



Football Federation of Australia

Australia's bid to host the World Cup 2018/2022

To launch the Football Federation of Australia's bid for the FIFA World Cup, the world's first sporting social network-driven grassroots movement was created to showcase our national enthusiasm for hosting the World Cup in 2018 or 2022.

Lawrence Creative Strategy created a two and a half minute film inviting the world to "ComePlay" and showcasing Australia as the 'world's best playground.'

The film directed people to the official bid website – the centerpiece of the bid campaign – australia2018-2022.com.au. The site encourages the public to join in the movement, take action and help win the bid.

Within 24 hours there were 25,000 visits, 170,000 page views, people spent on average nearly 7 minutes exploring the site.

The growth of the movement is constantly updated on the site, a visual expression of the Australian public's passion for football and the bid. With FIFA, deciding the host for both the 2018 and 2022 World Cups in 2010, the site will act as a dynamic and compelling argument in favour of our bid.

Partners

STW: Rose Herceg and Jonathan Swan

Film: Director: Mark Toia, Art Director: Adam Whitehead/STW, Production company: Zoom FilmTV, Music: Song Zu, Editor: Drew Thompson/Guillotine
 Digital Agency: David Trewern, Michael Trounce, Adam Morris and team/DTDigital