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Xero and FIFA Women's Football - Beautiful Game, Beautiful Business

Bronze | Company: Xero (NZ) | Category: Sports | Client: Xero | Year: 2024

In 2022, Xero kicked off an exciting new global partnership with FIFA Women's Football, and with the FIFA Women's World Cup 2023™ headed to New Zealand shores Xero's local marketing team knew they had a big job to do. Running with our home advantage we created an extensive brand awareness and community engagement marketing campaign, having fun with activations like customer viewing parties and ticket giveaways (to the equivalent of a town with the population of Blenheim, Alice Springs, or twice the Cook Islands!), train station takeovers, and a grassroots-focused partnership with New Zealand Football. Xero was founded in New Zealand in 2006, meaning it operates in a mature market that makes sustained brand growth more challenging. But through purposeful planning and an authentic desire to support women in football and small businesses, we achieved groundbreaking results for a new FIFA Women's Football sponsor - performing better than many established Women's World Cup partners. The 'Know your numbers. Know your business.' campaign garnered almost 19 million impressions from Kiwis across print, digital, and out-of-home channels, resulting in Xero being in the top three brands in NZ for partnership awareness growth (of all FIFA Women's World Cup 2023™ partners tracked pre and post tournament by Nielsen).

