

SUPERSTARS BECOME SUPERFANS AS “THE WORLD BECOMES THE FIFA WORLD CUP™” IN NEW FOX SPORTS CAMPAIGN SPOT

David Beckham, Ryan Reynolds, Joel Embiid, Alex Morgan, Evander Holyfield
Featured in Ad, Celebrating the 30-Day Countdown to the Tournament

“This Summer” Spot (:90): <https://www.youtube.com/watch?v=GC3LwDEVyzE>

May 15, 2018 (Los Angeles, CA) -- The **2018 FIFA World Cup™**, the year’s biggest global sports moment, is 30 days away, and the stars – on and off-the-field – are ready for it to transform the summer. **David Beckham, Ryan Reynolds, Joel Embiid, Alex Morgan and Evander Holyfield** play featured roles in **FOX Sports’ “The World Becomes the FIFA World Cup™** campaign, showcasing their enthusiasm for the elite players and teams competing in Russia, **June 14-July 15 on FOX and FS1**. The new ad, “**This Summer**” debuts today, May 15 simultaneously across 21st Century FOX television networks -- FOX, FS1, FX, National Geographic and numerous others. It will also air May 16 during the NBA Western Conference Finals.

Throughout the spot, the arrival of the FIFA World Cup™ changes fans’ perspective. “Men become gods,” exemplified by Argentina’s **Lionel Messi** who, through the art of Super Saiyan animation, morphs into a deity. “Allies become rivals” in the blink of an eye, as **Marcus Rashford** and **Anthony Martial** go from club teammates (at Manchester United) to opponents (for England and France, respectively) during an EA Sports *FIFA 18* video game matchup. And “players become fans,” as young NBA phenom, **Embiid** juggles a basketball with his feet yelling, “Sign me up!”

Reynolds, as *Deadpool* (his *Deadpool 2* movie character), ribs former England captain **Beckham**, as the superhero quips disappointedly at not being joined by current player Wayne Rooney. **Holyfield**, watching Luis Suarez, critiques the Uruguayan star’s past controversial tactics. Additional 15-second vignettes specifically focused on Reynolds & Beckham, Embiid and Holyfield complement the main spot.

“It doesn’t get any bigger than the FIFA World Cup. It brings together the worlds of sports and celebrity for an incredible month-long pop culture event,” said **Robert Gottlieb, EVP of Marketing, FOX Sports**. “It was a natural fit to have movie stars, musicians and championship athletes as part of our campaign.”

“Over and Over and Over,” the latest single from rock & roll icon Jack White’s new album *Boarding House Reach*, plays throughout.

Also appearing are **FOX Sports Lead Studio Host Rob Stone and Lead Studio Analyst, Alexi Lalas**, tapping on the screen of a viewer still in bed and reminding her to “Wake up!” for an early match. Elsewhere inside of a bar, “beer becomes breakfast” for a morning kickoff. And an obsessive, head-down **FOX Sports app** match viewer dodges street traffic.

U.S. Women's National Team forward and 2015 FIFA World Cup™ winner, **Alex Morgan** also checks in from her treadmill workout, in preparation for the 2019 Women's FIFA World Cup™. And Mexico's **Dos Santos brothers (Jonathan and Giovanni)** walk off the team plane, vying for their country's first FIFA World Cup™ trophy. The spot also pays homage to international stars **Cristiano Ronaldo, Neymar, Paul Pogba** and the underdog team from **Iceland**.

Additional storylines come to life in the campaign through additional spots that complement the "This Summer" ad:

- ["A Curse Becomes a Challenge"](#) focuses on the Mexico, who's lost in their fifth game of the tournament in every FIFA World Cup™ since 1994.
- ["Epic"](#) plays out the rivalry between the world's two best players, Messi and Ronaldo
- ["Men Become Gods"](#) on Messi's impact
- ["Everything Becomes Not Enough"](#) on Ronaldo's summer goals

The World Becomes the FIFA World Cup™ campaign was created by Wieden + Kennedy New York. Artist, Meyhem Lauren provides the voiceover.

15-second vignettes:

- [Reynolds & Beckham #1 \(Deadpool 2-inspired\)](#)
- [Reynolds & Beckham #2 \(Deadpool 2\)](#)
- [Joel Embiid](#)
- [Holyfield](#)

About Fox Sports

FOX Sports is the umbrella entity representing 21st Century FOX's wide array of multi-platform US-based sports assets. Built with brands capable of reaching more than 100 million viewers in a single weekend, FOX Sports includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FOX Sports includes the sports television arm of the FOX Broadcasting Company; FS1, FS2; FOX Sports Regional Networks, their affiliated regional web sites and national programming; FOX Soccer Plus; FOX Deportes and FOX College Sports. In addition, FOX Sports also encompasses FOX Sports Digital, including FOXSports.com and the FOX Sports app. Also included in the Group are FOX's interests in joint-venture businesses Big Ten Network and BTN 2Go, as well as a licensing agreement that established the FOX Sports Radio Network.

About Wieden + Kennedy New York

Wieden+Kennedy, founded in Portland, Oregon in 1982, is an independent, privately held global creative company with offices in Amsterdam, Delhi, London, New York City, Portland, São Paulo, Shanghai, and Tokyo. In addition to FoxSports, W+K works with some of the world's most innovative brands, including AB-InBev, Coca-Cola, Delta Air Lines, Facebook, Honda, Instagram, Lyft, Mondelēz, Nike, Procter & Gamble, and Samsung. In 2018, the agency was honored as *Fast Company's* Most Innovative Company in Marketing and Advertising, listed in the #1 spot on *Ad Age's* Agency A-List, and named *AdWeek's* Global Agency of the Year

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