

MARKETING · THE REBEL FILES

THEY COVERED
THE LOGO.
YOU SAW IT
ANYWAY.

HOW LEVI'S TURNED A BAN INTO THE MOST
VISIBLE BRAND AT THE TOURNAMENT.

THE SET-UP

FIFA'S RULE

FIRST, THE RULE

**FIFA SAID:
DISAPPEAR.**

THE "CLEAN VENUE" POLICY FORCES EVERY NON-SPONSOR BRAND OUT OF HOST STADIUMS. LEVI'S STADIUM WAS RENAMED FOR THE TOURNAMENT. THE FAMOUS LOGO? WRAPPED IN A PLAIN WHITE TARP.

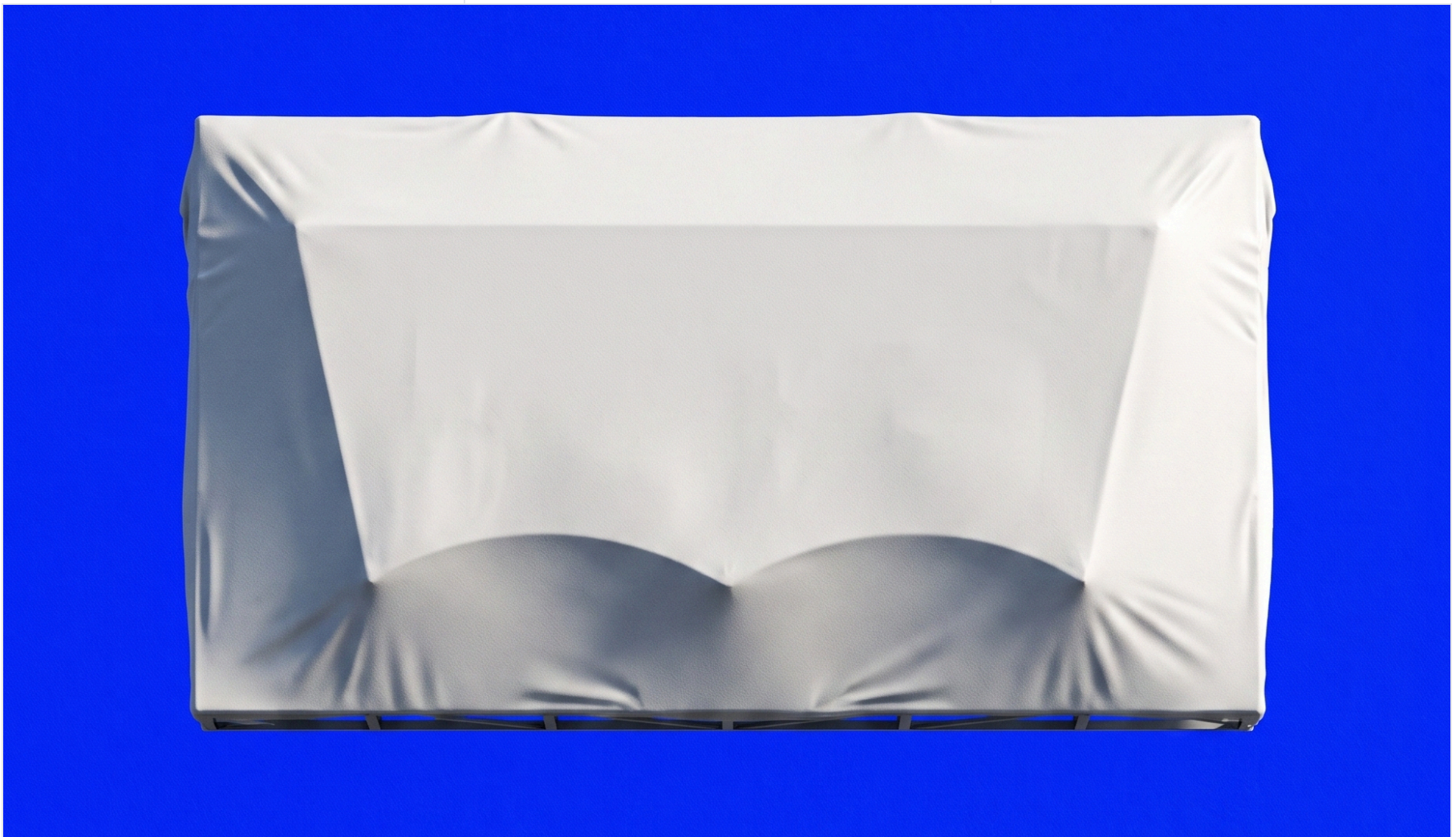
SANTA CLARA · RENAMED "SAN FRANCISCO BAY AREA STADIUM"

02 / 06

THE MOVE

THE RESPONSE

THEN, THEY LEANED IN



THEY LEFT THE SHAPE SHOWING.

PROFILE PIC SWAPPED TO THE TARP. CAPTION: "WELCOMING THE WORLD TO THE BEAUTIFUL [REDACTED] STADIUM." THEN THE SAME WHITE SHEET ON STOREFRONTS IN PARIS, LONDON, MEXICO AND BRAZIL.

WHY IT WORKED

BRAND EQUITY

THE SECRET

150 YRS

OF CONSISTENCY MADE
THE SHAPE ENOUGH.

NO BRIEF. NO BUDGET. NO AGENCY. BUILT OVER A CENTURY, THE
BATWING SILHOUETTE DOESN'T NEED THE WORDMARK TO SAY WHO

IT IS. EQUITY YOU CAN'T CENSOR

THE LESSON

FOR MARKETERS

THE TAKEAWAY

**STOP ASKING
FOR PERMISSION.**

READ THE RULE AS A DARE.

THE CONSTRAINT BOXING YOU IN IS USUALLY THE MOST INTERESTING THING IN THE ROOM. STATUS QUO MARKETING FOLLOWS THE BRIEF. **THE GOOD STUFF READS THE RESTRICTION DIFFERENTLY.**

THE REBEL FILES

WORLD CUP 2026

BRAND STRATEGY · CREATIVE DIRECTION · MARKETING · INTEGRATED CAMPAIGNS · UK

NIMROD

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WHAT RULE IN YOUR INDUSTRY IS
SECRETLY YOUR BEST ANGLE?

DROP IT IN THE COMMENTS.

06 / 06