

CASE STUDY: THE FOOTWALL

Industry: Media & Communications

World Cup fever

As a union of footy fans we were immensely proud of our work on England's 2018 World Cup bid campaign. Then, what began as a mere flicker of an idea over a few beers one evening, became, less than a week later, an event that generated mass excitement in our industry and our community.

Using our professional skills and a combination of persuasion, negotiation and determination, we consolidated and exemplified our support of the 2018 bid with an ambient, interactive Twitter project called The Footwall. England's 2010 World Cup campaign was discussed in real time on London's first ever World Cup Twitter wall, projected onto the four-storey façade of our Farringdon offices.





CASE STUDY: THE FOOTWALL

Industry: Media & Communications

The sky at night

Using the 2010 bid branding and typography, we projected a live Twitter feed onto our London headquarters every night during the 2010 World Cup. The aim: to celebrate the world's biggest sporting event every evening with match reaction commentary and debate.

We designed, coded, planned and implemented every stage of this project internally, connecting a community through social media and lighting up the night sky with the nation's hopes and fears.



CASE STUDY: THE FOOTWALL

Industry: Media & Communications

A benchmark of creativity

The Footwall was a huge success, garnering interest throughout our own neighbourhood, as well as further afield online. In fact, neighbouring creative agencies looked on enviously and used the project as an internal benchmark for creativity. Seeing people stop in the street to take photos was testimony to the success of the project, and for one glorious summer, everyone in our London office was united in pride.

