



FIFA FOOTBALL'S HOLY GRAIL

Standing proudly as the pinnacle of 'the beautiful game', the FIFA World Cup trophy is the Holy Grail of football. When we were asked to create imagery to bring it to life on and off screen for the 2006 tournament, we explored the trophy's emotional, mythical status.

Presenting it as part sacred quest, part magical journey, we dynamically captured the sense of this trophy as the convergence of the dreams and aspirations of millions of fans. The resulting imagery enabled official partners from many sectors to leverage the trophy's identity, adding value to their businesses and the FIFA brand.