

WHY NOT YOU?



WHY NOT YOU? WHY NOT YOU? WHY NOT YOU?

SOCIETY HAS ALWAYS TOLD WOMEN THAT THEY CANNOT COACH.

“I never considered being a coach, it’s hard to be a woman in this environment”

“It seems like female coaches don’t have as much credibility as male coaches.”

“I think coaching is more suited for men”

When you’ve never seen someone like you doing it, it’s hard to imagine yourself in that role.
These are real quotes from our interviews with female players.

**BUT IF THEY WEREN'T DISCOURAGED FROM
COACHING, THEIR PASSION WOULD
NATURALLY LEAD THEM TO IT.**

“Passing on my passion to
younger generations is
what drives me.”

“After a career as a player,
coaching allows me to stay
connected to the field.”

That desire is there. We just need to help it grow.

OUR NARRATIVE CONCEPT

You've always been part of the game. You've lived every victory, every challenge, every moment. Football is in your DNA. Now, it's time to take that passion further, to guide, to inspire, to lead. Break the limits.

Coaching isn't just about tactics; it's about shaping futures, building a team, and passing on what makes this sport so powerful. The game needs more women to step up.

SO WE'RE HERE TO ASK EVERY WOMAN WHO LOVES FOOTBALL:

**WHY
NOT
YOU?**

LEAD YOUR PASSION, SHAPE THE GAME

OUR VISUAL IDENTITY

We created a **bold, expressive identity** to reflect the energy and emotional power of coaching.

Color Palette:

Orange, blue, green, purple, yellow. These colors are vivid and inclusive

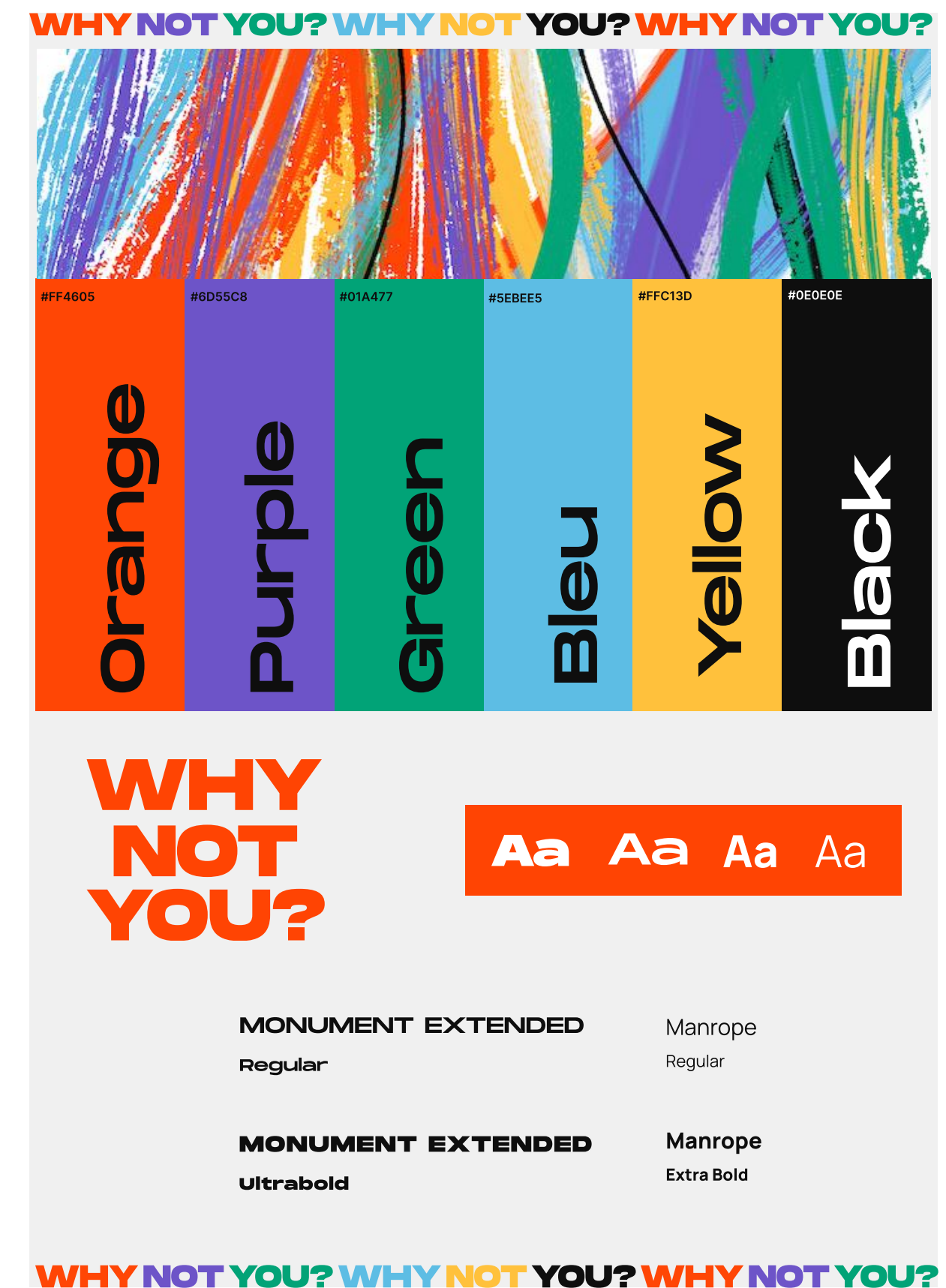
Fonts:

We chose Monument Extended and Manrope. Two fonts that reinforce a modern, strong, and motivational message.

Style:

Abstract brush strokes, playful overlays, and engaging imagery of female athletes symbolize passion, progress, and breaking barriers.

This **visual world reflects our message**: coaching is intense, emotional, and for everyone.



OUR VISION

We believe no woman should face barriers on her journey to becoming a coach. No doubts, no roadblocks, no limits. To make this vision a reality, our campaign focuses on two key missions :

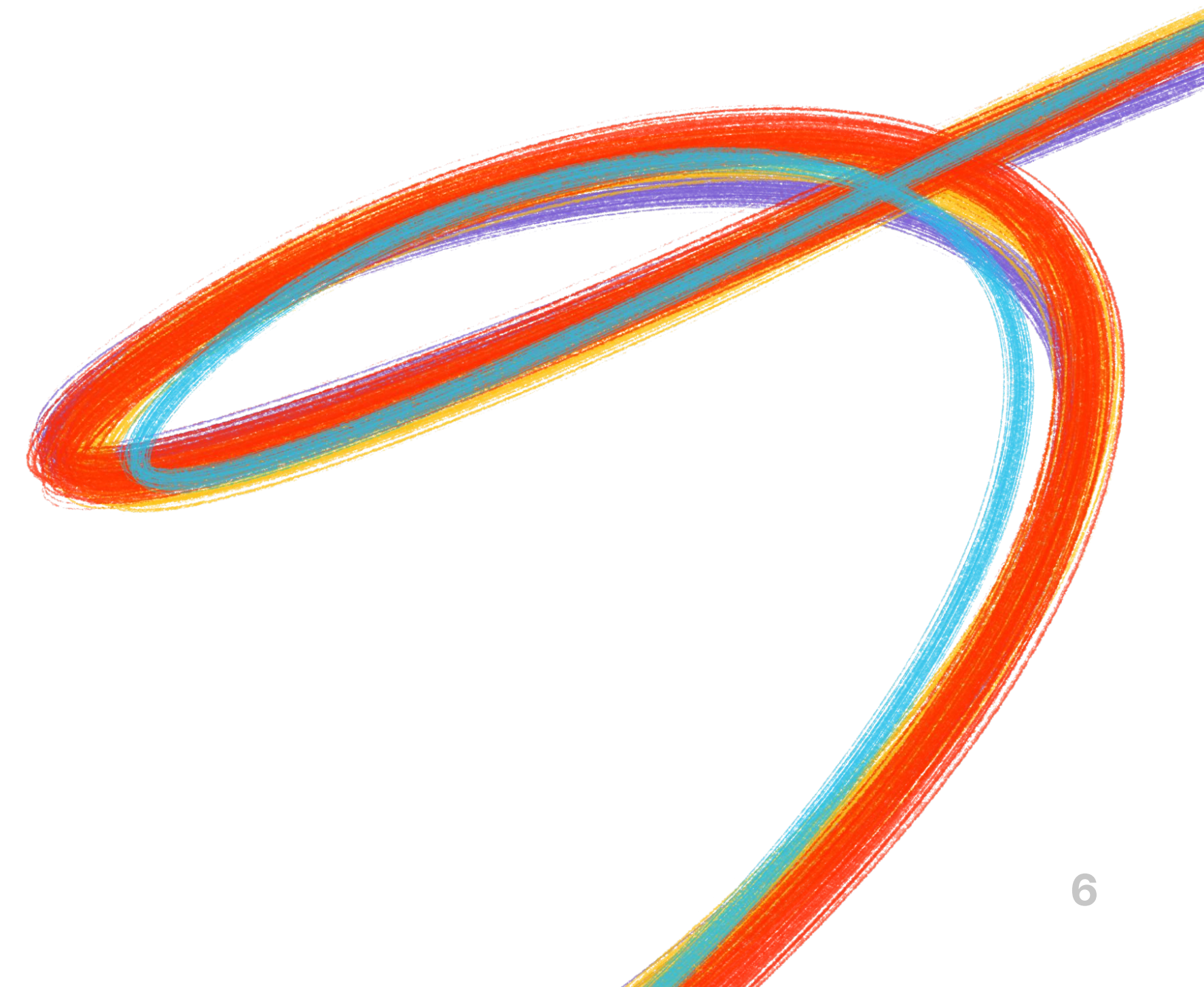
- **Inspiring women:** showing them that coaching is for them, that they belong, and that they have what it takes.
- **Engaging the industry:** making sure those who can mentor and support these future coaches understand the challenges they face and commit to breaking down barriers.

Our solution focuses primarily on empowering women through storytelling, lived experiences and community.

With a full-funnel marketing strategy, we ensure that women don't just see the opportunity: they feel it, believe in it, and take action. It's designed to be scalable.

Target audience:

Women aged 18–35 already connected to football (players, students, and aspiring leaders in the sport).



AWARENESS

Self Reflection Print

A striking print features female coaches gathered around a mirror with the message "Why not you?". This invites viewers to envision themselves as leaders. We plan to display these visuals in football clubs, stadiums and public spaces to spark a global campaign and empower women to step into coaching roles. The QR code links to the landing page.



ACTIVATION

Trailer Booth

We will be physically present at major football events, including at stadiums during the UEFA Women's Euro 2025 matches. Our booth, built on a trailer, is easy to transport from one event to another. It will feature a photo booth, a mosaic photo wall, information zones, and an overall football-inspired atmosphere. All surrounded by inspiring insights from female coaches. Modular, mobile, and ready to scale.



ACTIVATION

Photobooth

During Euro 2025, fans and visitors take portraits at the Photobooth. Each photo, linked via a QR code to our landing page, becomes part of a giant "Why not you?" mosaic.



Interactive mirrors

This will be installed to offer a powerful moment of reflection. As visitors see themselves in the center, they're invited to ask: Why not me? Reinforcing the campaign's empowering message.

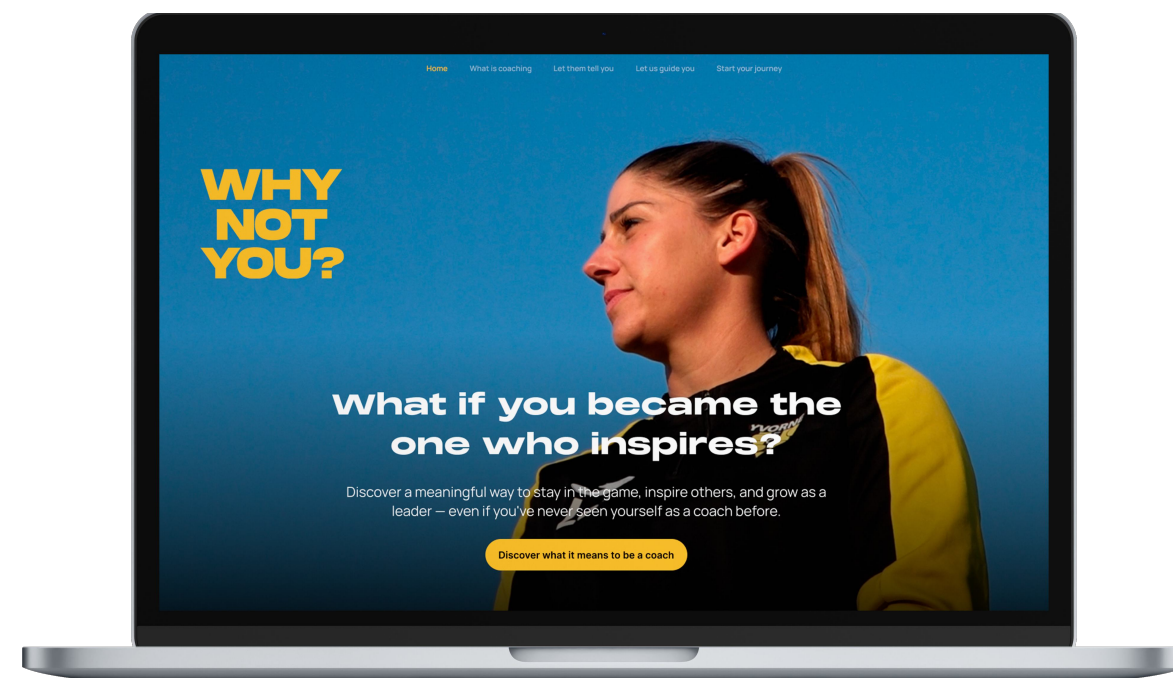
This powerful symbolic actions aims to bring together all of those who share a love of football to support gender-inclusive football and women's leadership in coaching.



CONVERSION

Landing Page

After the activation phase, an immersive landing page will inspire and guide women on their path to becoming coaches. Through impactful storytelling and real testimonials, it highlights the value of coaching and the role of women in the field. The page offers clear steps, training options, and strong calls to action to turn inspiration into concrete action. Everything in the campaign points here. Check out our [Figma prototype](#)!



Workshops

We designed the workshops as in-person discovery sessions, led by the coach ambassadors featured in our campaign. They target women who are curious about coaching but unsure if it's for them. With no pressure to commit, the sessions offer a first-hand look at the mindset and values behind coaching.

LOYALTY

Interviews

We collaborated with several female coaches to produce interview videos, capturing inspiring and motivating insights about their journeys in football and their experiences as coaches. These will be featured on the campaign's landing page, and on a big screen in the trailer booth, while shorter versions will be adapted for social media platforms dedicated to our campaign.



Conclusion

Sucess metrics

- Landing page visits & conversion rates
- Number of portraits taken at the photo booth
- Workshop and license sign-ups
- Engagement with #WhyNotYou
- Participant feedback

Next Steps

- Launch during UEFA Women's EURO 2025
- Translate materials into national languages
- Activate clubs to host workshops year-round
- Continue growing coach testimonial content
- Package the campaign for other European federations

Takeaways

This project wasn't just about building a campaign — it was about listening, questioning, and designing for change.

We learned how to balance ambition with feasibility, how to collaborate across disciplines, and how to build something grounded in real stories.

It challenged us, motivated us, and showed us what we're capable of as a team.

We believe this campaign has the power to reshape perceptions of women in coaching and we're excited for what comes next.