

HAVAS Play

UEFA WOMEN'S EURO 2025

BEYOND THE BUZZ

***How Brands Can Win
with Women's Football***

From Presence to Purpose:

Playing the Long Game in Women's Football

With over **500 million global viewers**, sold-out stadiums, and booming sponsorship and broadcast revenues, the UEFA Women's EURO 2025 confirmed that women's football is not a "rising property"—it's a **new cultural powerhouse**.

While brands are flocking to women's football to reach this engaged and passionate fan community, those that wish to drive lasting and authentic impact have a lesson to learn from athletes: **winning is about more than showing up on game day**.

To go beyond the buzz, **brands need to act tactically and strategically**, developing a presence that is purposeful and continues to make an impact after the final whistle blows. In this playbook, Havas Play examines the keys to becoming a meaningful part of the women's football revolution and explores brands that are making an impact in one of the most exciting opportunities in sports today.



The Game Has Changed. Has Your Brand's Approach?

According to ITV, England's dramatic semi-final win over Italy garnered the British broadcaster its **biggest audience of the year**, earning 10.2 million linear views and another 17.2 million on streaming platform ITV X.



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The **visibility for women's football is here** – audiences are growing, and the emotion is undeniable. But while the conversation around women's football is louder than ever, most brand activity still revolves around high-gloss sponsorships and player-fronted campaigns. **Brands that take this "splash and dash" approach are not tapping into the full potential to make an impact.**

To unlock the cultural and commercial opportunity of women's football, **brands need to go deeper** – beyond the logo, broadcast, and one-off campaigns.

Going deeper means being part of women's football:

- Behind the cameras
- Behind the training sessions
- Behind the community efforts

in the real stories, struggles and joy of players and fans alike

The ROI Is There — But You Need a Longer Lens

Despite breaking viewership records, **women's sports attracts less than 15% of global sponsorship deals** and not a single woman appears in Forbes' list of the 50 highest-earning athletes globally.

Yet, the data is clear:

- **For every dollar invested in women's sports, more than \$7 is returned in customer value** (Deloitte, 2024).
- **A third of consumers view brands more favorably when they support women's sport** — 12% higher than for men's sport (Women's Sport Trust, UK, 2023).
- 90% of British men who watch women's sport say women's rights and equality matter to them (The Athletic, 2023).

Despite the lag in sponsorships and compensation for women's sports, these athletes are earning massive, loyal audiences. There's equity to be earned for brands in this space, but only for those who act with intent, authenticity and consistency.



"One of the most interesting parts to me is the rise of superstars of the likes of Aitana Bonmatí, Alessia Russo or Alexia Putellas. They are turning into some of the most relevant and influential sportspeople around and brands aren't yet taking full advantage of it. Lucy Bronze played the entire tournament with a broken tibia... These players are showing heart and passion in a way that connects deeply with a massive audience who naturally becomes engaged and loyal. They are powerful influencers the masses put their faith and trust in, and that is priceless to brands."



Meggane Grand,
Commercial Director of CA Sports Part of Havas Play

The Real Play: Purposeful Presence Over Peak Moments



At Havas Play, we believe brands have two paths when entering women's football:

1 Tactical and Intentional Activation (The Short Game)

Entering a tournament is valid. But it must be done with purpose:

- Does the campaign reflect the brand's values?
- Does it add value to the community?
- Will it be remembered once the stadium empties?

2 Strategic Brand Building (The Long Game)

- Build an owned platform that lives beyond match day.
- Partner with players, not only to promote, but to co-create.
- Show up in training grounds, in grassroots initiatives, in storytelling that isn't always shiny but is always real.

Five Brands that Showed Up at UEFA Euro 2025 *Where it Really Mattered*

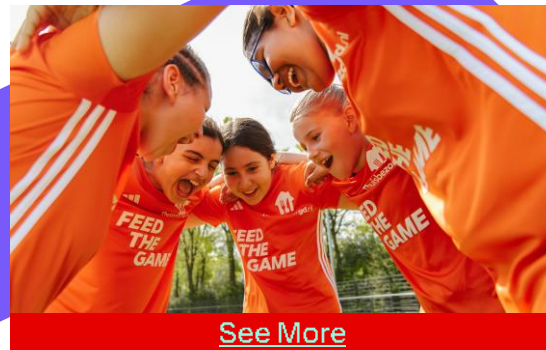
Amazon

Supported UEFA's Off Mute platform to amplify young girls' voices in football, showing how tech brands can step into culture with purpose.



Just Eat

Didn't stop at logo presence. It launched Quick Collect services in stadiums to improve fan experience, reduced waste, and supported grassroots football clubs



AXA

Activated a women's health campaign and mobilized over 2,500 volunteers—proving that emotional relevance builds more than just reach.



LIDL

Brought its promise of accessibility to life by hosting youth camps, healthy food stations, and urban gardens around stadiums.



Five Brands that Showed Up at UEFA Euro 2025 *Where it Really Mattered*

Adidas

Created the F50 Sparkfusion boot, fully designed for women, and brought it to life through culture-focused activations in collaboration with Havas Play UK like the Three Stripe Social Clubs—blending sport, music and creativity in Basel and Zurich.



[Click to play](#)

From Visibility to Legacy

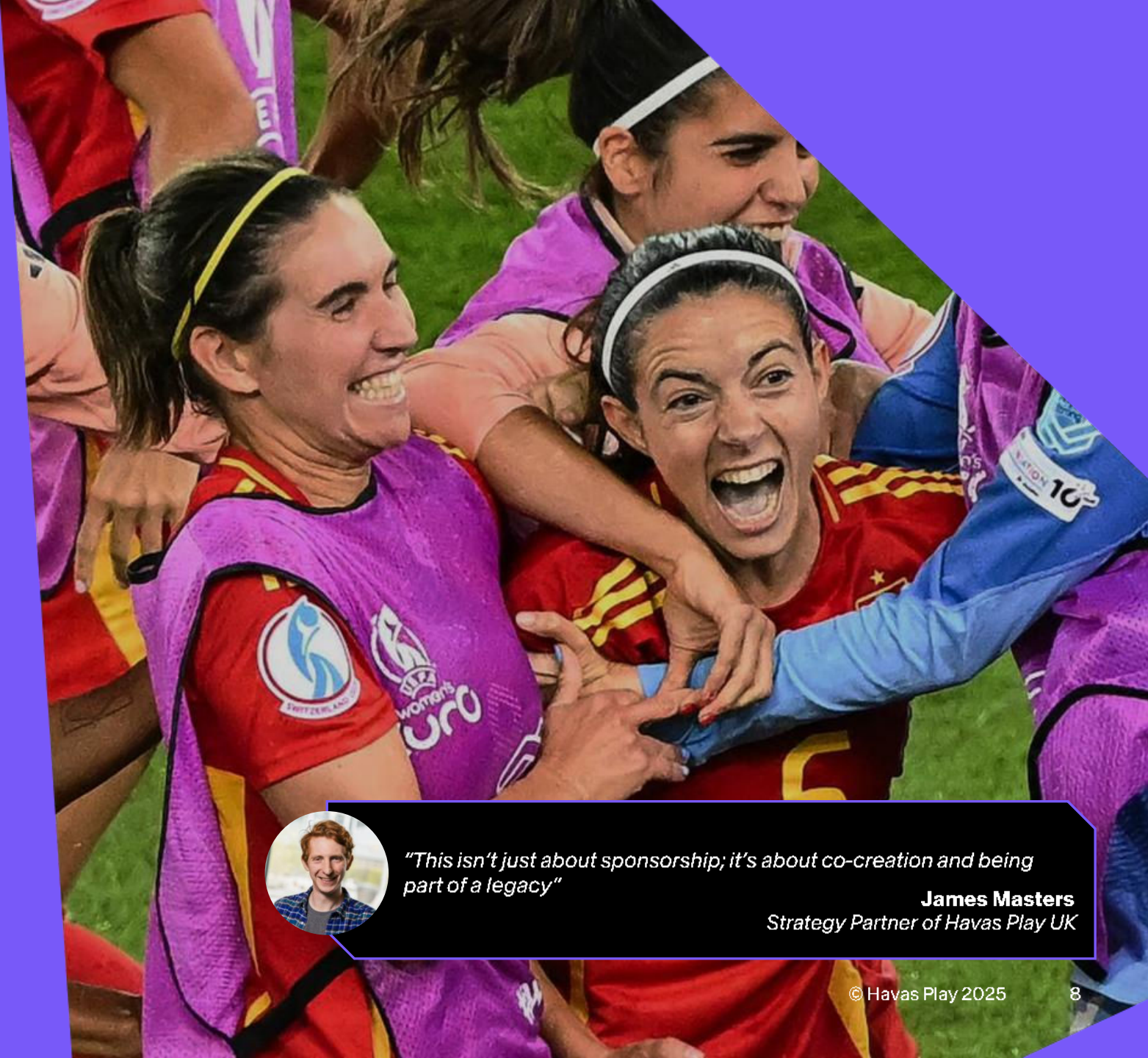
Women's football doesn't need help being relevant. What it needs is for brands **to stop treating it as a seasonal trend or side project.** The real opportunity lies beyond the peak moments — in showing up consistently, with purpose, and with a genuine commitment to the game and its communities.

When brands participate with intent, they don't just support the sport, **they help shape culture.**



"This isn't just about sponsorship; it's about co-creation and being part of a legacy"

James Masters
Strategy Partner of Havas Play UK





Wondering how your brand can play meaningfully in culture?

At Havas Play, we go beyond guiding brands through sponsorships, helping them understand how and where to participate by identifying the right moments, the right messages, and the right passion territories. We help brands do more than showing up; learn how Havas Play can help you stand out in a way that's meaningful to culture, relevant to your audience, and true to your identity.

Reach out to start the conversation and make your brand a part of what moves your community.

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