

Airtel launches TVC to inspire soccer stars

Airtel Africa recently launched a Pan-African television ad, created by Ogilvy Africa in Kenya, that aims to inspire youth to pursue their passion for football, by participating in the Airtel Rising Stars tournament.



The tournament, currently underway across Airtel markets in Africa supports talent at a grassroots level and provides youth with a platform to upgrade their football skills.

"Airtel is passionate about Africa, and Africa is passionate about football," explains Andre Beyers, chief marketing officer, Airtel Africa. "Initiatives such as this will create a positive impact in the communities where we operate and empower the youth - an extremely important part of our society."

"What makes Airtel Rising Stars different from any other football tournament is the sheer scale and grandeur of this initiative. The tournament is being played by thousands of youth across the continent - it is really quite spectacular. This is what we are aiming to communicate through the television ad", commented Beyers.

"If you're the next African superstar, we'll find you" is the central message in the commercial and summarises the objective of the tournament. The focus is on identifying and nurturing young soccer players, under the age of 17, and provides them with a platform to showcase their skills to leading scouts and coaches.

Partnership

In select markets, including Burkina Faso, Chad, Democratic Republic of the Congo, Gabon, Kenya, Madagascar, Malawi, Niger, Sierra Leone, Tanzania and Congo Brazzaville, the tournament is supported by a partnership between Airtel and Manchester United Football Club. Select players from markets that are not covered under the partnership will get a chance to participate in an exclusive soccer camp to be held in South Africa.

The partnership is part of a four year sponsorship and mobile content agreement that was confirmed at the end of last year and allows Airtel operations to make use of the clubs' technical resources and marketing expertise.

Skills development

Under the aegis of its soccer schools banner, Manchester United Soccer Schools, the soccer club will provide support during the football camps organised in Gabon and Tanzania planned at the end of the tournament. Select players from markets that are not covered under the partnership will get a chance to participate in a exclusive, professional football camp in South Africa.

For more, visit: <https://www.bizcommunity.com>