



ASIAN CUP A NEW GOAL FOR QATAR

As Qatar celebrated winning the right to host the FIFA World Cup 2022, final preparations were being made in Qatar to host the Asian Cup 2011. The host broadcaster, Al Kass Sport TV Channel, commissioned Lambie-Nairn to produce a promotional film to publicise its coverage of the event, and their ambitious brief required a big idea.

The film is a celebration of football coming to Qatar in epic scale, as 16 nations from across the Middle East, Asia and Australia all converge on Doha to contest the Asian Cup. Managed between our Abu Dhabi and London offices, the promo was filmed in Doha with post-production in London.