

WE FOUND THAT THEY WERE BOTH INCREDIBLY SKILLED AND PASSIONATE



BBC II

'I left my job to play Football Manager full time'



Why clubs are using Football Manager as a real-life scouting tool

Sports data company Prozone is using stats from the computer game Football Manager to help real clubs recruit players



James Binks @FeralOtter · 23 May 2020

@FootballManager Game not going well TBH. Got the assistant on the touch line shouting instructions. The tone of the Half time team talk may well be set to "Angry" #FMCupFinalDay





BUT THE REAL-WORLD FOOTBALL COMMUNITY DIDN'T SEE THAT



Dennis Bell@DennisBellDCAFC

Typical 'football manager' gamer comment. Just do this and good things happen, it's that easy.



Frank Jamieson @frankfuntime74

Some really poor takes ion here re Hecky & our performance today. Getting beyond stupid now. This is real life Championship football not football manager. Point away – take it & move on to Tuesday night



daydreamer @stdydreams

Real life is not football manager Imao



STRATEGY

WIN FM GAMERS OVER BY GETTING THEM THE REAL-WORLD RECOGNITION THEY CRAVE

MM

Creative Brief

MICROSOFT XBOX

MM

Overview

Football Manager 2024 is releasing on Game Pass, but the last few editions of the game have driven limited sales for Xbox.

Challenge

Football Manager gamers have played on PC for two decades and are loyal to the platform.

Opportunity

Win over the FM audience by showing Xbox understands them better anyone else.

Truth

FM gamers are the biggest untapped pool of managerial talent in the world.

Strategy

Win FM gamers over by getting them the real-world recognition they crave.

Creative Ask

Make it impossible for FM gamers to not play the 2024 edition of the game on Xbox Game Pass.

Audience

FM Gamers and football fans – across PC/Console/Mobile.













SIGN UP PROCESS

THE EVERYDAY TACTICIAN



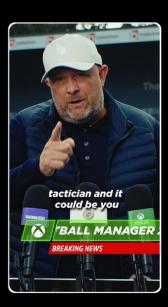
FOOTBALL 2024 MANAGER 2024

We turned the game Football Manager 2024 into the method of application for the job.

STEP 7

The unique job was announced by the Bromley FC manager in a press conference video which gained 2M views in 24 hours.

BROMLEY FC RECRUITED
FROM AN *UNTAPPED*POOL OF TALENT - GAMERS.





Applicants had to show their skill by completing an in-game Xbox Achievement in FM24 - "Championes" which was verified through their Gamertag.

GAMERS' **SKILLS**WERE TESTED **IN-GAME**.



Applicants had to submit a 1-minute video telling the Bromley Manager why they deserved the job.

GAMERS COULD MAKE
THEIR CASE **DIRECT**TO THE GAFFER.



STEP 4



Three top applicants were selected by Xbox and Bromley FC to be interviewed by the Manager and CEO.

THEY WERE PUT UNDER **PRESSURE** IN A 2-ON-1 INTERVIEW.







The documentary followed Nathan Owolabi's growth and development within the tactician role. It aired in a media partnership with TNT Sports - The UK's largest sports network and the rights holder to the National League.

















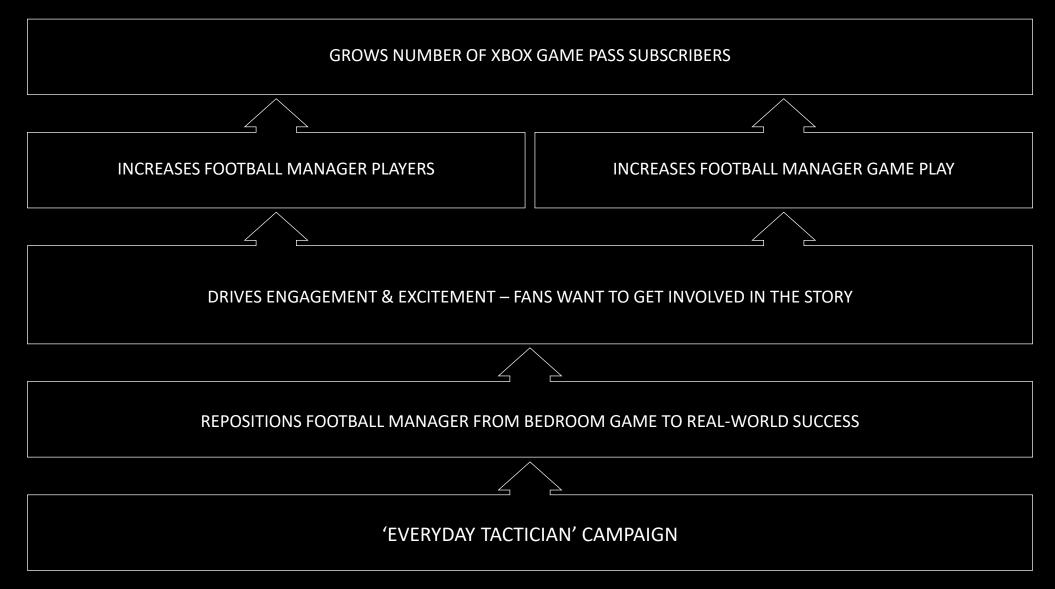






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CAMPAIGN FRAMEWORK





CAMPAIGN RESULTS

GROWS NUMBER OF XBOX GAME PASS SUBSCRIBERS GAMERS PLAYING FOOTBALL MANAGER VIA A GAME PASS SUBSCRIPTION INCREASED +56% INCREASES FOOTBALL MANAGER PLAYERS INCREASES FOOTBALL MANAGER GAME PLAY PLAYERS INCREASED +26% **HOURS PLAYED INCREASED +33%** DRIVES ENGAGEMENT & EXCITEMENT – FANS WANT TO GET INVOLVED IN THE STORY 1.5 BILLION OVERALL CAMPAIGN IMPRESSIONS FOOTBALL MANAGER 2024 EDITION IMPRESSIONS INCREASED +416% REPOSITIONS FOOTBALL MANAGER FROM BEDROOM GAME TO REAL-WORLD SUCCESS. "THIS IS EXACTLY WHAT I'VE SPENT TEN YEARS PLAYING FOOTBALL MANAGER FOR!" 'EVERYDAY TACTICIAN' CAMPAIGN



TAKEAWAYS

Trust in the creative leap

Get what you need, not what you want

Knowing your audience allows you to do brave things

Strategy and creative fusion

Creative impact starts at the start

Have a strategic framework that joins the dots

