**FIFA World Cup™ 2022 | Family Reunion | adidas**

[00:01](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=1s) Jude Bellingham

[00:04](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=4s) Pedri

[00:12](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=12s) Karim Benzema

[00:19](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=19s) Leo Messi

[00:26](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=26s) Heung-Min Son

[00:29](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=29s) Achraf Hakimi

[00:33](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=33s) Serge Gnabry

[00:47](https://www.youtube.com/watch?v=Bv-3Wx2UdbI&t=47s) Stormzy

Music : Live is life, Opus

Intro

As everyone knows, it’s actually the football world cup in Quatar. The world cup has a worldwide influence and all countries support their homeland. Mathis and I are both huge fans of football so that’s why we wanted to choose an ad about the football world cup.

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Résumé

A few days before the 2022 World Cup, Adidas unveiled its new advertising campaign on November 11th with all its stars.

For Adidas, “this film celebrates the unified joy of football bringing together fans around the world. ".

In the casting we can find several great players as Bellingham, Pedri, Benzema, Messi, Son, Hakimi and Gnabry. The narrator and the bus driver at the end is the English rapper Stormzy.

During this ad, players are packing their bags to go to the World Cup.

There is a monologue of Stormzy evoking every player with transitions between them. He describes the team as a family and it also means that the brand gathers players and the Adidas community.

During this ad, players are packing their bags to go to the World Cup and Stormzy brings them in an Adidas bus. We can compare the family as a team and Stormzy the householder as the coach.

 At the end of the ad there is the slogan of Adidas mixed with the World Cup : “When football is everything, Impossible is nothing.”

This slogan means that it really feels like impossible is nothing in the meaning that each team and fans believe in the victory.

The music of the ad is *Live is Life* from Opus. The song has a positive beat and message, discussing the beauty of life when everyone gets together and looks out for one another. It’s a logical choice from Adidas to put this song in the World Cup ad.