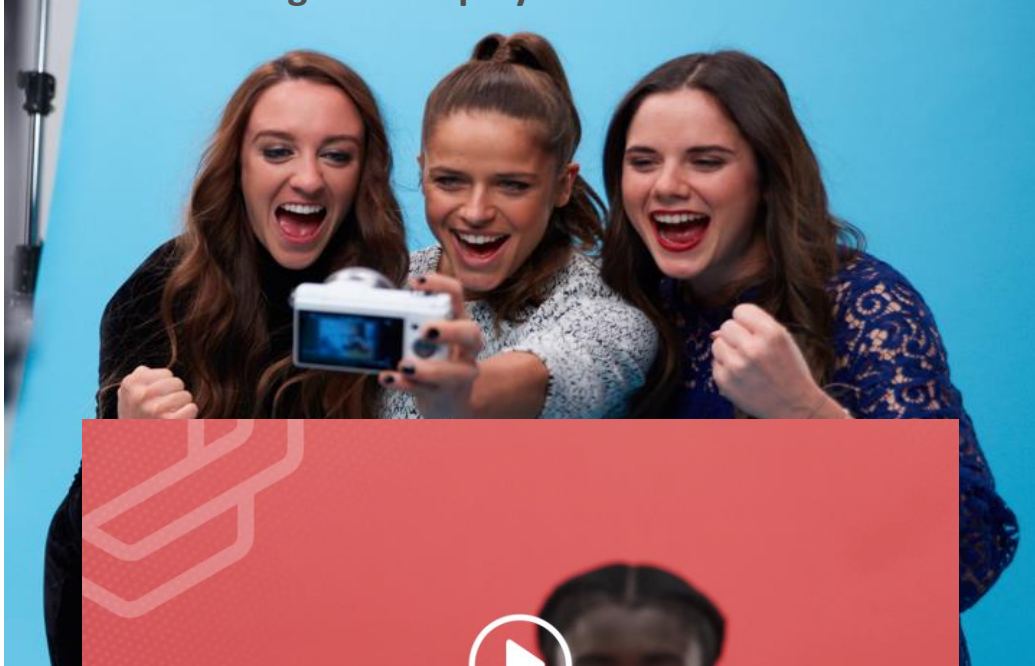
KEY ACTIVITIES – THE CAMPAIGN IS WAY MORE THAN A FILM AND A HASHTAG BUT THE LAUNCH FILM WAS A KEY ASSET IN THE PROMOTIONAL PLAN



SINCE LAUNCH OUR STRONGEST RESULTS WERE DELIVERED BY THE PRESS PLAY VLOG SERIES AND THE RITA ORA TOUR SPONSORSHIP

Press Play Vlog Series

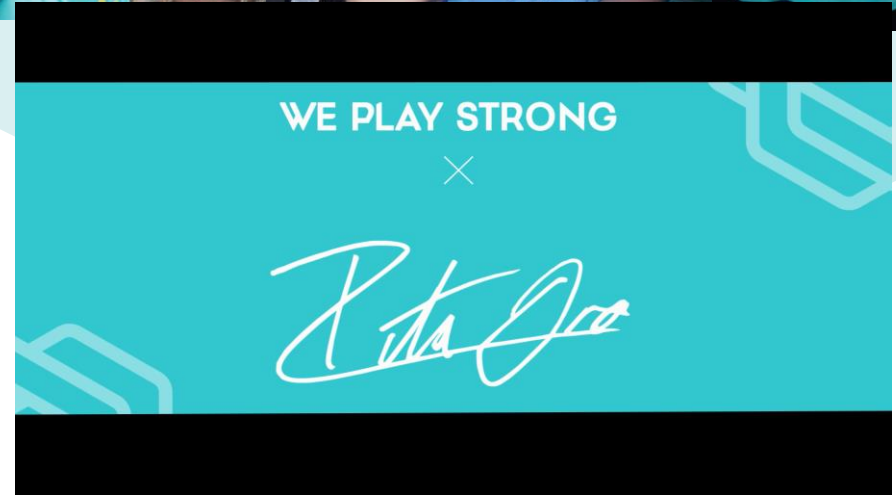
Successful with girls who play football



NEARLY 6 MILLION VIEWS OF PILOT SEASON

Rita Ora Sponsorship

Successful with girls who weren't considering football



ENGAGED 2 MILLION GIRLS

REAL GIRLS' SENTIMENT OF REACTION TO PRESS PLAY WAS VERY POSITIVE...



I absolutely love this! I was the most excited about Laura Feiersinger and Sarah Zadrazil 😊

franziskaXD### • 2 months ago



16



2



[VIEW 2 REPLIES](#)



Aww I love the concept of this video!! They all seem to be fun girls and I love seeing them playing :) they're all great but Eunice is the real legend for sure!

Lisa Tempel • 2 months ago



12



2



Love Eunice wish I could grow up to be like her. My question is where can you buy jerseys of players and did you get scouted to play for such good teams. Love you all tho xxx

Grace Sarah Donaghey • 3 weeks ago



I love those videos, great concept! I have some questions, When you were teenager, being a professional player was your project? or it's more an opportunity? It isn't frustrating for you to travel all around

[Read more](#)

Audrey Marche • 1 month ago (edited)



6



Love this makes my week every time there is a new episode, was so lucky to get the chance to meet Lisa at a game and get her signature



Erin Amour-Barclay • 1 month ago



3



1



[VIEW REPLY](#)



U should do more videos like this

NIDA Nisa • 1 month ago



2



1



[VIEW REPLY](#)



I love the videos! They inspire me so much! My question is: How did you join your professional team? Like did they call you, did you go and talk to them?

Carlota Trigo • 1 month ago



1



1



[VIEW REPLY](#)



Love these videos so much we need more women like you guys to do the same and show the world the way of the women's game I have just recently started playing again and really enjoying it.

[Read more](#)

Chloe Webster • 1 month ago



Awesome video, I hope it's the first of a long series 😊

Thorsnes Stan • 2 months ago



8



1



[VIEW REPLY](#)



Together #WePlayStrong

IN YEAR ONE OF THE MARKETING STRATEGY, NEEDLES HAVE MOVED ACROSS WOMEN'S FOOTBALL IMAGE, FOLLOWERSHIP AND PARTICIPATION OF WOMEN IN FOOTBALL

- People associating women's football image as 'cool' has more than doubled, **up from 12% to 25%**
- **Interest** in Women's football has stayed **steady at 31% up to 32%** over the two comparable waves but those actually **following** women's football is up:
 - Watching on TV **up from 63% to 70%**
 - Watching online **up from 35% to 38%**
 - Reading about online **up from 34% to 41%**
 - Interacting with it online and on social **up from 22% to 25%**
- UEFA's women's football **competitions and lifestyle social audience** has grown to **5.2M**
- Women **participating in football** is **up from 7% to 9%** while the number of women active in team sport has stayed consistent



GETTING INVOLVED

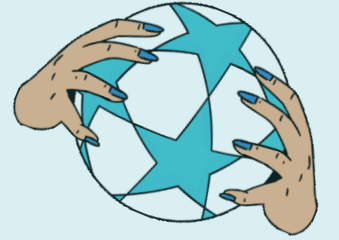


HOW CAN YOU GET INVOLVED?

Can you help us spread the work about the content platform (YouTube, Instagram, Website) to girls who play football in Copenhagen? Sharing the content with them or promoting the channels?

Follow:

- [YouTube.com/weplaystrong](https://www.youtube.com/weplaystrong)
- [Instagram.com/weplaystrong](https://www.instagram.com/weplaystrong)
- [Facebook.com/weplaystrong](https://www.facebook.com/weplaystrong)
- [Twitter.com/weplaystrong_](https://twitter.com/weplaystrong_)



HOW CAN YOU GET INVOLVED?

Take your teams to watch Kvindeliga matches and follow:

- [Youtube.com/channel/UC4N6CurcobY4wPi6bSDj5rg](https://www.youtube.com/channel/UC4N6CurcobY4wPi6bSDj5rg)
- www.kvindeliga.dk
- [Instagram.com/kvindeliga/](https://www.instagram.com/kvindeliga/)
- [Facebook.com/kvindeligaen/](https://www.facebook.com/kvindeligaen/)
- [Twitter.com/kvindeliga](https://twitter.com/kvindeliga)



HOW YOU CAN GET INVOLVED?

You can download our film, stickers, imagery, templates and photography here: <https://uefa.box.com/v/FAME>

You can use the our social media image creator here: <http://www.weplaystrong.org/#!/poster/home>

You can use our more sophisticated poster/flyer/social graphics creator here: <http://live.playingsurface.net/>



HOW ARE SCOTLAND USING #WEPLAYSTRONG?

- Girls Together #WePlayStrong branded high school football programme
- Sharing UEFA social content and promotional campaigns
- Creating own social content using toolkit

