



Nike Believes in Team USA in Women's World Cup Spot

07.08.2019

Nike joined the rest of the country in celebrating Team USA's win in the 2019 FIFA Women's World Cup final with this striking spot, created by Nike's agency of record, Wieden + Kennedy Portland. The U.S. beat the Netherlands 2-0 on Sunday to clinch the title for a second consecutive time.

The spot starts slowly but then really revs up:

"I believe that we will be four-time champions and keep winning until we not only become the best female soccer team but the best soccer team in the world. And that a whole generation of girls and boys will go out and play and say things like 'I want to be like Megan Rapinoe when I grow up.' And that they'll be inspired to talk and win and stand up for themselves. And I believe that we will make our voices heard and TV shows will be talking about us every single day and not just once every four years. And that women will conquer more than just the soccer field, like breaking every single glass ceiling and having their faces carved on Mt. Rushmore. And that we'll keep fighting not to just make history but to change it â€¦ forever!"

It closes out with adoring fans screaming "I believe that we will win!"

The final of the 2019 Women's World Cup scored a 10.0 rating, 27 share in Fox overnight metered markets, outpacing the Men's World Cup finals-which featured no Americans since the U.S. men failed to qualify for the tournament-last summer by about 20 percent. Nearly 20 million people tuned into the game, including nearly 14 million on Fox alone.

Socially, the game also was a hit, with 7.6 million mentions and 81.7 million engagements during the game and since the win, according to social media analytics firm Talkwalker. Nike's above spot also scored, earning 323,000 shares/likes and 20.5 million views. Overall, Nike was the brand with the most social engagement during the tournament, with 51.3% of brand voice, according to the firm.

READ MORE: Ad Age, Adweek, The Hollywood Reporter

CREDITS

Client: Nike

Agency: Wieden + Kennedy Portland