

A hand holding a white soccer ball with a black Nike swoosh logo against a clear blue sky. The ball has some handwritten text on it, including "21" and "H".

PLAYASCHOOL

CHANGING THE GAME

FILMS & CONTENT





A high-impact, emotive storytelling-led brand film, executed across multiple locations to capture Playaschool's global and inclusive vision. Our approach prioritises authenticity and emotional depth, ensuring that the film goes beyond traditional sports narratives and resonates with a diverse audience and user base.

Scenario 1: Lean Execution (500K)

Cost-efficient yet high-quality production.

Optimised crew, shoot days, and logistics to maximise
impact.

Emphasis on real stories, cinematic visuals, and emotional
resonance.





Scenario 2: High-End Execution (750K)

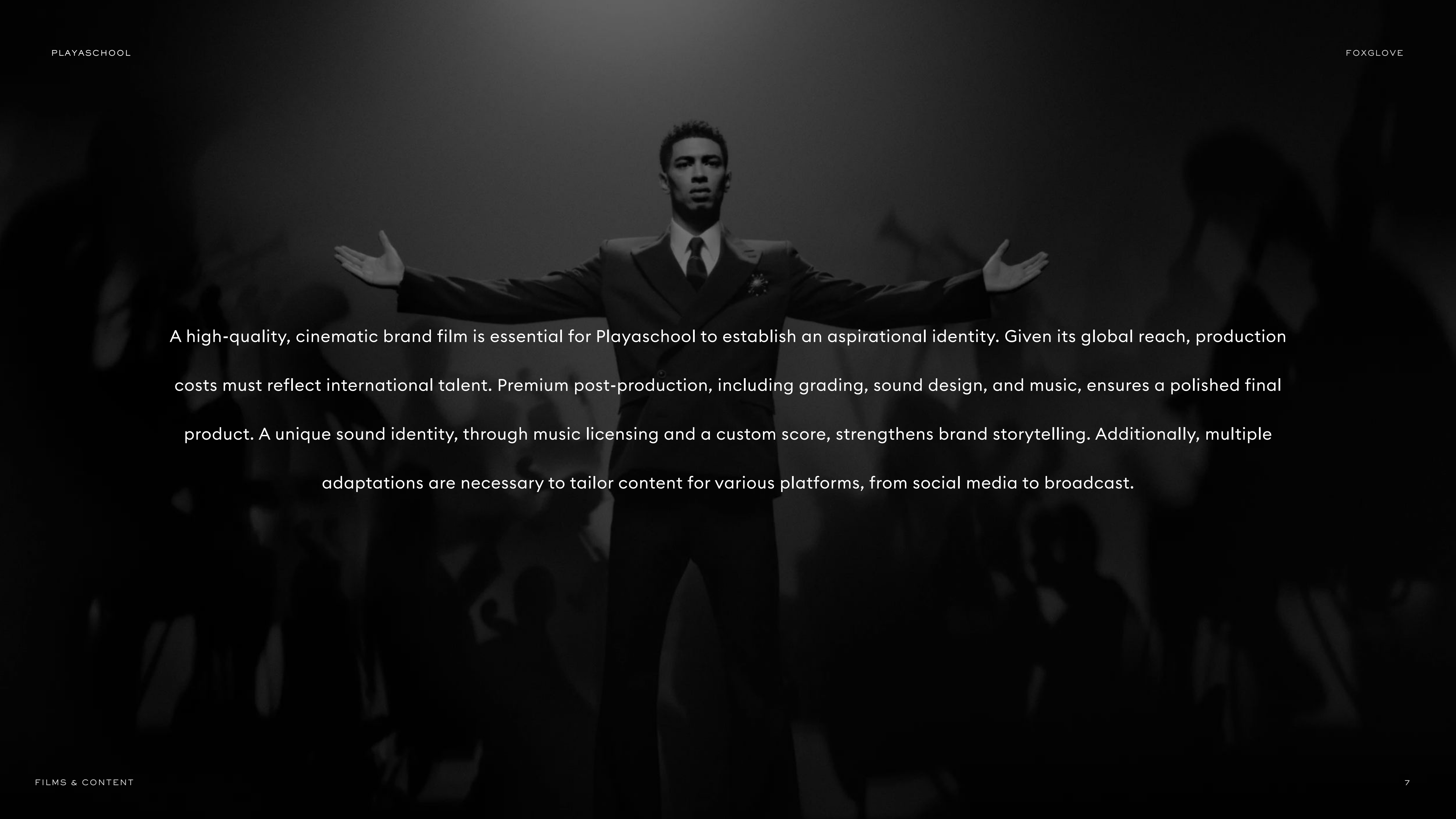
Extended shoot days, larger crew, premium post-production, and custom sound scoring.

Increased depth in storytelling through advanced cinematography and sound design.

Greater flexibility to build out multiple narratives within Playaschool's ecosystem.

1. Brand Film Scenarios

Category	Scenario 1 (500K)	Scenario 2 (750K)
Concept Development, Art and Creative Direction	30,000	50,000
Pre-Production (scouting, permits, casting)	70,000	100,000
Filming (5) Locations, varied crew scale)	300,000	400,000
Post-Production (grading, editing, sound, VFX)	50,000	100,000
Music Licensing & Custom Score	30,000	50,000
Delivery & Adaptations	20,000	50,000
Total	500,000	750,000

A man in a dark suit and tie stands with his arms outstretched, facing forward. He is positioned in the center of the frame. The background is a dark, out-of-focus crowd of people, suggesting a large gathering or event. The lighting is dramatic, highlighting the man's suit and the texture of the crowd.

A high-quality, cinematic brand film is essential for Playaschool to establish an aspirational identity. Given its global reach, production costs must reflect international talent. Premium post-production, including grading, sound design, and music, ensures a polished final product. A unique sound identity, through music licensing and a custom score, strengthens brand storytelling. Additionally, multiple adaptations are necessary to tailor content for various platforms, from social media to broadcast.

2. Thierry Henry Legacy Film

A dedicated, (Ambassador) Thierry Henry Legacy Film, highlighting his impact, mentorship, and connection to the sport's next generation. This film would be an emotive, premium piece capturing Henry's journey alongside emerging talent, blending personal reflections, cinematic visuals, and documentary-style storytelling.

This film can be integrated into the broader campaign, reinforcing Playaschool's ethos and leveraging Henry's legacy to amplify its global reach.



2. Thierry Henry Legacy Film

Category	Estimated Cost (€)
Concept Development & Creative Direction	10,000
Pre-Production (scouting, permits, casting)	20,000
Filming (multiple locations, intimate/direct interviews)	85,000
Post-Production (editing, sound design, grading)	20,000
Music Licensing & Custom Score	10,000
Delivery & Adaptations	5,000
Total	150,000

3. Continuous Short-Form Content Strategy

We propose a modular content approach that ensures sustained engagement beyond the Brand Film, allowing Playaschool to build an ongoing conversation across digital channels.

3. Continuous Short-Form Content Strategy

Content Type		Deliverables	Estimated Cost ()
1.	Docu-Series / #MyFootballMoments	10-15 short-form clips	40,000
2.	Docu-Series / #TheVoicesWeDontSee		
Player/Coach Interviews		6-8 short-form clips	25,000
Training & Behind-the-Scenes		10-15 clips	25,000
Social Cutdowns from Brand Film		6-8 formatted versions	15,000
UGC-Style Social Content		8-10 clips/month	45,000
Total			150,000

STRATEGIC REASONING



Strategic Reasoning

High-Impact Storytelling
for Brand Equity



The brand film and related content are crucial in establishing Playaschool as the leading platform for scouting football talent. In a competitive space, high-quality production is essential to differentiate from generic sports initiatives and reinforce Playaschool’s credibility with clubs, scouts, brands, and young talent.

Multi-Tiered Content Strategy
for Longevity & Engagement



The budget isn’t just allocated to a one-off campaign—it funds a multi-phase content strategy that sustains audience engagement across different platforms (brand film, short-form social content, Thierry Henry legacy piece). This ensures ongoing visibility rather than a single moment of impact.

Global Aspirations &
Local Authenticity



The production requires a multi-location execution to capture Playaschool’s inclusive and international vision. This justifies the logistics, travel, and location costs. Authenticity is key, and the spend ensures the right talent, grassroots players, and locations are incorporated.

Emotional Resonance &
Social Advocacy



Playaschool isn’t just about football—it’s about impact, mentorship, and creating opportunities for underrepresented talent. The creative approach prioritises cinematic quality and emotional storytelling, which requires high production values to be effective.

Q&A Based on Strategic Reasoning for Playaschool

Why does Playaschool need high-quality storytelling?



To stand out in a competitive space, reinforce credibility, and attract clubs, scouts, brands, and young talent.

How does Playaschool ensure long-term engagement?



A multi-phase strategy spans brand films, social content, and legacy pieces, keeping visibility high beyond a single campaign.

Why does Playaschool's production require multiple locations?



To capture its international vision authentically by incorporating diverse talent, grassroots players, and locations.

How does Playaschool go beyond football?



It's about impact, mentorship, and opportunities for underrepresented talent, requiring high-quality storytelling.

Why is production expensive, and why does it matter?



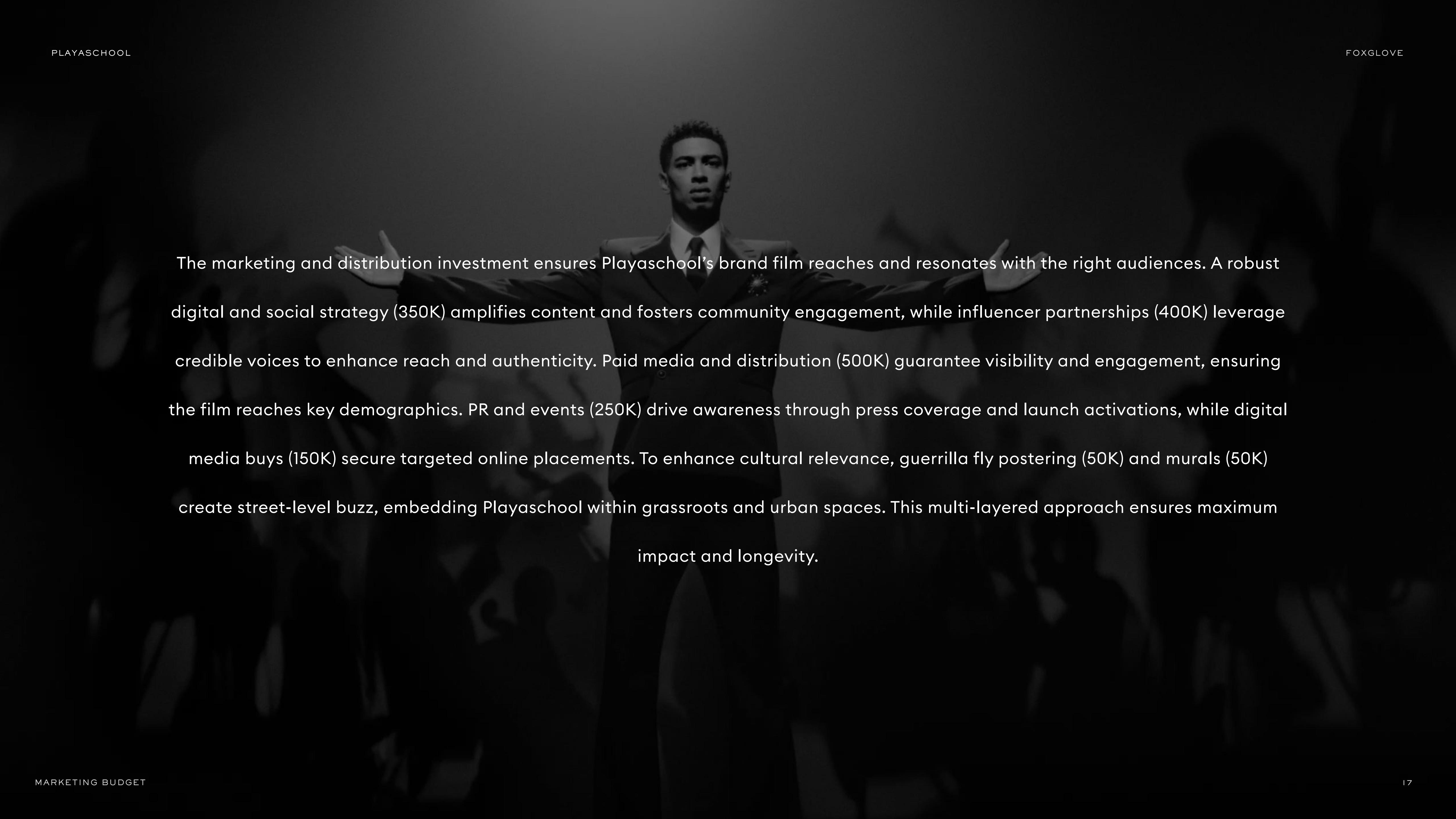
International multi-location shoots, complex production, top-tier talent, and cinematic execution ensure credibility, engagement, and Playaschool's position as a premier scouting platform.

MARKETING BUDGET



Budget Breakdown: Hero Film vs. Overall Marketing Spend (3M)

Category	Allocation ()	2025 P&L inc	% of Total Budget
Hero Film Production	750,000	100,000	25.0%
Thierry Henry Legacy Film	150,000		5%
Continuous Short-Form Content	150,000		5%
Digital & Social Strategy	350,000	45,000	11.7%
Influencer & Partnerships	400,000	45,000	13.3%
Paid Media & Distribution	500,000	65,000	16.7%
PR & Events	250,000	30,000	8.3%
Digital Media Buy	150,000		5.0%
Gorilla Fly Postering Campaign	50,000		1.7%
Murals - Outdoor Advertising	50,000		1.7%
Total	3,000,000	285,000	100%

A man in a dark suit and tie stands with his arms outstretched horizontally, facing forward. He is positioned in the center of the frame. Behind him, a large, out-of-focus crowd of people is visible, their arms also raised, creating a sense of a large gathering or event. The lighting is dramatic, with the man's face and suit clearly lit against a darker background.

The marketing and distribution investment ensures Playaschool's brand film reaches and resonates with the right audiences. A robust digital and social strategy (350K) amplifies content and fosters community engagement, while influencer partnerships (400K) leverage credible voices to enhance reach and authenticity. Paid media and distribution (500K) guarantee visibility and engagement, ensuring the film reaches key demographics. PR and events (250K) drive awareness through press coverage and launch activations, while digital media buys (150K) secure targeted online placements. To enhance cultural relevance, guerrilla fly postering (50K) and murals (50K) create street-level buzz, embedding Playaschool within grassroots and urban spaces. This multi-layered approach ensures maximum impact and longevity.

CASE STUDIES



While Playaschool presents a unique challenge, we have successfully executed campaigns that align with our approach, blending emotive storytelling with strategic multi-format content.

Rather than presenting a single direct case study, we will walk through multiple projects to demonstrate:

1. Emotive storytelling techniques that connect beyond the product itself.
2. Scalable production methods that maximise efficiency across formats.
3. Authenticity-driven narratives that engage audiences in a meaningful way.

1. AMAN Resorts – Summer Campaign & Aman New York

Lifestyle Editorial

Budget: 650K

Hero Film & Editorial Series at Amanyara, Turks & Caicos &

Aman New York Hotel

150 Stills Assets

Three storytelling themes for campaign integration

Digital & social rollout (paid/organic media, email
campaigns, homepage features)

Influencer & editorial strategy for positioning in high-end
luxury travel markets

Performance Tracking & Press Strategy



2. TEMPUR & David Beckham Social Campaign

Budget: 300K

Four short-form films (15" each) & high-quality stills

Cinematic storytelling series featuring David

Contrast Concept (chaotic daily life vs. tranquil TEMPUR
experience)

Multi-platform rollout (Instagram, Facebook, WeChat,
YouTube)

Paid media strategy targeting luxury consumers, wellness
advocates & high-performance individuals

Retail & e-commerce integration (exclusive landing pages &
campaign imagery)



3. Longines – Spirit Collection Campaign

Budget: 350K

Hero Film & Cinematic Photography in extreme
environments

Social-first strategy (Instagram, YouTube, TikTok teaser clips
& BTS content)

Experiential activations (luxury events, aviation museum
partnerships)



4. It's Her Game – Women's Football Docu-Series

Budget:115K

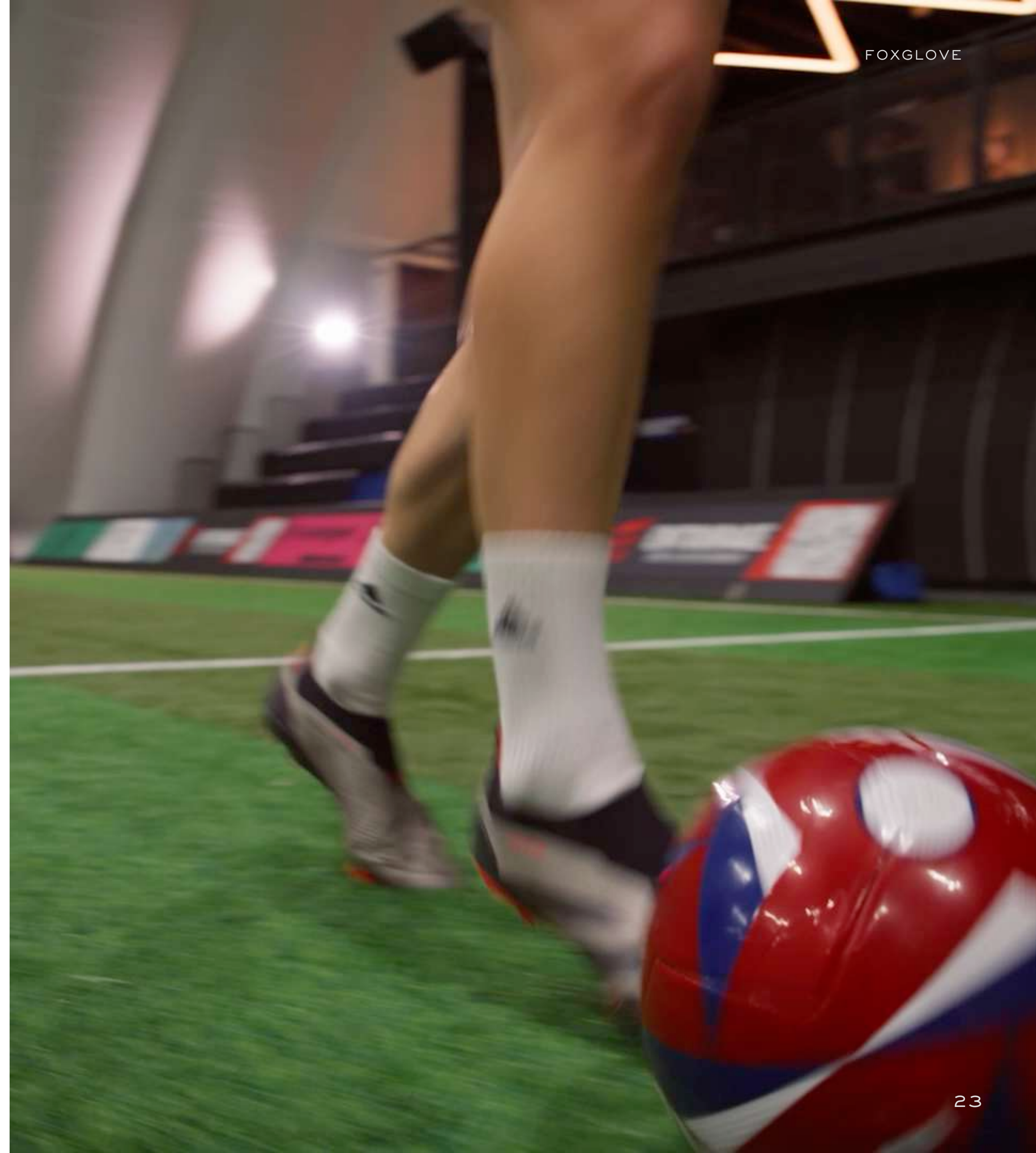
Six-part short-form digital series (2-3 min episodes)

Themes: visibility in football, financial barriers, breaking gender stereotypes, mental health, career pathways, skill-building

Player & expert interviews (Kelly Smith, Toni Duggan)

Social-first release strategy (YouTube, Instagram, TikTok)

Grassroots engagement & mentorship program with charity partner - Goals 4 Girls



5. MATCHESFASHION – Stories of Imagination

Budget: 1.1 M

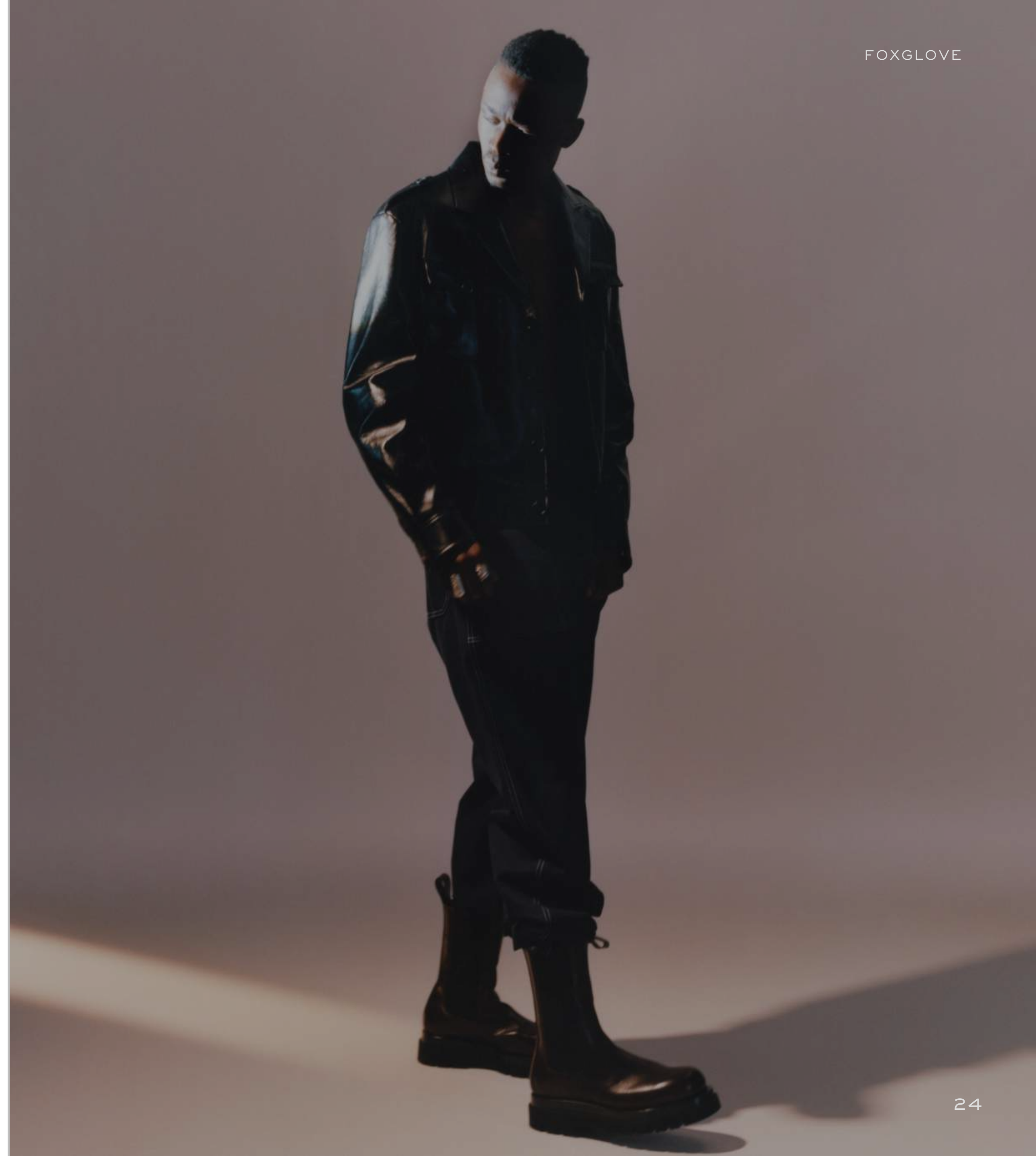
Cinematic Brand Films & Editorial Features (featuring global icons like Christy Turlington and Hollywood actor Ashton Saunders)

Short-form content (TikTok, Instagram Reels)

Luxury e-commerce content integration (shoppable storytelling and editorials)

Social & influencer campaign (teasers, collaborations, UGC activations)

Data-driven optimization (A/B testing & engagement tracking)



Foxglove's execution of multifaceted campaigns highlights the value of this investment and its impact on Playaschool's content strategy.

Aman



Aman Resorts (650K) utilised a luxury, cinematic approach, demonstrating the impact of high-end production in elevating brand perception—critical for positioning Playaschool as a premium global platform.

Tempur & Beckham



Tempur & David Beckham (300K) showcased the power of short-form storytelling with a high-profile ambassador, proving how talent-led content can drive engagement and reinforce brand authenticity.

Longines



Longines – Spirit Collection (350K) combined hero films, behind-the-scenes content, and influencer collaborations, illustrating the effectiveness of a multi-format strategy in building sustained audience connection.

Its Her Game

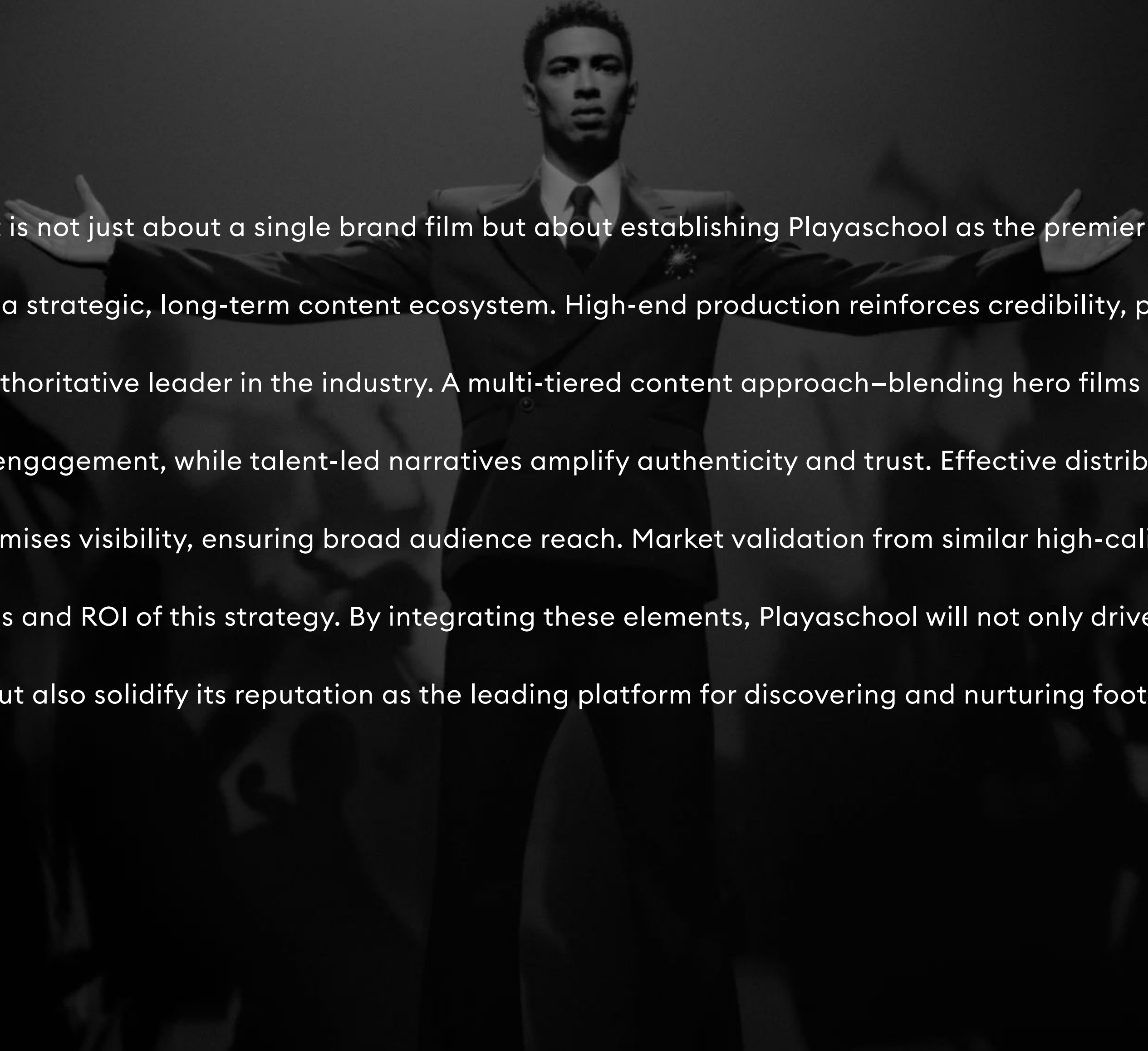


It's Her Game (115K), a documentary-style series on women's football, validates the demand for compelling sports-driven narratives that resonate deeply with communities.

Matchesfashion



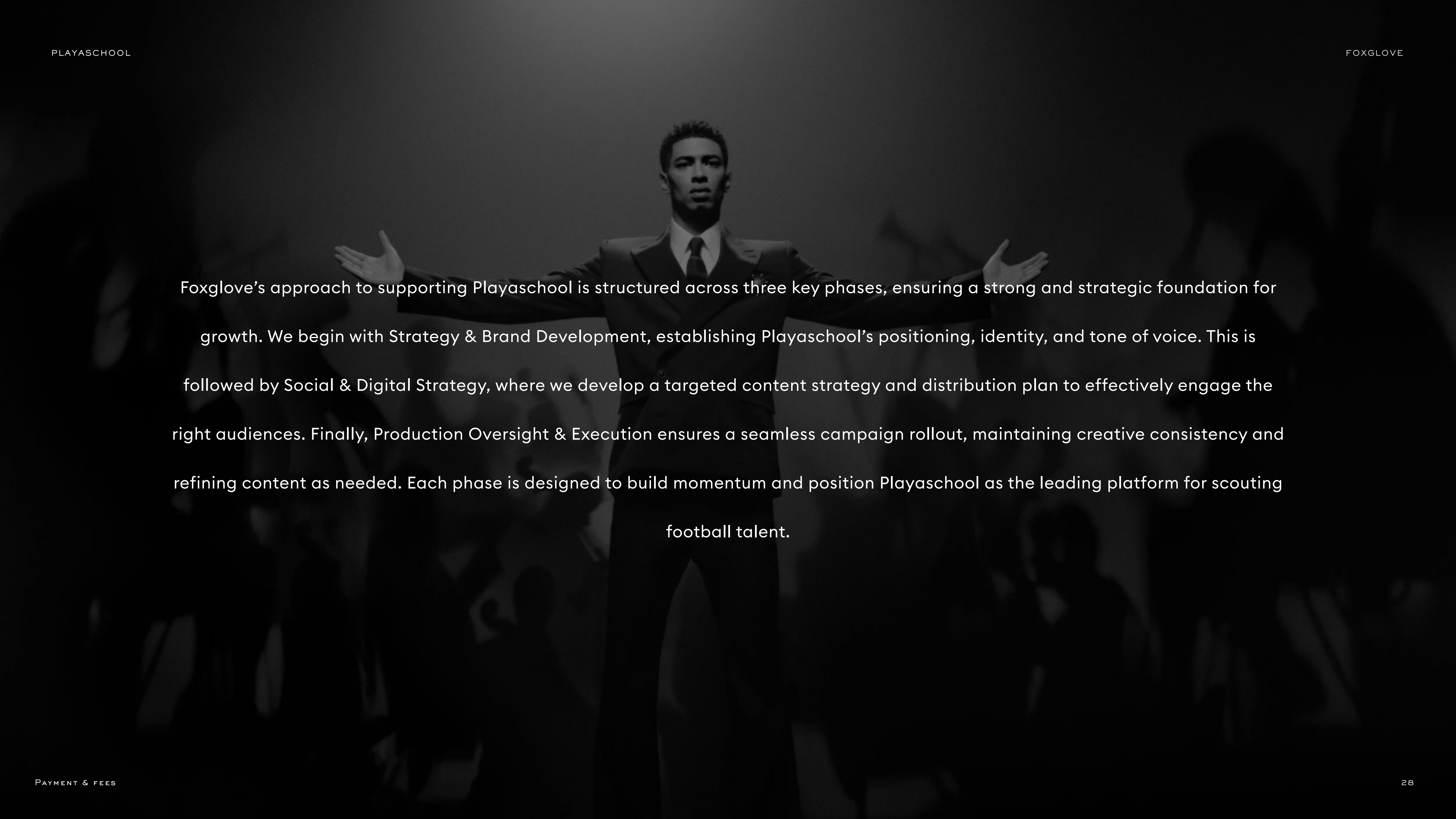
MATCHESFASHION (1.1M) delivered a multi-layered campaign integrating brand films, social storytelling, and e-commerce, highlighting the importance of an ecosystem approach that connects content across channels.

A man in a dark suit and tie stands with his arms outstretched horizontally. He is looking directly at the camera with a serious expression. The background is dark and out of focus, showing what appears to be a crowd of people.

This investment is not just about a single brand film but about establishing Playaschool as the premier global football scouting platform through a strategic, long-term content ecosystem. High-end production reinforces credibility, positioning the brand as an aspirational and authoritative leader in the industry. A multi-tiered content approach—blending hero films with short-form storytelling—ensures sustained engagement, while talent-led narratives amplify authenticity and trust. Effective distribution across digital, PR, and partnerships maximises visibility, ensuring broad audience reach. Market validation from similar high-caliber projects further proves the effectiveness and ROI of this strategy. By integrating these elements, Playaschool will not only drive engagement and brand awareness but also solidify its reputation as the leading platform for discovering and nurturing football talent worldwide.

PAYMENT & FEES



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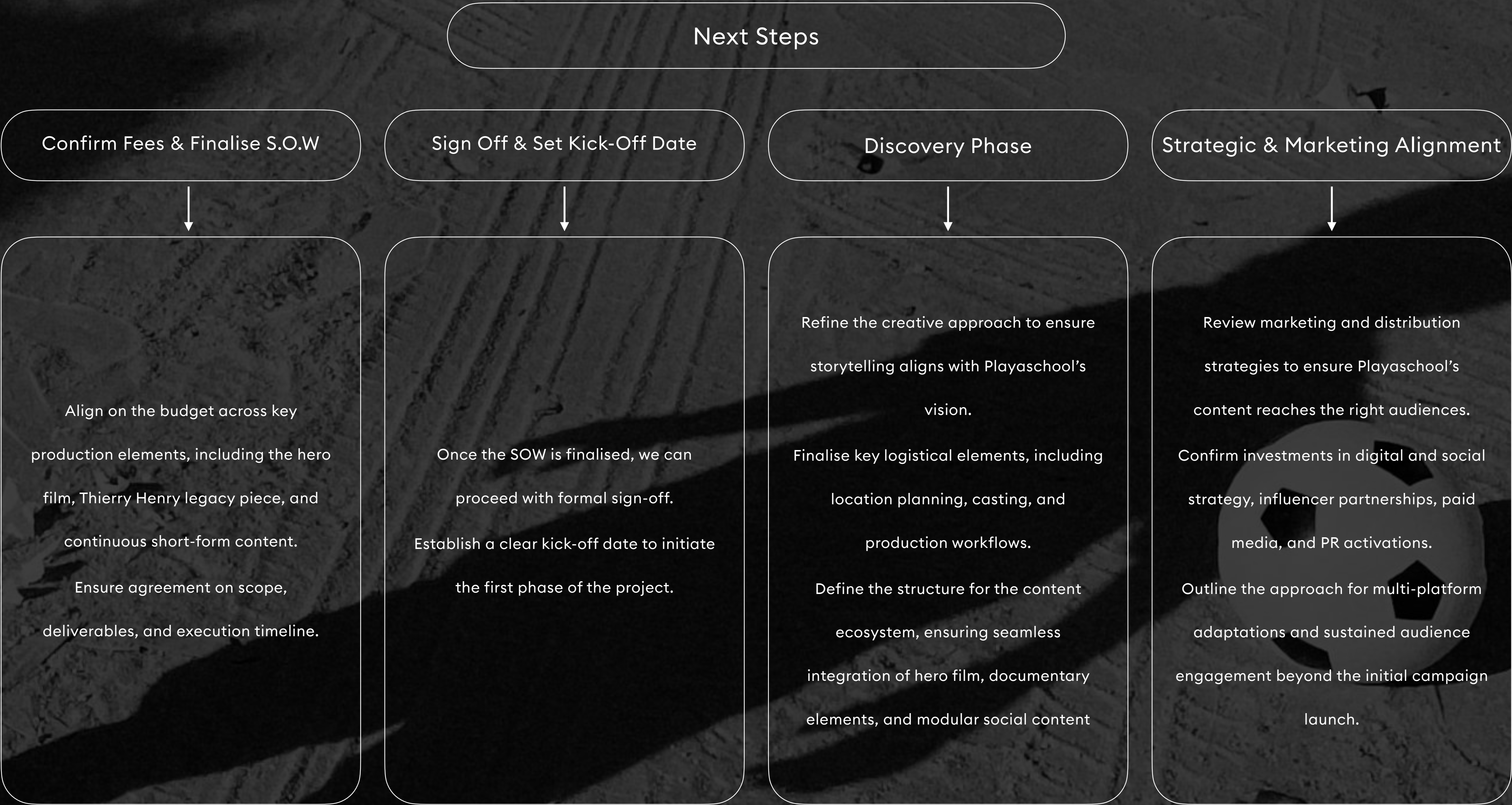
Foxglove's approach to supporting Playaschool is structured across three key phases, ensuring a strong and strategic foundation for growth. We begin with Strategy & Brand Development, establishing Playaschool's positioning, identity, and tone of voice. This is followed by Social & Digital Strategy, where we develop a targeted content strategy and distribution plan to effectively engage the right audiences. Finally, Production Oversight & Execution ensures a seamless campaign rollout, maintaining creative consistency and refining content as needed. Each phase is designed to build momentum and position Playaschool as the leading platform for scouting football talent.

Project Payment & Fee

Phase	Scope	Payment	% of Total
Phase 1: Strategy & Brand Development	Brand positioning, identity, Brand and content guidelines, tone of voice	50,000	33%
Phase 2: Social & Digital Strategy	Content strategy, audience targeting, distribution planning	50,000	33%
Phase 3: Production Oversight & Execution	Campaign rollout, creative oversight, content refinements	50,000	33%

A hand holding a white soccer ball with a black Nike swoosh logo against a clear blue sky. The ball has some faint markings and a small black circle on it. The text "NEXT STEPS" is overlaid in white, sans-serif font across the middle of the image.

NEXT STEPS

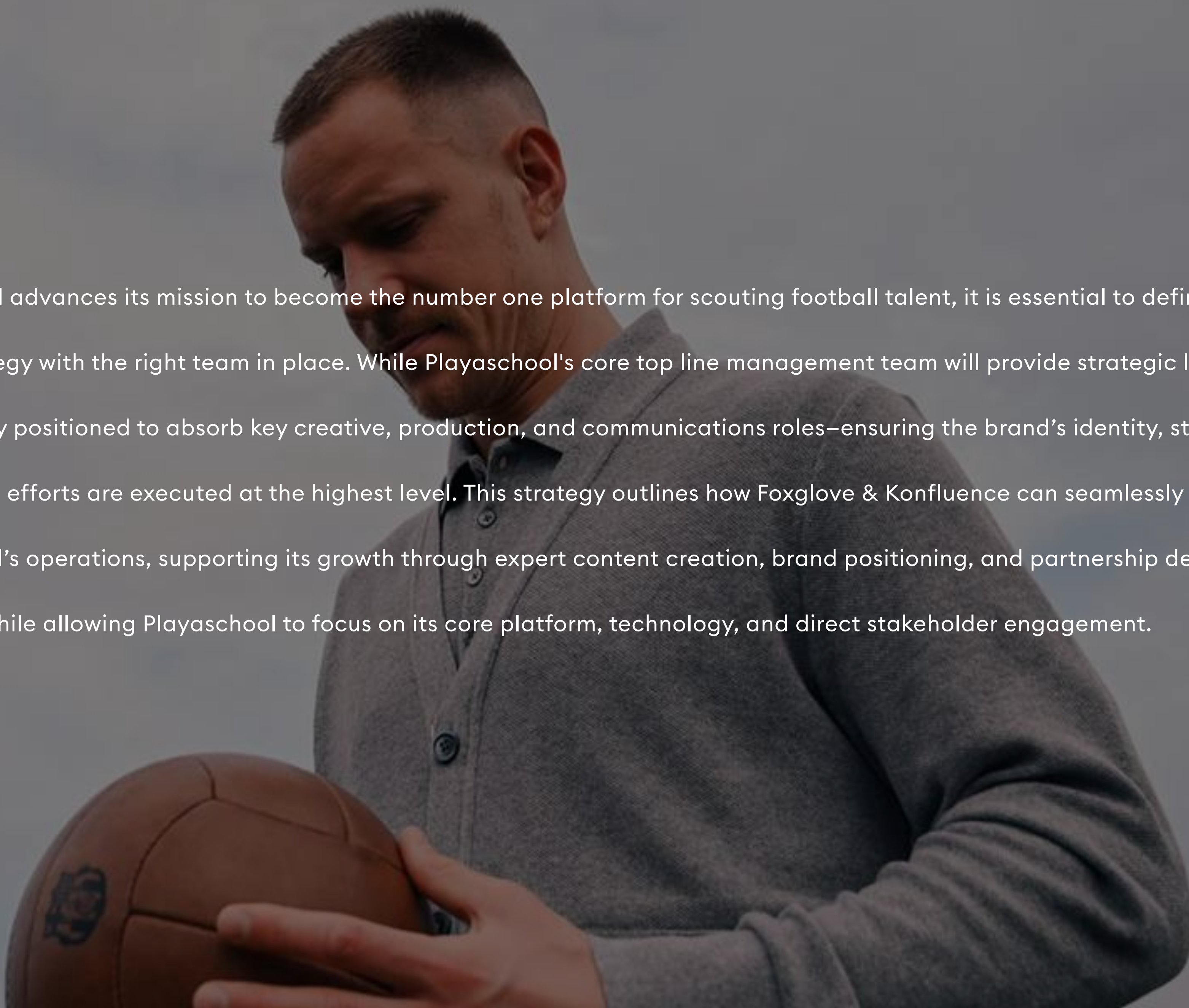


A hand holding a white soccer ball with a black Nike swoosh logo against a clear blue sky. The ball has some faint markings and a small black circle on it. The hand is positioned at the bottom, holding the ball up towards the center of the frame.

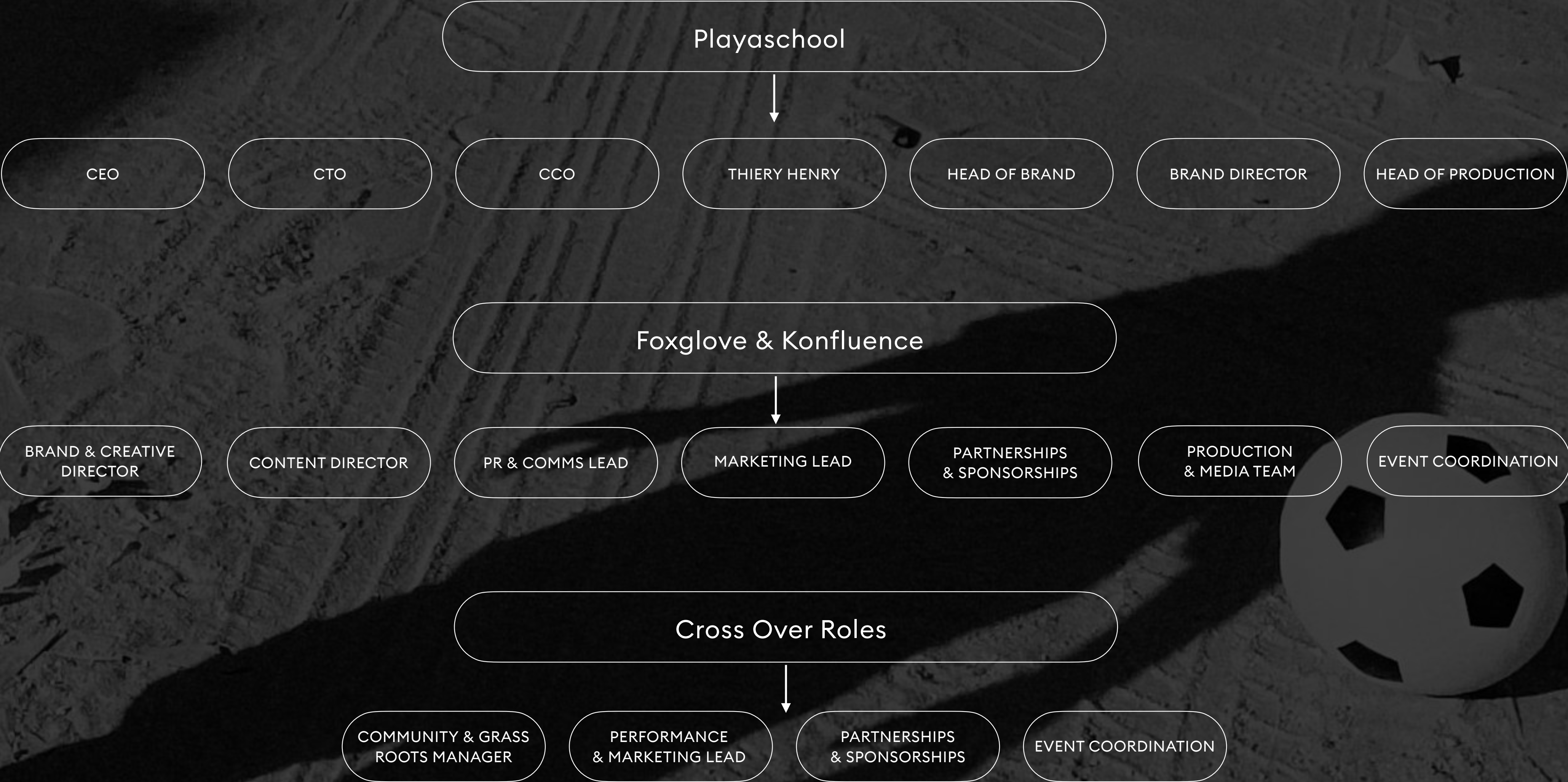
APPENDIX I

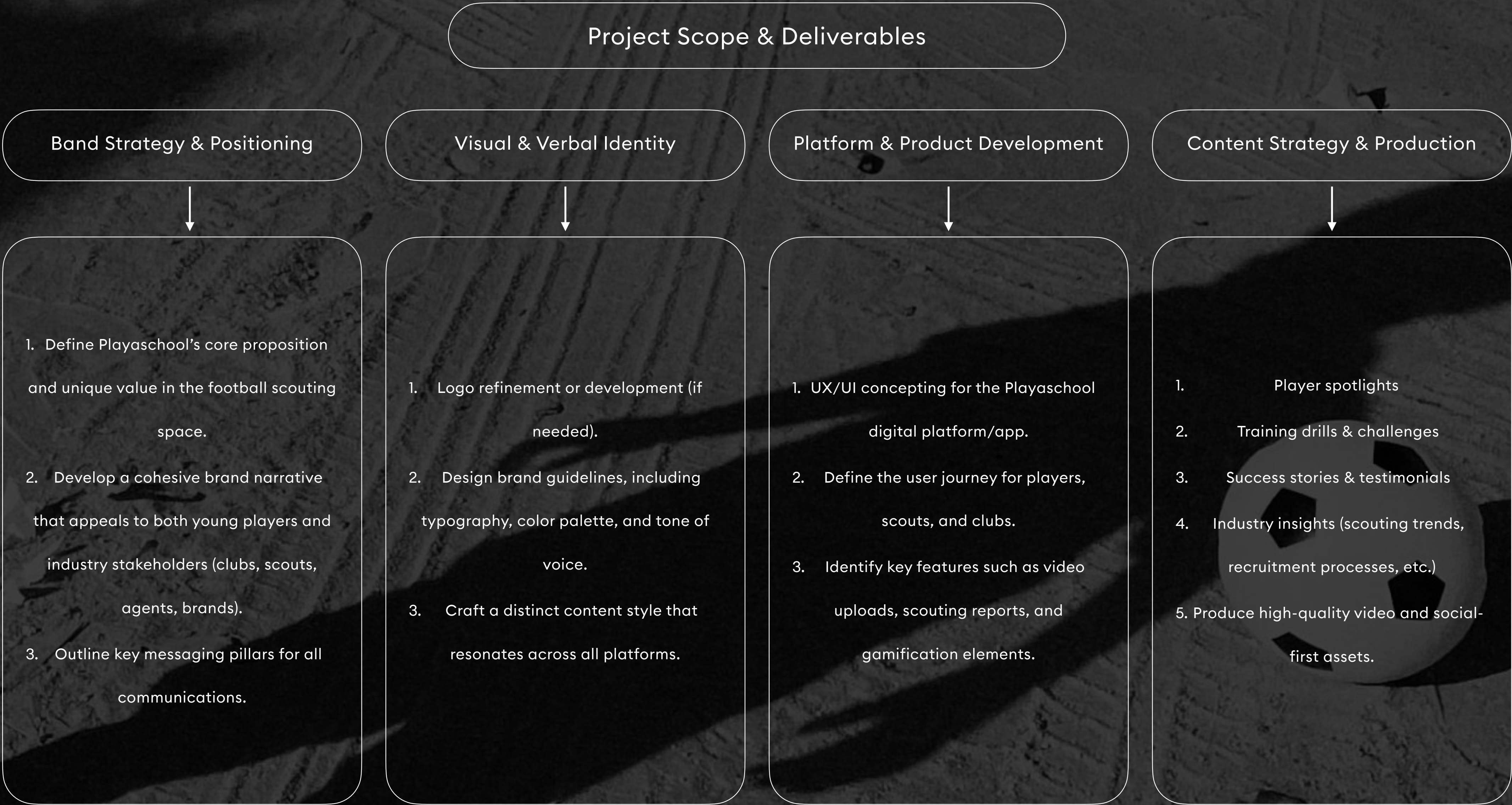
REMIT & ROLES

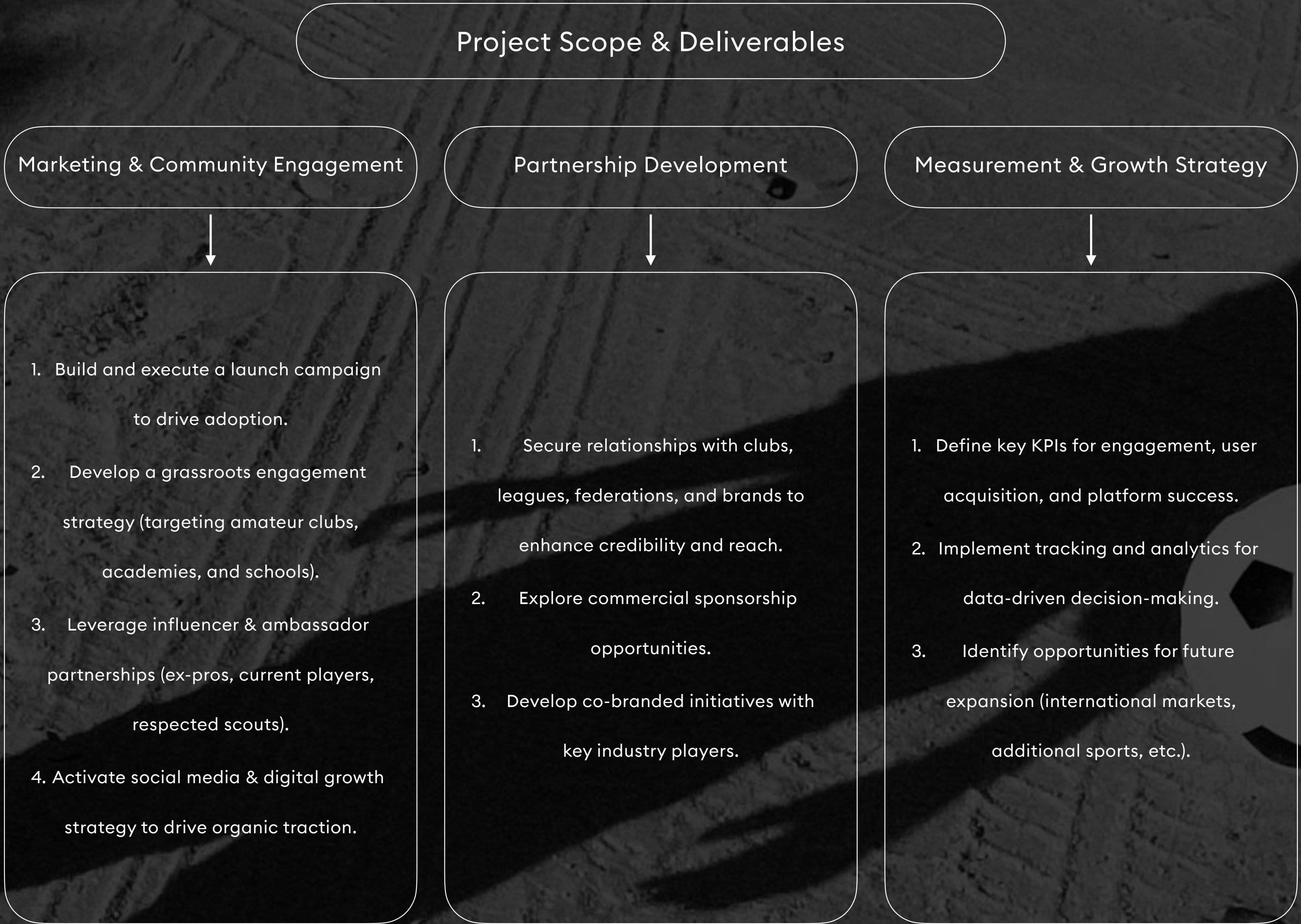




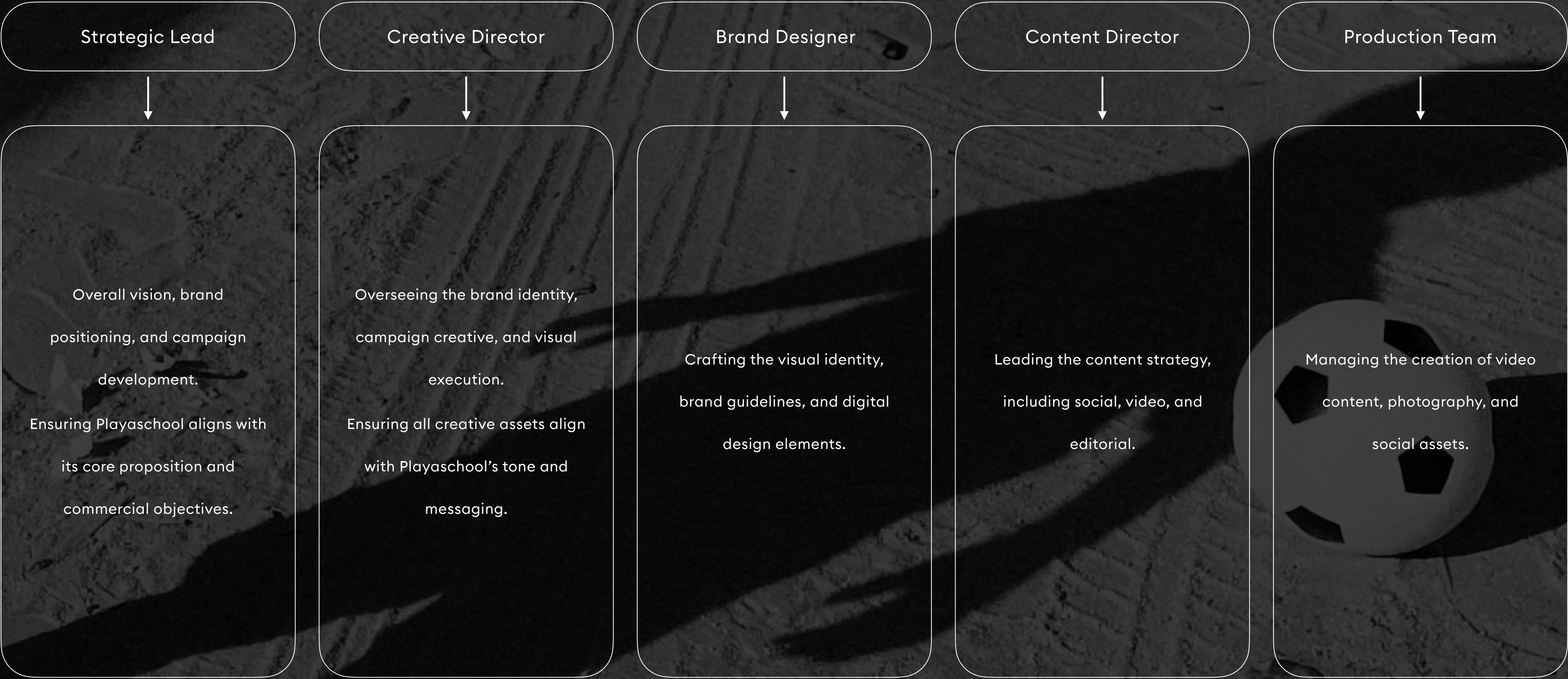
As Playaschool advances its mission to become the number one platform for scouting football talent, it is essential to define a clear execution strategy with the right team in place. While Playaschool's core top line management team will provide strategic leadership, We are uniquely positioned to absorb key creative, production, and communications roles—ensuring the brand’s identity, storytelling, and marketing efforts are executed at the highest level. This strategy outlines how Foxglove & Konfluence can seamlessly integrate into Playaschool’s operations, supporting its growth through expert content creation, brand positioning, and partnership development while allowing Playaschool to focus on its core platform, technology, and direct stakeholder engagement.







Key Roles & Responsibilities



Key Roles & Responsibilities

Digital & Product Team



UX/UI designers and developers working on the Playaschool platform.

Ensuring seamless user experience and tech functionality.

Marketing & Growth Team



Driving community engagement, influencer partnerships, and digital marketing strategies.

Managing grassroots activation and paid media campaigns.

Partnerships & Commercial Lead



Securing strategic partnerships with clubs, leagues, and brands.

Monetisation strategy and sponsorship acquisition.

PR & Communications



Developing and executing a media relations strategy, securing press coverage.

Crafting press releases, media kits, and thought leadership pieces.

Data & Insights Analyst



Tracking performance metrics and refining strategy based on analytics.

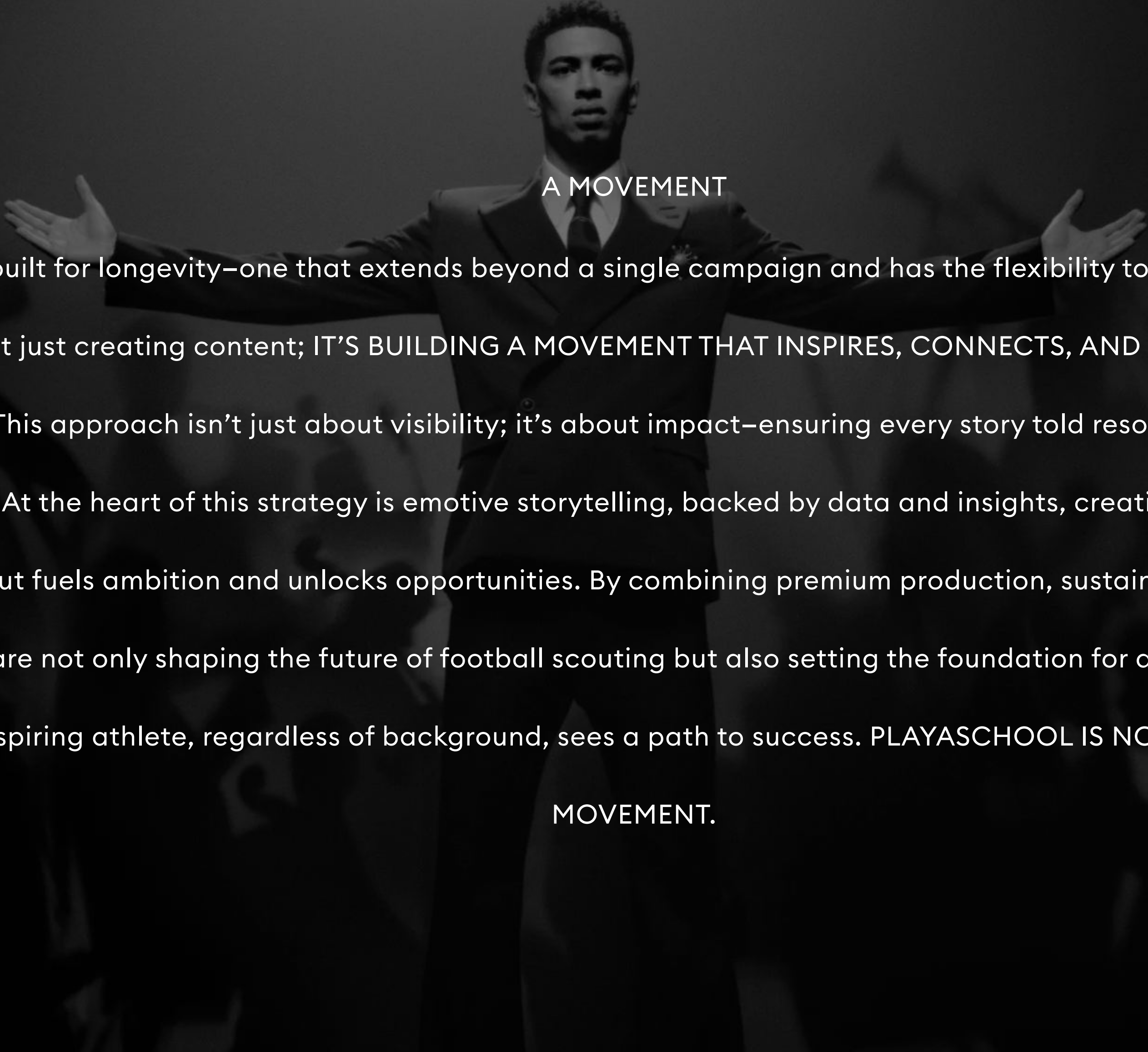


4. Milestone Breakdown & Processes

Phase	Deliverable	Key Personnel
Phase 1: Strategy & Creative Development	Creative direction, storyboarding, and location scouting	<u>Creative Director</u> (overseeing vision and concept), <u>Art Director</u> (visual style and aesthetics), <u>Strategist</u> (ensuring alignment with Playaschool’s brand and audience), <u>Production Team</u> (logistics and feasibility assessment), <u>Copywriters</u> (narrative development and brand messaging), <u>Research & Insights Team</u> (cultural context and market positioning), <u>Client Liaison</u> (ensuring alignment with stakeholders)
Phase 2: Pre-Production & Logistics	Casting, permits, travel coordination	<u>Producers</u> (overall project management and execution planning), <u>Casting Director</u> (talent selection and approvals), <u>Location Manager</u> (site scouting, permits, and logistics), <u>Production Coordinator</u> (scheduling and workflow management), <u>Legal & Compliance Team</u> (contracts, rights management, risk assessment), <u>Wardrobe & Styling Team</u> (character styling and authenticity)
Phase 3: Filming	12-20 days across 5 locations – Global lens	<u>Director</u> (creative execution and on-set leadership), <u>Director of Photography</u> (DOP) (cinematic visual approach), <u>1st Assistant Director</u> (1st AD) (on-set efficiency and scheduling), <u>Production Crew</u> (camera ops, grips, gaffers, set designers, stylists), <u>Supporting Crew</u> (unit managers, runners, PAs), <u>Local Fixers</u> (cultural liaison and logistics in international locations), <u>Behind-the-Scenes (BTS) Team</u> (capturing documentary-style and promotional content)
Phase 4: Post-Production & Delivery	Editing, sound, motion graphics, final adaptations	<u>Editors</u> (narrative construction and pacing), <u>VFX Artists</u> (visual enhancements and digital effects), <u>CGI Specialists</u> (if applicable, for advanced visual elements), <u>Sound Designers</u> (ambient soundscapes and audio storytelling), <u>Music Supervisors</u> (licensing, original scoring, and sound selection), <u>Colourists / Graders</u> (final look and tonal consistency), <u>Post-Production Supervisor</u> (workflow and final delivery oversight), <u>Subtitling & Localisation Team</u> (for global audience adaptation), <u>Marketing & Distribution Strategists</u> (ensuring alignment with release strategy)

APPENDIX III



A man in a dark suit and tie stands with his arms outstretched horizontally, palms facing down. He is looking directly at the camera with a serious expression. The background is dark and out of focus, showing silhouettes of other people.

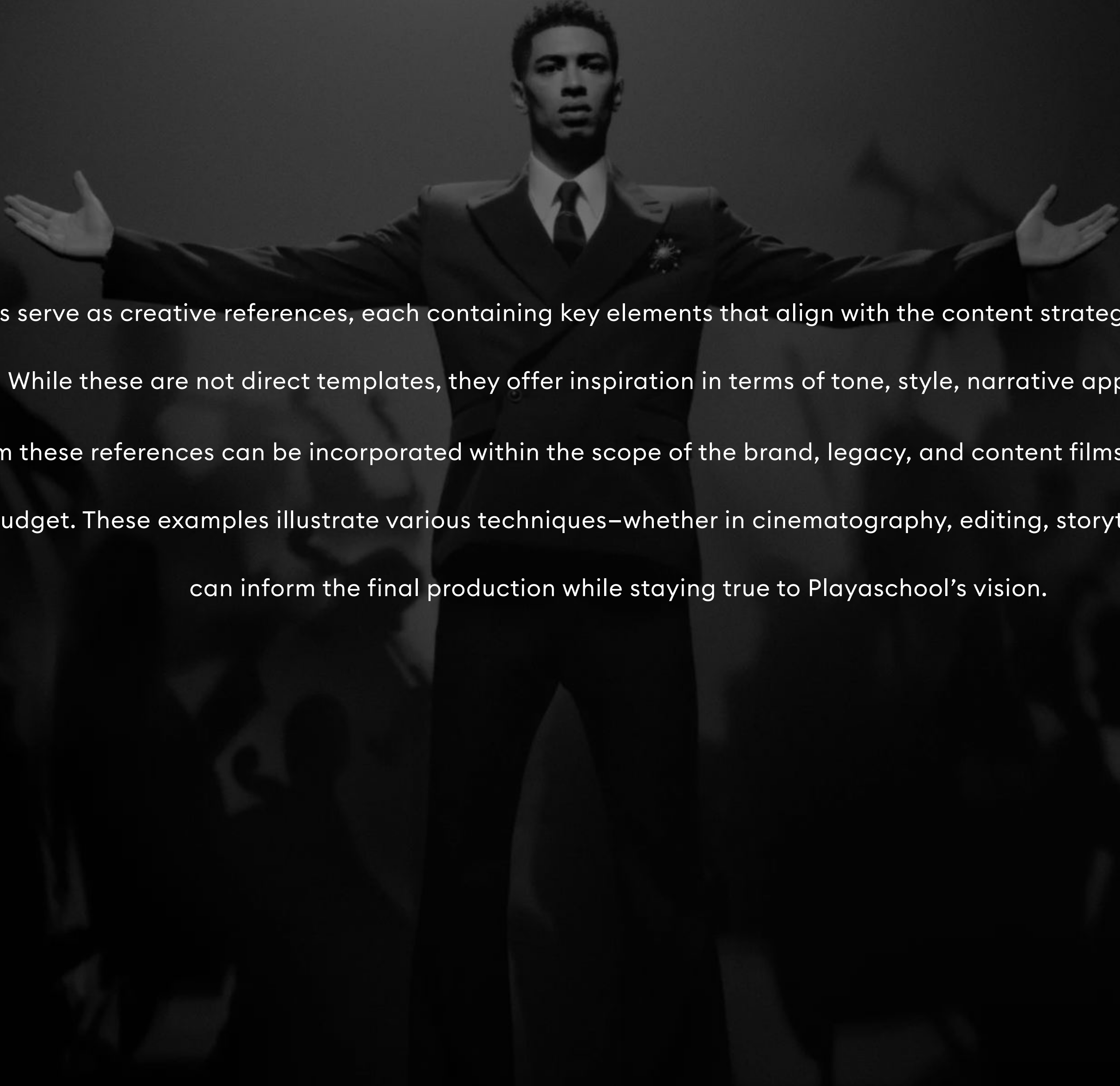
A MOVEMENT

This is a strategy built for longevity—one that extends beyond a single campaign and has the flexibility to evolve across other sports.

Playaschool isn't just creating content; IT'S BUILDING A MOVEMENT THAT INSPIRES, CONNECTS, AND NURTURES TALENT ON A GLOBAL SCALE. This approach isn't just about visibility; it's about impact—ensuring every story told resonates deeply and leaves a lasting impression. At the heart of this strategy is emotive storytelling, backed by data and insights, creating content that doesn't just capture moments but fuels ambition and unlocks opportunities. By combining premium production, sustained engagement, and talent-led narratives, we are not only shaping the future of football scouting but also setting the foundation for a broader sports ecosystem—one where every aspiring athlete, regardless of background, sees a path to success. PLAYASCHOOL IS NOT JUST A PLATFORM, IT IS A

MOVEMENT.



A man in a dark suit and tie stands with his arms outstretched, palms facing forward. He is positioned in the center of the frame. The background is dark and out of focus, showing silhouettes of other people, suggesting a crowd or a stage setting. The lighting is dramatic, highlighting the man's face and suit.

The following films serve as creative references, each containing key elements that align with the content strategy and creative direction for Playaschool. While these are not direct templates, they offer inspiration in terms of tone, style, narrative approach, and execution. Specific aspects from these references can be incorporated within the scope of the brand, legacy, and content films ensuring they remain feasible within the allocated budget. These examples illustrate various techniques—whether in cinematography, editing, storytelling, or overall aesthetic—that can inform the final production while staying true to Playaschool’s vision.



CLICK TO PLAY

An advertisement for EA Sports FC Mobile Leagues. The background features two men: on the left, a man in a black and yellow soccer jersey is smiling and holding a smartphone; on the right, a man in a brown jacket is also smiling and looking at a smartphone. The text 'EA SPORTS FC MOBILE' is in white, and 'LEAGUES' is in large yellow letters. Below it is a 'CLICK TO PLAY' button.

 **FC MOBILE**

LEAGUES

[CLICK TO PLAY](#)





CLICK TO PLAY



YOU



GOT

CLICK TO PLAY



THIS



PLAY WITH SKILL

[CLICK TO PLAY](#)



PHANTOM **GT**



[CLICK TO PLAY](#)

STREET FOOTBALL GAMES



JOGATV

CLICK TO PLAY

Here dribblers are kings.
Divers are thrown into the pits.

A hand holding a white soccer ball with a black Nike swoosh logo against a clear blue sky. The ball has some handwritten text on it, including "21" and "H".

PLAYASCHOOL

CHANGING THE GAME