



showmax

Premier League: Anyone Anywhere

The Challenge

The challenge for Showmax Premier League: **Anyone, Anywhere** was to build a sustained TikTok presence that reinforced Showmax's brand identity as a mobile-first, fan-focused platform.

The Big Idea

Football lives in moments, and TikTok lives in motion. Our idea was to **turn fan passion into continuous storytelling**, a campaign that moved with the game, the fans, and the chaos of the season.

Fans don't just watch football, they **live it**. They'll go to extreme lengths to never miss a match. We tapped into that truth, giving fans and creators a platform to share the **unpredictable, hilarious, and heartfelt** side of their obsession.

Phase 1: Kick-Off

A core group of creators launched the campaign, capturing pre-season rituals and excitement.



Phase 2: Momentum

The roster expanded as creators showcased how fans watch "anywhere": from shark cages to weddings to paragliding flights.



Phase 3: Community Evolution

We adapted in real time, using fan feedback to evolve the campaign and add PSL content.



The Results

24.6M Views

61
Creators

186
TikTok Videos

5352
Total Saves

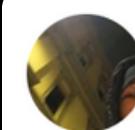
2022
Total Shares

76%
Brand Recall

86%
Intent to Subscribe

265 085
Total Engagements

1392 days
Total Watch Time



yeah I got showmax bro just incase I'm not @ home ... prem is vital!



what! This is a crazy video! Thank you Showmax for always best interest



I can join now it has local football good