Every game starts 0-0: adidas launches its FIFA Confederations Cup Brazil 2013™ campaign

*Daniel Alves, Lucas, Fred and David Villa were chosen for a video that highlights how important it is to give your all, even for the best players. #vamoscomtudo / #giveityourall*

São Paulo, June 14, 2013 – Titles, historic victories and trophies are important for any soccer team but, when the ball starts rolling, none of that matters. After all, every game starts at zero-nothing. This is the message with which adidas will set itself apart and launch its official campaign for the FIFA Confederations Cup Brazil 2013 ™: #vamoscomtudo!

Daniel Alves, Fred and Lucas were chosen to show what players always say to their fans: you have to fight for victory at every game, every play, every minute. David Villa, Spanish national team forward, strengthens this group. The current world champions also set their past aside when the referee blows the starting whistle.

“adidas, world leader among soccer brands, sought to absorb the current excitement of Brazilian fans and give this audience a voice, combining soccer, art, music and lifestyle. The FIFA Confederations Cup™ is the first major event in the cycle leading up to the FIFA World Cup™ and adidas seeks to reinforce its relationship with Brazilian fans from the very beginning,” exclaims Diogo Guimarães, senior brand manager and head of communications at adidas Brazil.

The video, produced by Lew’lara\TBWA and directed by Augustin Alberti, Max Blanco and Milton Kremer, was recorded in Barcelona, Rio de Janeiro and São Paulo. The *Minhocão* freeway is the initial setting of the campaign, which will be officially released to major media platforms this Friday, June 14, on the eve of the opening of the FIFA Confederations Cup.

“This adidas video is epic. The video’s energy comes across to all of its viewers, who are overcome by the Give It Your All spirit. A video with a beautiful and impacting aesthetic,” exclaims Manir Fadel, Chief Creative Officer (CCO) at Lew’lara\TBWA.

Press information

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