

30% extra time



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.

Women's pension is one-third lower than men's. Meaning, women have to put in 30% more effort just to achieve parity.

The idea.

At FIFA Women's World Cup in Australia & New Zealand, the Swiss Nati is opposed to the host team of New Zealand. At the end of their game, the extra time board shows a ridiculously long extra time of 30 minutes. Right on the board itself, the mention "CHANGE THE GAME" with an URL leads to the reason of such astonishing assignment, on a dedicated landing page. A direct activation playing with the game of football in front of the camera, to actually change the financial game.

One version for the bold.

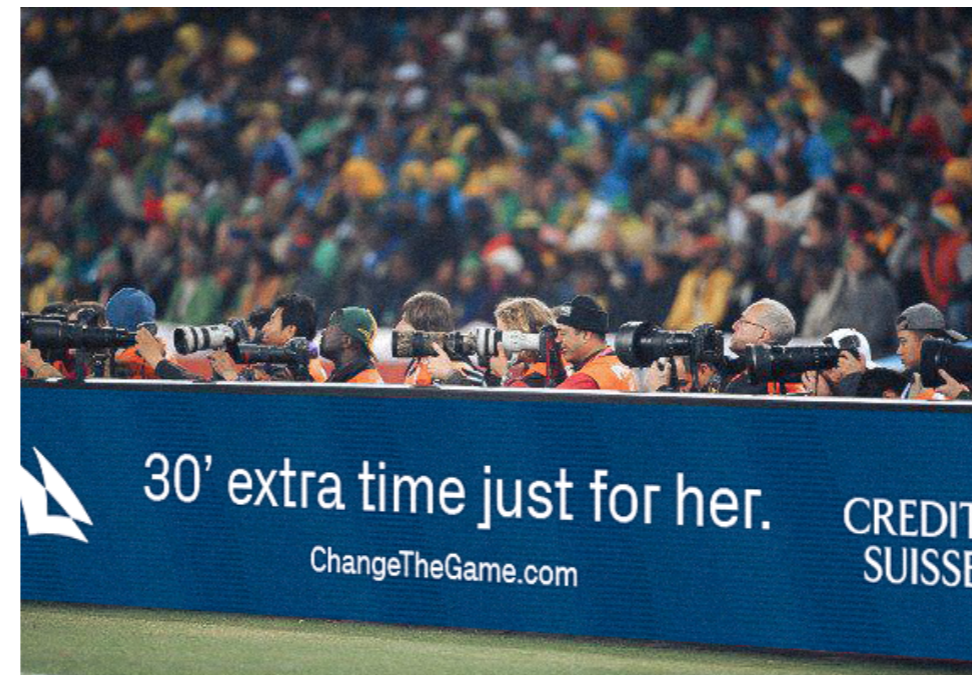


Credit Suisse collaborates with FIFA (or not) and really shows an extra time of 30 minutes at the end of the game.



A safer option for the curious.

Credit Suisse displays its message on the digital banners all around the pitch, at the end of the game.



A direct link to ChangeTheGame.com

