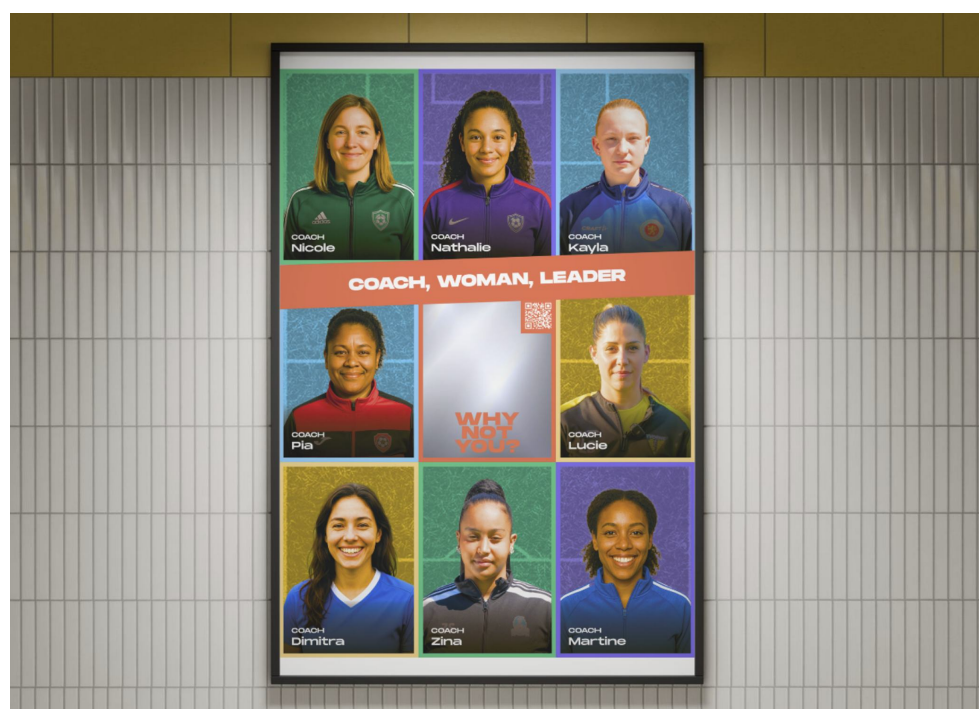


## Obstacles lifted

- 01** Lack of female representation in football coaching.
- 02** Lack of accessible networks and resources for future coaches.
- 03** Doubts and lack of confidence among women when considering this career.



3D Mockup of the trailer booth experience



Mockup of the Mirror poster

## Proposed solution

A **two-phase program** to inspire, engage, and support women in their journey to becoming football coaches.

### Phase 1 - Awareness & Activation

#### Print Campaign "WHY NOT YOU?"

Posters in clubs and high-visibility urban areas featuring portraits of female coaches and a mirror to directly engage viewers.

#### Booth\* at Euro 2025

A trailer booth where football lovers can discover installations such as photography, interviews of female coaches, and interact with their surroundings.

### Phase 2 - Conversion & Retention

#### Immersive Landing Page

Inspiring scrollytelling, key information on coaching, access to training programs, coach testimonials, and strong calls to action for sign-ups.

#### Emotional Video

Highlights from the booth, fresco creation process, interviews with participants and experts, released after Euro 2025.

## Marketing

- **Digital strategy** via Instagram, TikTok, and YouTube to maximize **reach** and **virality** #WhyNotYou
- Partnerships with **female football ambassadors**.
- Development of a strong and consistent **graphic identity**.

## POC Activation

#### Swiss rollout

Extend the activation to the entire amateur football ecosystem. Reuse the booth at matches, open days, and tournaments.

#### Accessibility

Translate the landing page and interviews into all three national languages. Ensure ease of access for diverse audiences across Switzerland.

#### Content expansion

Gather additional coach testimonials to enrich the storytelling base. Update the platform with new portraits, partners, and club contributions.

#### European scale-up

Prepare a ready-to-use kit for other European federations. Make WHY NOT YOU? a replicable tool to inspire women continent-wide.

## Trailer Booth\*

For an immersive experience, the trailer Booth will have :

- A **mirror** surrounded by videos of female coaches.
- A **photobooth** whose visitor portraits make up a collective fresco sending a strong community message. Each participant receives their photos with a QR code linking to the landing page.
- A **wall of photographs** of female coaches
- A TV playing **interviews** of female coaches

## Success Metrics

#### Digital engagement

Number of shares, social media interactions, and traffic on the landing page.

#### Qualitative feedback

Participant testimonials and evaluation of their journey post-activation.

#### Conversions

Training program registrations via the landing page.

#### Physical participation

Number of portraits captured at the photo booth.