



the topic of the narrative will be Liverpools 18/19 CL win

my target audience will be for young or new football/Liverpool fans who are not familiar with Liverpool recent history. this will typically attract an age demographic of 7-16 yr old as they may have not been interested in football or old enough to have experienced it live.

Media will be images, videos and interactive features

#7E0101

Thunderbird liverpools home kit colour

#FFFFFF

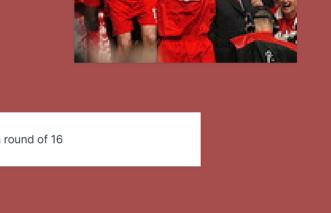
White Liverpool home kit secondary color

#000000



G https://youtu.be/YT-LmPkBHsA

<u>Liverpool vs Barcelona: Endgame (2019)</u>



#1148A2

Champions league campain colour theme





vs Bayern round of 16

from: Liverpool vs Barcelona 4:0 7/5/19



wanda metropolitano: champions league final stadium



Other samples