



LiveScore Unveils 'More Than A Score' Campaign as Football Icon Cristiano Ronaldo Stars in the Brand's First Ever TVC

- 'More Than A Score' campaign unveiled in the first ever LiveScore 60' and 30' TV spots starring Official Global Brand Ambassador Cristiano Ronaldo
- Backed by a multi-million pound media plan to win the hearts of football fans with significant presence on Sky Sports and BT Sport
- 'More Than A Score' represents the first campaign from newly appointed creative agency Wonderhood Studios and media experience agency Bicycle London

Friday 13th August 2021

LiveScore, the global sports media business and one of the world's leading real-time sports updates providers, has today unveiled '*More Than A Score*', the brand's biggest ever creative campaign headlined by its debut TVC.

Starring football icon, and LiveScore's Official Global Brand Ambassador, Cristiano Ronaldo the hero 60' TVC premiered for the first time today on the Portuguese star's own social media channels, reaching more than half a billion fans across Instagram, Facebook and Twitter.

Backed by a significant seven-figure media plan, the 'More Than A Score' campaign will look to cement LiveScore in global football culture, with an immersion strategy that will see the advert aired during every live Premier League broadcast this season on both Sky Sports and BT Sport in the UK. The TVC will also be shown across various other live games throughout the 2021/22 campaign.

By featuring in multiple premium spots, including the sought-after centre-breaks, the new campaign will reach over 75% of UK football fans and over 95% of UK 'serious' supporters over the course of the season. Alongside AV, the campaign will be supported by a range of OOH activity in the months that follow.

[Click here to see LiveScore's 60' 'More Than A Score' advert.]

The 60' and 30' TV spots were directed by Knucklehead's Chris Hewitt, well regarded in the industry for a body of work including Lucozade, Samsung and Dunlop. The narrative of the advert transports viewers directly into the epic heart of the action, exploring the meaning and emotions for fans as Cristiano Ronaldo scores a goal that transcends mere sporting importance. Far beyond those celebrating the goal in-stadium, the advert showcases the impact across the globe be it for taxi drivers, caterers, priests and even astronauts.

LiveScore captivates sports audiences by delivering premium content and engaging products to fans across 200 territories worldwide. Via the LiveScore app for iOS and Android devices, fans can follow real-time sports updates and access exclusive on-demand video content on the new global video service, 'Watch'.

'More Than A Score' represents the first client work for LiveScore from Wonderhood Studios and Bicycle, two exciting new agencies recently retained by the business this year. Wonderhood Studios and Bicycle complete a creative brand roster that also includes sports PR agency MatchFit.



Ric Leask, Marketing Director at LiveScore, said;

“We are hugely excited to unveil ‘More Than A Score’, our biggest ever brand campaign and debut TVC. We can think of no better way to do this than with a starring role for Cristiano Ronaldo, our Official Global Brand Ambassador and the greatest player of all time.”

As football fans we know that the beautiful game is about far more than a score, and we believe our audience around the world will love the emotion and feeling this campaign will unlock. This is a superb piece of work from our new agencies Wonderhood Studios and Bicycle, who we were delighted to appoint this year to our agency roster. We can’t wait to get started together.”

Aidan McClure, Chief Creative Officer at Wonderhood Studios, said:

“LiveScore has a massive global footprint fuelling fans in more than 200 territories. Developing their first brand platform featuring the world’s most famous footballer has been an exciting one for Wonderhood Studios

‘More Than A Score’ is rooted in the understanding that, to players, clubs and fans from all walks of life, a goal is so much more than just a set of digits. It recognises and celebrates the true agony and ecstasy you feel as a fan and how one goal can change everything...”

Graeme Douglas, CSO at Bicycle, said;

“We’re throwing out category norms with this campaign: going for an experience-led, brand-building approach in a market categorised by short-term tactical marketing. Some might think we’re mad. But as the great Marcelo Bielsa said, ‘a man with new ideas is a madman, until his ideas triumph.’”

For more information, please contact press@livescore.com.

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About LiveScore:

An early pioneer in the online sports media space, LiveScore™ was founded in 1998 and is a global sports media business, real-time sports updates provider. Following its acquisition in 2017, the LiveScore business was subsequently demerged into the Anzo Group in 2019. Today, LiveScore continues to deliver the top quality content that its users have come to expect, with its up-to-the minute sports updates. LiveScore boasts active users across 200 territories making it quite simply one of the world’s best-known brands in the market. LiveScore is also proud to be the Official Global Scoring Partner of LaLiga Santander.

About Wonderhood Studios

Wonderhood Studios is a new kind of creative company. Driven by unique forms of collaboration, we use the power of creativity to grow ambitious brands and get them talked about. As an independent studio, we work with some of the most talented and innovative creators, platforms, and brands in the world including Three, Nike, Branston, and Starling Bank.

About Bicycle

Bicycle is a Media Experience Design Agency, founded in 2021. Media experience (MX) is a new concept engineered to work hand-in-glove with a brand's CX and UX disciplines. MX focuses on context and actual experience rather than channel, placing the entire emphasis on effect. Rather than rely on the claimed and assumed behaviours so often leant on by media agencies, MX uses a blend of data science and qualitative insight to observe and utilise real human behaviour and intent.

Creative Credits:

Creative Agency: Wonderhood Studios
Media agency: Bicycle



PR agency: MatchFit

Production Company: Knucklehead
Director: Christopher Hewitt
Producer: Darren Tuohy
Director of Photography: Joost Van Gelder
Editor: James Rosen at Final Cut
Post Production: Electric Theatre Collective
Post Producer: Marie O'Brien
Colourist: Jason Wallis
2D Leads: Alex Snookes, Iain Murray
CG Lead: Greg McKneally
Sound Design: Parv Thind at Wave
Music Supervision: Dave Bass at Theodore

Print Credits:

Producer: Danielle Stutz
Photographer: Sandro Baebler

Media Experience Credits:

Sarah Kong, MX Design Director
Will Ridley, MX Designer
Matt Sharkey, AV Director