

# UNEXPECTED NATI

## THE BRIEF

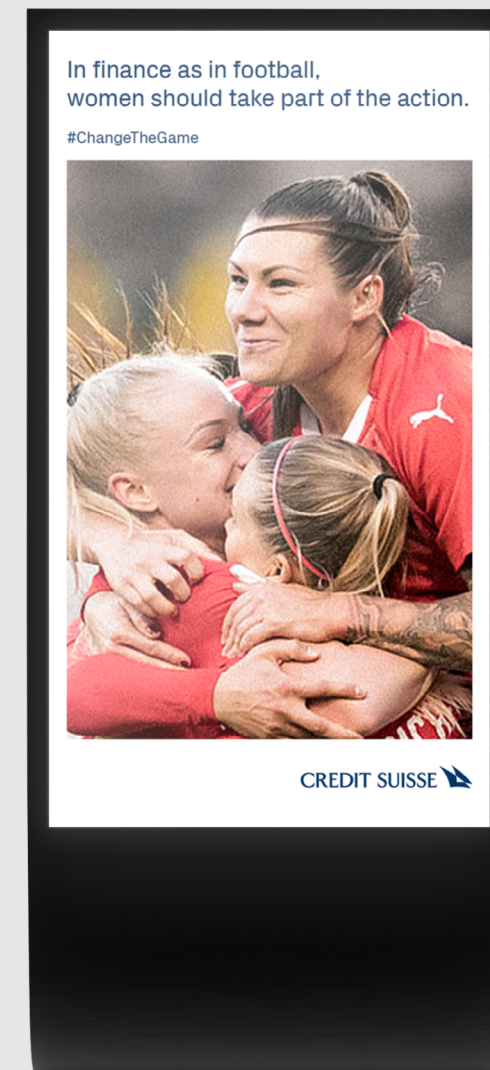
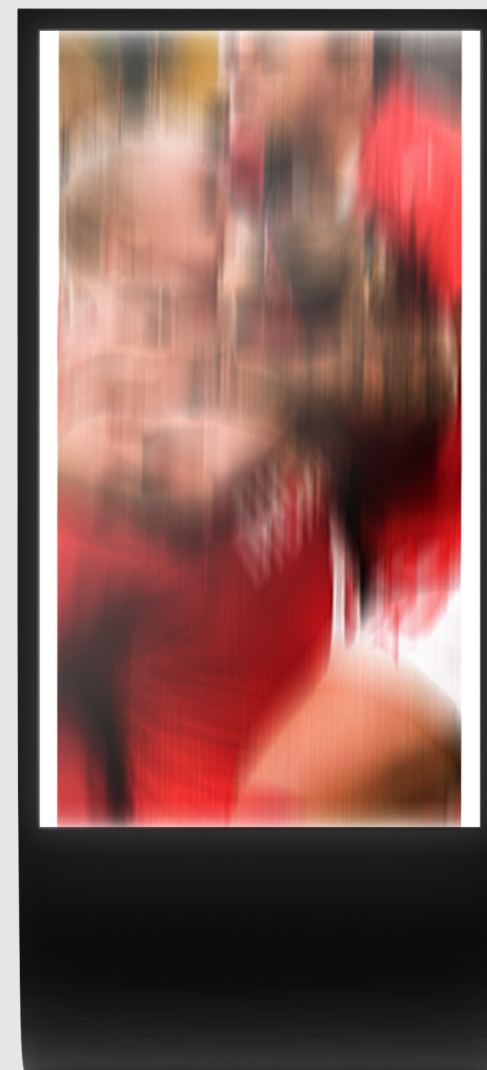
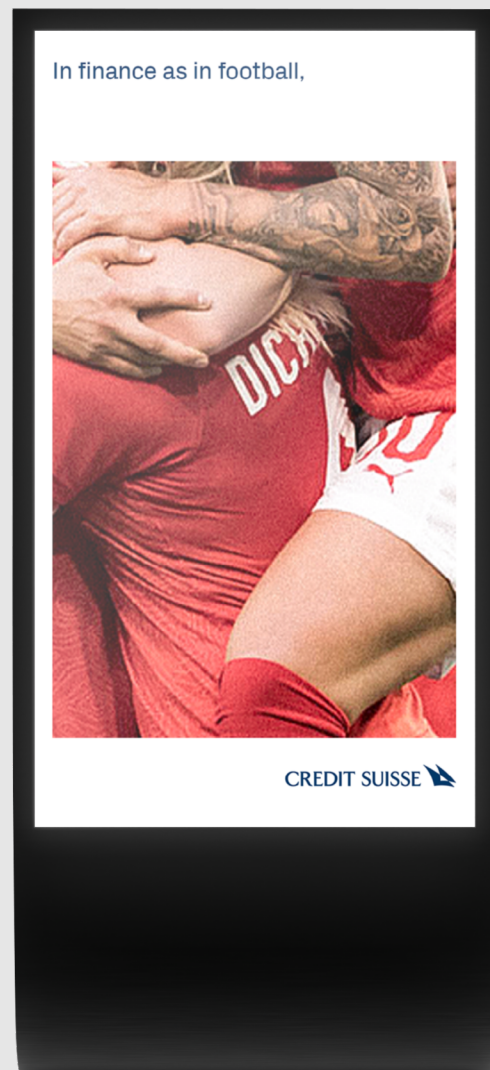
Credit Suisse is one of the leading institutions in private banking and asset management. Proud partner of the Nati at the 2023 WorldCup, the brand wanted to seize the opportunity to raise awareness about pension and financial services for women.

## THE ISSUE

When talking about “football”, a social bias leads us to expect a matter of men. Same bias exists in the world of finance too.

## THE IDEA

Play with expectations to address an unexpected topic. Our campaign starts with football close-ups and an intriguing message. Then, bigger picture reveals the unexpected Nati with an empowering header. It is time to change the game.



Highly adaptable: this idea will work on a teasing/reveal approach with OOH, DOOH, and also scrolling boards.







In finance  
as in football,  
women are in line  
for the game.

#ChangeTheGame

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In finance as in football,



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In finance as in football,  
women should take part of the action.

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In finance  
as in football,



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In finance  
as in football,  
women deserve  
more credit.

#ChangeTheGame



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