



# 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

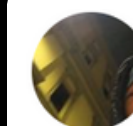
**2022**  
Total Shares

**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