

## BRIEFING 3

### Client

FIFA

### Context

You just arrived in Zürich (CH) for an urgent matter... In the past years, months and especially the past weeks, FIFA has been subjected to a continuous stream of accusations and investigations linking FIFA leadership to corruption, bribery, rapaciousness, alleged vote-rigging pursuant to the election of FIFA President Sepp Blatter, and the organization's decision to simultaneously award the 2018 and 2022 World Cups to Russia and Qatar, respectively.

Although Sepp Blatters' guilt is not yet proven, there are popping up more and more negative signs. The brand 'FIFA is suffering immensely from tons and tons of critique. And so are their sponsors. Sponsors and organizing countries of the European championship and World championship are starting to renegotiate their contracts.

In order to keep their sponsors and organizing countries satisfied, FIFA has decided to organize a campaign towards sport fans that has the power to gain the heart and trust of the community back. Nevertheless, it is not the intention of FIFA to neglect the mistakes of the past.

### Challenge

#### Brand image

Improve the brand image of FIFA through an honest and football-praising message. FIFA is honest and open, in all it's future endeavors because they love football and want to keep everybody's focus on the goal. Let's not disrespect a beautiful sport as football. See the campaign as an ode to football.

The underlying goal of this campaign is regaining the appreciation of sponsors. So keep this in mind.

### Deliverable

Develop a campaign with a global reach that succeeds in changing sport fans' perception of FIFA. Present your case through a conceptual idea that is elaborated throughout the different communication channels you think are best appropriate.

*You know what? We did a recent survey about the FIFA scandal! Discover our findings at <http://www.brandhome.com/news/infographic-mafifa-survey-results/>*