



The Good Football Trend Report

2024

The Good Football

When football is good, it transcends the boundaries of the sport and creates brand value and positive change on and off the field.

Hello,

This report is an original production by **The Good Football**, a newsletter about football, impact, and branding. It talks about football's immense power to transform our society and how its positive impact can strengthen brands in this ecosystem: clubs, athletes, leagues, sponsors, media, and more.

The Good Football proposes to approach impact as opportunity. A gold mine of possibilities that cause positive change in real lives and the planet, drive better business, and foster relevant, loved brands.

**The
Good
Football**

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Research, curation, content, and design by Heloisa de Souza, brand & communication strategist, football fan, and creator of The Good Football.

The **potency of the purpose** lies in its unwavering commitment to societal impact, fostering **innovation, inclusivity,** and **positive change**. This purpose is not just a statement but **an internalized credo**, shaping decisions and driving transformative outcomes.

- Interbrand's Best Global Brands 2023 Report

Impact trends for 2024

How will football generate positive impact on and beyond the pitch in 2024?
How will clubs, leagues, athletes, sponsors, and other brands in the football ecosystem leverage impact to build brand value, fan loyalty, and better business?

This report was created to answer these questions by curating, analyzing, and mapping out consumer and culture trends across industries, spotting the ones influencing how football generates and communicates impact, and connecting the dots to find the best opportunities.

Trends and predictions help plan for success, respond to cultural pains, needs, and challenges, and be better equipped to embrace opportunities - or create new ones. This report is not meant to be seen as an exact science textbook but rather as a map of new routes to be traveled, explored, and customized, ultimately generating positive and lasting impact and brand value.



The value of a prediction is in the act of making it, not the prediction itself. Contemplating what may happen encourages us to take responsibility for decisions we make in the present.

- Scott Galloway

The case for purpose in football

Efforts in sustainability, social impact and governance are not a differentiating factor for brands anymore, but rather a fundamental aspect to be incorporated into brand strategy. Consumers (and fans!) increasingly seek authenticity and purpose from the brands they support.

That is not to say it should be approached as a mandatory item to be checked off a list or a marketing ploy. True and lasting impact must respond to a real problem with a suitable solution. It needs to be connected with the brand's essence and spread through its different aspects.

When done well, an impact strategy can open doors and pathways for new business opportunities, drive growth, increase brand value and awareness, boost fan loyalty, and ensure the sport's long-term viability. All while genuinely making a positive change.

This isn't merely a trend; it's a cultural shift that demands commitment and action. From athletes to leagues, the brands that can spot and embrace the opportunity to stand out through impact are getting ahead in the game and positioning themselves as leaders and trailblazers in the industry.

Are you ready to join them?





I believe purpose and brand are strong drivers of positive financial results. But I do think that we marketers have to continually re-educate people on that. You can't let worry about what might happen stop you from doing what you believe is good. Fear is not a strategy. Be Bold. Be Iconic.

- Kathleen Hall, Microsoft Chief Brand Officer

The big trends

The
Good
Football

It's time for women

A thriving, profitable, and game-changing business.

Sustainability now

Ready or not, being green is imperative.

Inner change, outer impact

Changing the world by changing football.

Impactful entertainment

Changemaking takes the screens.

Good roots rising

Grassroots ascending through impact

The Gen Z way

They know what they want, and it's purpose.

Regenerative AI

Technology at the service of football for good.

by  **READY**

It's time for women

Investing and engaging in women's football will be one of the major and most profitable paths to generating impact.



It took a long time, but the world seems to be finally catching up and realising the strength of women's football and its intrinsic potential. **With unique dynamics, fans, and athletes, the sport is unlocking access to a new market, opening new doors and opportunities to grow together with those investing in it.**

One of the most advantageous of these doors is the possibility of generating a positive impact. **Given its disruptive nature, women's football provides a unique chance to actively participate in a transformative movement.** Engaging with women's football goes beyond profitability; it becomes a meaningful endeavour contributing to the broader narrative of empowerment and equality.

Women's sports audience is likelier to purchase, engage with, think positively, and talk to friends about a brand that supports their favourite sport. They expect and desire brand involvement, especially at this global turning point for women's sports.

Sponsoring women's football is, and in 2024 will be even more, a smart choice for activating brand values, CSR, and Sustainable Development Goals like gender equality and reduced inequalities.

For clubs and leagues, investing at this stage will be crucial for harvesting the increased value brought by women's side in future seasons. For nonprofits, leveraging the impact and storytelling of programmes benefitting women and girls in and through sport will be a top priority in 2024.

“Crucially, women's sport is increasingly being viewed as a unique product that is becoming ever more distinct from men's elite sport.” - Jennifer Haskel, insights lead for Deloitte's Sports Business Group

Deloitte's prediction for women's sports in 2024 is a global revenue of US\$1.28 billion, 300% higher than the previous valuation in 2020. Football is projected to be the most valuable sport, representing 43% of that total amount.

The tendency for 2024 and beyond is for women's football to become easier to access and consume through different platforms and products. This means more business opportunities to retain engaged fans and to attract new audiences.

With more fans and investors engaged in Women's Football, its commercial value inevitably grows, as do the opportunities for purpose-led partnerships and innovations.

Many brands have already identified and seized this possibility - the number of partners of the FIFA Women's World Cup went from 12 in the 2019 edition to 30 in 2023, the first to break even financially. The trend is only gaining momentum, and in 2024, more brands will hop on.

The potential multiplies for the stakeholders that can see beyond the traditional sponsorship model and leverage the disruptive character of women's football. The true game-changers will be the ones that identify its dynamic force with the potential to redefine industry norms and leave a lasting impact on and off the pitch. **The stage is set for brands not only to participate but to pioneer a new era in women's football** to steering the course towards unprecedented growth, influence, and impact.

Prioritizing and encouraging women's presence in football is not only a must for the different stakeholders in the sport, but yet another door for new businesses, possibilities, and opportunities for brands to stand out while generating a positive impact.

THE GOOD CASE

Lewes FC is a classic and remarkable case of how to excel in women's football management, in which impact is a fundamental aspect of the brand's value proposition. With equality at its core, the club is teaching the world what "football done better" looks like.

In 2023, the club took the Women's World Cup as an opportunity to promote activations of their already impact-centric partnerships. During one of the matches, Lewes FC co-hosted a networking event with one of their sponsors, SumUp, and raised money for a local domestic abuse charity. The event appeared on pre and post-match coverage on the BBC, driving even more impact.



Photo: Inside SumUp Youtube channel

CROSS-TRENDS

The Gen Z way

The combination of Gen Z's progressive views on gender and their player-first approach to fandom indicates a great opportunity for players to connect with this audience and a great platform for brands to do the same.

Impactful entertaining

As interest in women's football grows, entertainment is becoming an important tool to share the challenging journey of the sport so far, tell athlete's stories, attract new fans, build connections with existing audience

An aerial photograph of a football pitch, showing the green grass, white markings, and goalposts. The pitch is surrounded by a dense, lush green forest, creating a stark contrast between the man-made sports field and the natural environment.

Sustainability now

Sustainability in football is now a necessity, not a choice. Yet, there's still a chance to gain a competitive edge through innovation and regeneration.

The convergence between football and sustainability is both inevitable and necessary. Setting aside the potential of the beautiful game as a tool to drive change, **it is imperative to address the issue of climate change, which directly affects the sport.** Increased heat stress on players, altered playing conditions due to extreme weather events, and potential disruptions to scheduling and infrastructure are some of the consequences suffered by football, especially women's and lower tiers.

And if that isn't enough motivation, sponsors' and investors' expectations will certainly provide incentive. **Sustainability now ranks as a top priority for sponsors, driven by escalating consumer demands for tangible positive actions – a trend that extends to football brands.**

The current crisis demands urgent and effective action, and **brands that seize the opportunity to lead the change will benefit commercially.** When clubs, leagues, and athletes adopt sustainability as a core value, they can attract the big brands looking to establish sustainability-focused partnerships and leverage their brand assets to multiply the opportunities.

As the industry places increasing emphasis on sustainability, and consumers and fans become more informed and demanding, **there's a growing necessity for enhanced metrics and standards to gauge sustainability efforts effectively.** Various leagues are already establishing strategies and guidelines that clubs must conform to, and this trend is anticipated to continue to expand in 2024.

"As time goes by, clubs will no longer be able to stand apart by simply talking about reducing their plastic use and increasing their vegan options, however commendable that might be."

- Paul Eddleston, Project Consultant at Buro Happold

The greenwashing days are over, and to win in sustainability, brands must reassess, adapt, measure, and communicate their efforts and impact well. **Sooner than later, sustainability won't be a differentiating factor anymore, but rather the norm, which is why innovation is key.**

In 2024, the path is open for the brands willing to adopt and inspire a sustainable football culture that champions effective and lasting change instead of striving to do the bare minimum.

Consumers and fans are progressively demanding more eco-conscious practices from brands and information and guidance on adopting sustainable lifestyles.

This presents a significant opportunity for brands to drive behavior change in and beyond football by educating and engaging the audience while leading by example.

Being at the forefront of sustainability in football through innovation, tangible action, transparency, and effective communication also brings a huge potential to grow in brand awareness and value.

"When maximising sponsorship revenue, sustainability is a meaningful differentiator. Resultantly, many clubs have recently taken on environmentally focused partnerships."

- Brand Finance Football Sustainability Index 2023

THE GOOD CASE

Real Betis Balompié has emerged as a leader in sustainability in football in the past years. Committed to environmental responsibility and community engagement, the Sevillian club has implemented different initiatives to reduce its carbon footprint and promote social welfare. One of them is Forever Green, an open platform that serves as a catalyst for environmental education and community involvement, empowering fans and stakeholders to participate in eco-friendly initiatives.

Real Betis was placed by Brand Finance as the second most sustainable club in Europe according to fan perception, demonstrating that becoming greener is good both for the planet and for your brand.



Photo: Real Betis Twitter account

CROSS-TRENDS



It's time for women

Sustainability is a great driver of new commercial opportunities among the female audience and fans, given that women are likelier to adopt sustainable purchasing habits frequently*.

Source: GlobeScan Healthy & Sustainable Living Report 2023



Regenerative AI

AI can be an important ally in identifying and combatting greenwashing. Features like data and sentiment analysis, cross-checking, and data monitoring are powerful tools to improve accountability, communication, and transparency.



Inner change, outer impact

Football's future and relevance for the newer generations are inevitably tied to its ability to change and promote change.

Football serves as a magnifying glass for different social issues in our society, made crystal clear on the pitch for all to see. In 2023, we saw how many of these issues affect the game and how it, in turn, reflects the current state of society. **All signs indicate that this trend will persist and gain momentum in 2024.**

Just as football is affected by these challenges, it has the potential to cause meaningful change beyond the pitch.

Football can play a transformative role in reshaping social and cultural norms by championing values within the field.

Many players are taking a stand and challenging what was once deemed acceptable, using their platforms to advocate for change. **This movement pressures leagues, clubs, federations, and sponsors to follow suit and ensure a safe and inclusive game for all.**

Women's teams are standing up for equality, while black players are bravely facing down racist abuse. Teams are pushing back against the rules to fight homophobia, and players are openly sharing their personal battles, from mental health struggles to gambling addictions. **All of the above hints that football could be on the way to becoming a major force for change in society like never before.**

Awareness of social issues and the call for change are gaining momentum among fans, too. **Players speaking out on these issues also play a significant role in shaping fan behavior.**

Consequently, clubs and sponsors increasingly grapple with environmental, social, and governance concerns. **Beyond simply meeting standards, there is a chance to embrace a social entrepreneurship approach, driving social change and business growth together.**

It's time for institutions and authorities to step up and implement strategies that prevent injustice or abuse on the field and in the stands rather than just reacting to them. Promoting change from within by fostering diversity, equality, and inclusion throughout ranks should be a priority. Take the FA, for instance, which created the "Leadership Diversity Code", that pushes clubs to make diverse hires. It's now mandatory for all professional English league clubs to report data on their workforce, covering aspects such as gender, age, sexual orientation, and disabilities.

Leadership on the pitch is also very important

When authorities and institutions don't exercise their role in tackling social issues, fans turn to the players who use their influence to promote causes and initiatives they are passionate about.

This brings opportunities for athletes to find their voices on and beyond the pitch, develop a new aspect of their personal brand, and open new commercial doors.

The personal purpose aspect of a player's brand is even more relevant when reaching the Gen Z audience. Due to Marcus Rashford's campaign against child hunger, young British fans voted him the third most inspirational modern business icon, for example.

GenZers seek authenticity, shared values, connection, and representation as they consume. **As their presence as football fans grows, demonstrating genuine impact and communicating it well becomes increasingly important for stakeholders.**

"With Gen Z holding progressive views on race, gender, and sexuality, the football known for hypermasculinity, hooliganism, sexism, fascism, and racism isn't the institution that has earned their respect."

- The Gen Z Football Report by Diverse Media

THE GOOD CASE

Norwich City's viral video for World Mental Health Day 2023 delivered a poignant message on suicide prevention against the backdrop of football and the club. Crafted with input from the suicide prevention charity Samaritans, it underscores the importance of checking in on loved ones, even when no obvious signs of mental health struggles are present. NCFC established a dedicated channel to share the video and additional resources after its success.

By leveraging a relatable context and faces to address suicide prevention, NCFC is actively combatting the stigma surrounding the issue, igniting crucial conversations both in football and beyond.

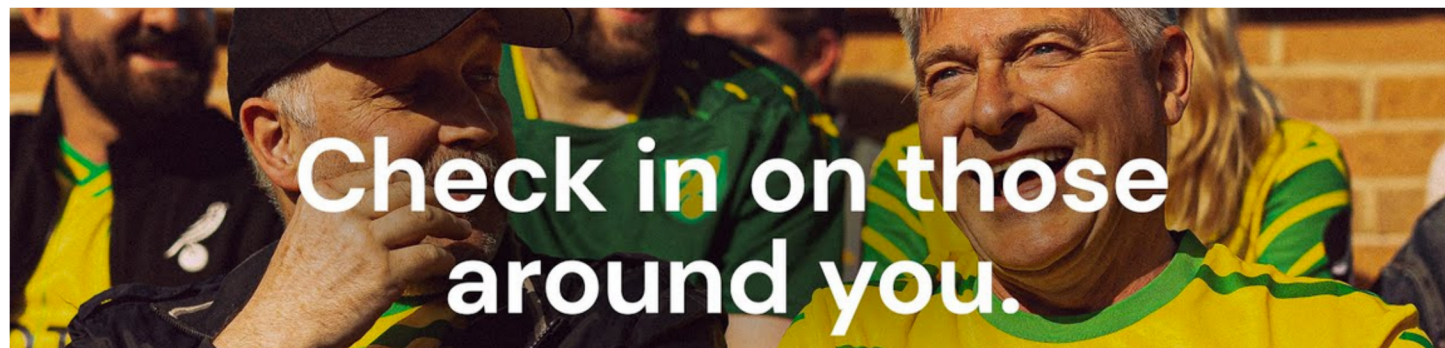


Photo: Norwich City Youtube channel

CROSS-TRENDS

The Gen Z way

GenZers are more aware and engaged with different social issues, remarkably promoting and demanding change. Football must create inward and outward transformation to attract, maintain, and engage this audience.

It's women's time

Different surveys have shown that women's football fans tend to be more diverse, young, and prone to hold progressive values. There is much room in the women's game to make business out of promoting social change.

Impactful entertainment

The emerging trends in sports entertainment have the potential and the responsibility to serve impactful purposes, which can, in turn, help shape these trends.

With its huge cultural sway, football has always been a big player in entertainment worldwide. **Now, it's all about documentaries.** Sports docs and series have exploded on streaming platforms in recent years, diving into players' and teams' untold stories, backstage scenes, and the journey of wins and losses. This 'docu' trend is now so entrenched in football that we often watch games already anticipating the series they'll spawn.

This format gives fans an insider's view, letting players and clubs share their stories in a whole new light, fueled by storytelling magic. **It fosters trust and forges deeper bonds with the audience. Good storytelling can boost fan engagement, rally more support, and even attract new audiences.** Case in point: Nielsen reports that the F1 docuseries "Drive to Survive" has turned 34% of its viewers into fans of the sport.

This trend is a great ally for 'the good football' since productions portraying true stories often have the potential to drive social impact and instigate positive change. And now might be the best time to get on board.

TrendWatching predicts that in 2024, entertainment will play a crucial role as a common tongue that bridges gaps in our increasingly divided world. It'll remind us of our shared humanity through content that rises above all the noise and polarization. **Could this be the case in football, too? Some of last year's content points us towards a yes.** Angel City's series showed a glimpse into the gender disparity in football, while the Beckham's series sparked discussions on fan abuse and players' mental health. Juventus FC also made strides by producing two podcasts, one addressing mental health and the other confronting racial discrimination.

"The essence is to provide content that transcends polarities, offering a refuge of connection in an otherwise fragmented world." - 2024 Trend Check by TrendWatching

Purposeful entertainment extends beyond high-budget documentary productions and is not confined to major players. **Thanks to the democratization of content production through social media, smaller clubs, NGOs, and brands are just one well-crafted vertical video away from spreading a positive message through football.** In fact, several grassroots clubs gaining fame by creating entertaining and high-quality content.

Thinking beyond the big screens is essential in second-screen times, when social media and streaming platforms are two of the main entertainment sources, especially for younger audiences. **There are also plenty of opportunities outside the screens to stand out and make a positive impact through entertainment.**

The landscape of entertainment is being reshaped by the upcoming generations, who have their own way of consuming. **This is yet another clue pointing toward authenticity, purpose, and social change.** Word is that Gen Alpha might become even more selective and balanced about their time spent online.

For athletes, this means they have exciting possibilities to connect with and engage this audience. According to the Gen Z Football Report, nearly half of young fans want more highlights of their favorite players, and even more are eager for behind-the-scenes glimpses. **This shows that players could emerge as genuine leaders by championing causes close to their hearts, thus developing new dimensions of their personal brand.**

**"Purposeful internet use combined with more offline pursuits is a real possibility in the near future."
- Think Forward 2024 Global Report**

THE GOOD CASE

The "Welcome to Wrexham" series, featuring a small but historic Welsh club recently acquired by two Hollywood stars, catapulted the team to newfound recognition. It skillfully weaved together the club's rich history, its community, and the narratives of its celebrity owners, all against the backdrop of football and Wrexham AFC.

Many episodes delved into important themes, such as male friendship and inclusion, seamlessly intertwining personal stories from players, fans, families, and the owners. As the team embarked on its journey towards League Two, the series emerged as a masterclass in purposeful and engaging storytelling.



Image: FXNOW

CROSS-TRENDS

The Gen Z way

Gen Z brings together the desire to consume entertainment that aligns with their identity and values, the curiosity to follow players they admire closely, and social media habits centered around authenticity and participation.

Good roots rising

Accessible entertainment production is a key element to understanding why grassroots is on the rise. Many clubs spotted an opportunity and are reaching new audiences through well-crafted and purposeful content.

Good roots rising

By harnessing the power and reach of social media, grassroots clubs that embody community values can lead through positive impact.

There has been a lot of buzz around grassroots football lately. Many clubs are realizing they can use today's resources to build a strong brand of their own. With well-crafted strategies, they are creating unique identities, telling engaging stories, and leveraging social media to connect with fans, tap into new audiences, and foster community.

And because the community is at the core of grassroots football, developing an impact strategy is a great way for these clubs to improve the impact they already generate and weave a compelling brand narrative. This expands their reach, attracts sponsors, and unlocks new opportunities. The authenticity inherent in purpose-driven initiatives from grassroots clubs is hard to match, making them ideal partners for smaller brands looking to invest in football.

The same holds true for players in these teams, who can leverage their story to forge strong connections with the audience through shared experiences—a rarity in modern football between fans and athletes.

In an era when business often overshadows passion, the authentic, community-driven side of the game is gaining traction. Gen Z football fans naturally gravitate towards this, showing a preference for communities they resonate with, boosting their consumption and interaction with grassroots content.

Similarly, many smaller professional clubs are embracing their community narratives and values, positioning themselves as impact-driven clubs. Lewes FC, FC St. Pauli, Oakland Roots FC, Bohemian FC, and Forrest Green Rovers FC are great examples of teams driving positive impact, gaining fans and business in the process.

“We contribute to the local community, but we also benefit from the local community. A strong community means a strong football club” - Maggie Murphy, Lewes FC CEO

THE GOOD CASE

Baiteze Squad, based in East London, has gained widespread attention online for its engaging content across platforms like YouTube, TikTok, and Instagram. Their success is rooted in their ability to tell their story authentically woven in strong branding.

Partnering with major brands like New Balance, Carmex, and Samsung, Baiteze FC has made significant strides. Their collaboration with Samsung led to the creation of the Grassroots Academy, an innovative project aimed at helping local grassroots clubs harness technology and community engagement to create compelling content, highlighting the club's ability to attract reputable partners who share its vision for the future of football.

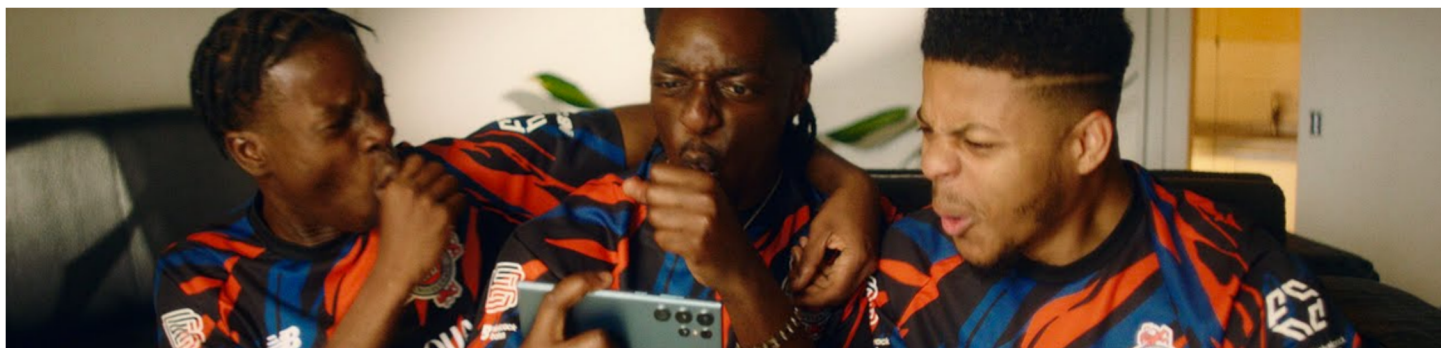


Photo: Baiteze Squad Youtube channel

CROSS-TRENDS



The Gen Z way

Grassroots football perfectly aligns with the expectations and desires of Gen Z football fans to experience the sport. This demographic presents many opportunities for clubs, brands, and players within lower-tier leagues.



Inner change, outer impact

The symbiotic relationship between grassroots clubs and their communities provides an ideal setting for driving social change. Thanks to better technology, small clubs can wield more influence, making a bigger impact.



The Gen Z way

The new generation of football fans is helping
impulse purpose and impact in the game while
reshaping fan engagement and experience.

Generation Z is ready for The Good Football. Actually, that is, in fact, the only football they will take. To meet their needs and captivate the Gen Z audience, turning them into loyal and engaged fans, football brands have to play by their rules. For the impact-driven businesses, this is good news.

Most Gen Z consumers want to know the origins of whatever product or service they buy to ensure it aligns with their values, and their fan habits are no different. Even though football fandom usually runs in the family, GenZers' player-first approach reinforces their autonomous, selective style in choosing whom to support.

The path is open for football brands to positively impact their way to Gen Z hearts.

Online platforms are where Gen Z turns to for research, information, entertainment, and community. 45% of Gen Z football fans spend over an hour engaging with football content on social media daily, and 43% are active on social media while watching games. **But engaging them is not just about being present; it is about delivering the content they want.**

They want authenticity. They are interested in behind-the-scenes, personal stories, snippets of daily life, and lifestyle content – basically, anything they can relate to. **While players naturally have a direct line to this audience, clubs and brands have plenty of opportunities to forge genuine connections.**

Research spotlights younger fans' engagement with sponsorship, with 62% of GenZers believing that brands can create communities they can relate with.

"The values of the clubs and authorities are not always aligned with the values of Gen-Z and as a result today's fan is often not a fan of the club, not even necessarily a fan of the game, but a fan of the players and the morals and values they demonstrate." - The Gen Z Football Report by Divrse Media

THE GOOD CASE

"Play it Forward," a project developed by Nike, Football Beyond Borders, and Marcus Rashford, is a great case of synergic partnerships that drive real impact and successfully communicate each brand's purpose to the audience.

Rashford takes yet another step in line with his positioning, and by partnering with him and focusing on community impact, Nike reinforces its commitment to "using sport & play to create a better future for everyone.", solidifying its position as a brand that understands and champions Gen Z's values and aspirations. Big kudos to FBB, too, which has proven to know exactly how to communicate with younger generations - on the pitch and through the screens.

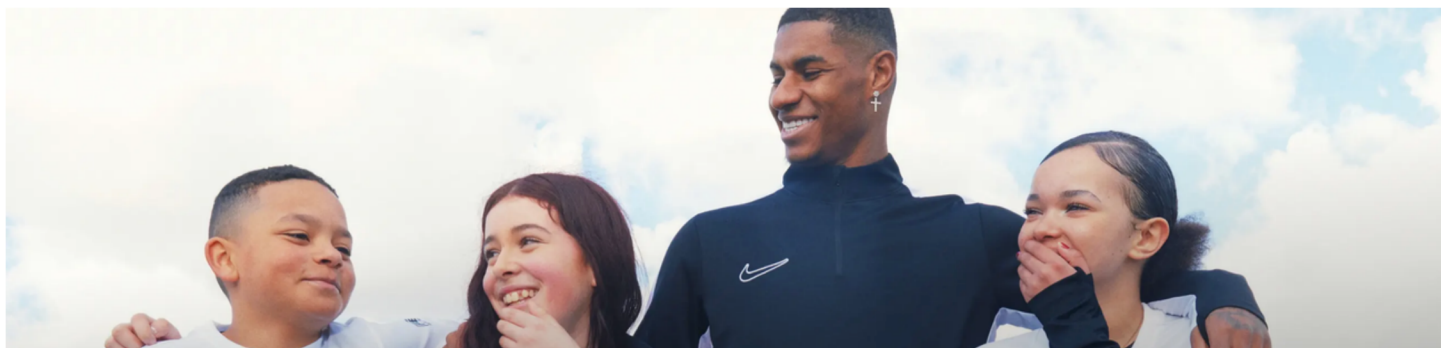


Photo: Nike

CROSS-TRENDS



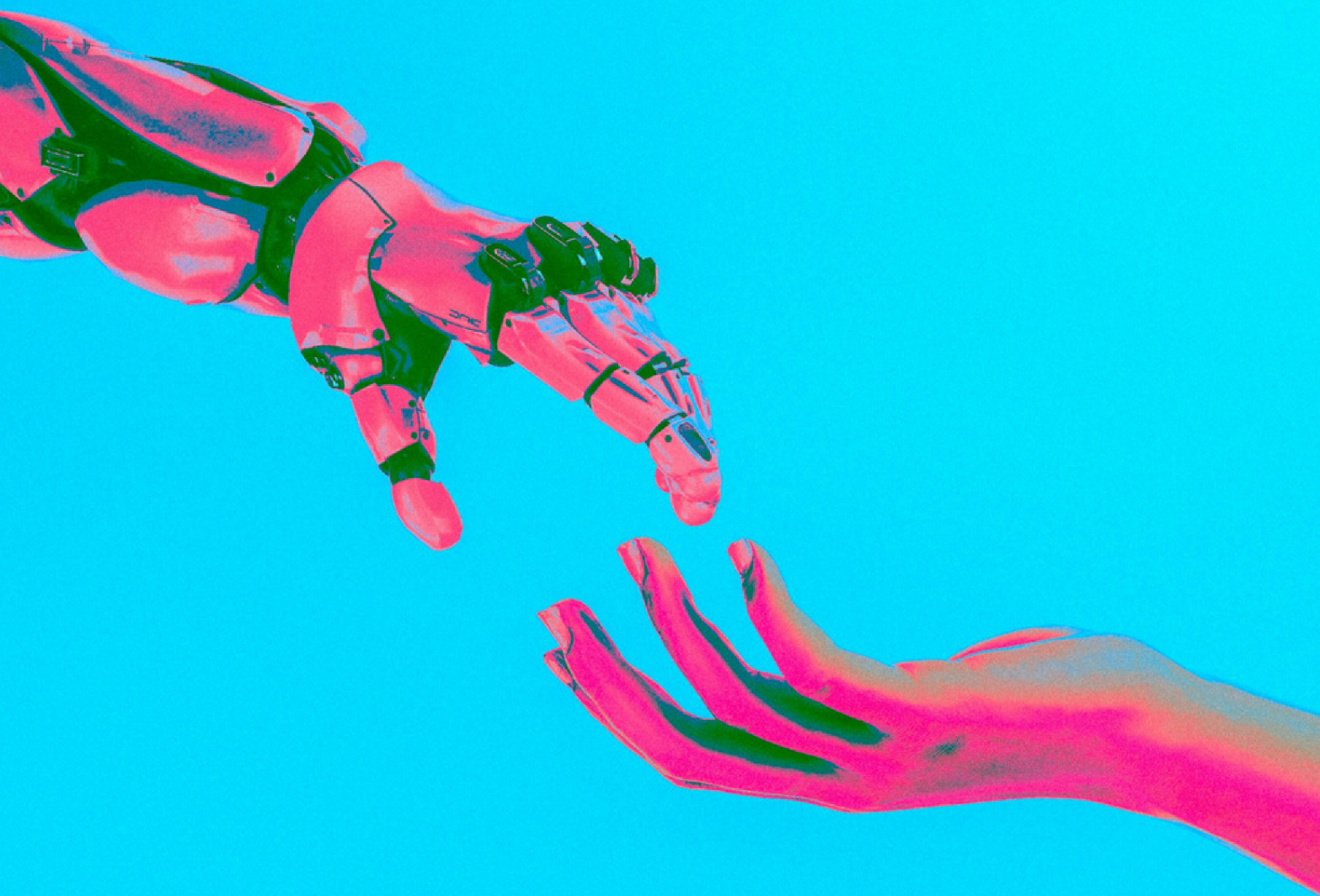
Sustainability Now

Gen Z's commitment to researching the facts and consuming only what rings true to them aligns seamlessly with regulated and transparent sustainability practices. If there is anything greenwashing won't survive, it's Gen Z.



Regenerative AI

Leveraging AI's potential to improve fan experience, communicate and connect better with the Gen Z audience, and generate positive impact could be a winning strategy for brands in football in 2024.



Regenerative AI

Embracing the opportunity to use AI
to level the playing field in sport.

by:



Artificial intelligence seems to be everywhere. Not a day goes by now without it being mentioned in the news, on a LinkedIn post, or among friends. The concept of AI is over 70 years old (think “Imitation Game”). **But the current “AI boom”, caused by the rise of big data and more accessible powerful hardware, is taking tech abilities to new levels.**

In fact, “deep learning algorithms” underpin many recent advances in AI because of their ability to process large amounts of complex data, like images, audio, and text. Whether it’s understanding text or images, recognizing speech, suggesting personalized content, or interacting with the physical environment, **it is said that a system or machine is deemed “intelligent” if it is capable of reasoning, adapting, and learning at or above the level of a human.**

But what does this all mean for sport?

Sport is intrinsic to the modern global economy.

Technology and digital media have driven and enhanced the mix of monetization, popularity, and the culture-defining ability of sport. When it comes to emerging technologies, professional sports leagues, clubs, athletes, and brands are often at the forefront of curiosity and experimentation, hoping to unlock the next disruption that improves commercial prospects, fan experiences, or athlete performances.

As we saw with Web 3.0 and blockchain a few years ago, the next wave of emerging tech

experimentation is here – and it’s with AI. No doubt you’ve heard the term “data-driven sport.” And since AI has everything to do with data, this next wave comes as no surprise.

So let's break down the 3 main ways we're seeing AI innovation in sport:

1. AI for athlete performance (on the sports field)
2. AI for sport business (management and operations)
3. AI for fan experiences (stadium, media, consumerism)

Technology impacts our daily lives and the world of sport. But there are disparities in awareness of and access to technology, especially among women's sport, grassroots sport, and sport for development.

These organizations play an essential role in facilitating access to sport for millions of people from diverse backgrounds worldwide, whether as participants or fans, but they also often face challenges such as limited resources and reliance on volunteers.

So, with all this exciting AI innovation in sport, how do we embrace the opportunity to use it to level the playing field?

In sports organizations worldwide, it's quite normal to have one person doing five people's jobs (sound familiar?) There are free and low-cost AI tools that enable automatization of time-consuming tasks and can support many aspects of day-to-day work, from meeting minutes and translations to pitch decks and video production.

In 2024, we will be seeing a whole range of AI solutions that cater to the realities of community sport – accessible and affordable solutions for scouting and supporting participants and players, for building communities, and for efficient back-end operations.

"The four areas where AI can supercharge women's sport that I'm especially excited about are data analysis support, prevention of injuries, reduction of online abuse, and cheaper and more accessible tools."
- Lucy Mills, founder of READY Sport Global

THE GOOD CASES

Arsenal Women FC has teamed up with ABBYY. Their AI-driven solutions are being harnessed to enhance efficiency across club operations. They've also developed a socially responsible initiative, "Game Changers," to offer young people technology education and career development.

Women athletes face three times the abuse of their male counterparts. Areto Labs developed AI tools that detect and filter offensive content, ensuring a safer online environment. A positive online community leads to higher engagement, bringing better commercial opportunities.

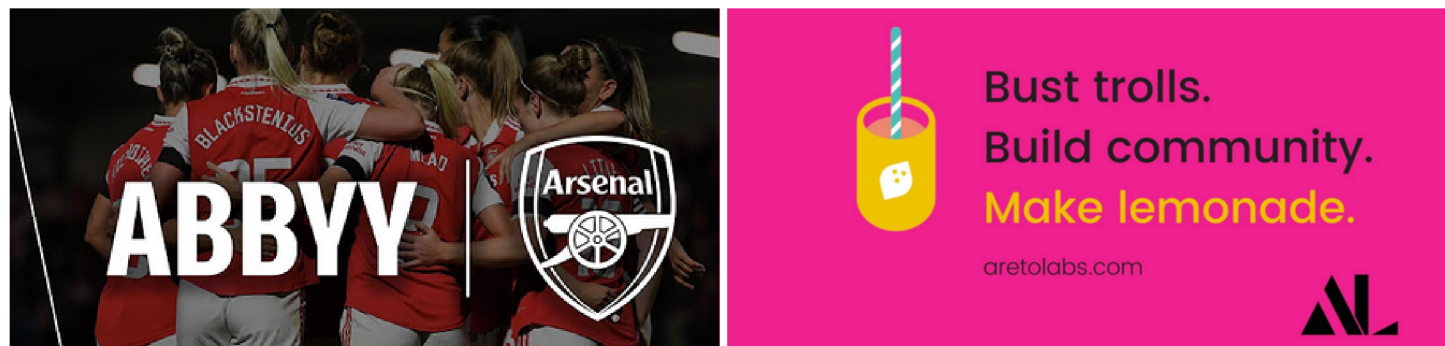


Photo: ABBYY Youtube channel; Areto Labs website

CROSS-TRENDS

Good roots rising

The democratization of AI technology and tools holds strategic significance for grassroots clubs, empowering them to enhance various aspects of their operations, performance, and communication.

It's women's time

AI will be an important ally in the growth of women's football in 2024 and beyond, continuing the historical trend of technology empowering women's sports over time.



About Ready Sports Global

READY are trailblazers at the intersection of sport, tech, and social impact.

They collaborate with sports organizations, athletes, universities, and tech companies to deliver transformational learning experiences and specialized programs that drive business and community impact. They also run the leading Web 3.0 and Women's Sport Hub.

Here is what READY can do for you:

- Educational experiences and events on innovation and technology.
- Consultancy services at the intersection of sport, tech, and social impact.
- Specialist advisory services in women's sport, AI, and Web 3.0.

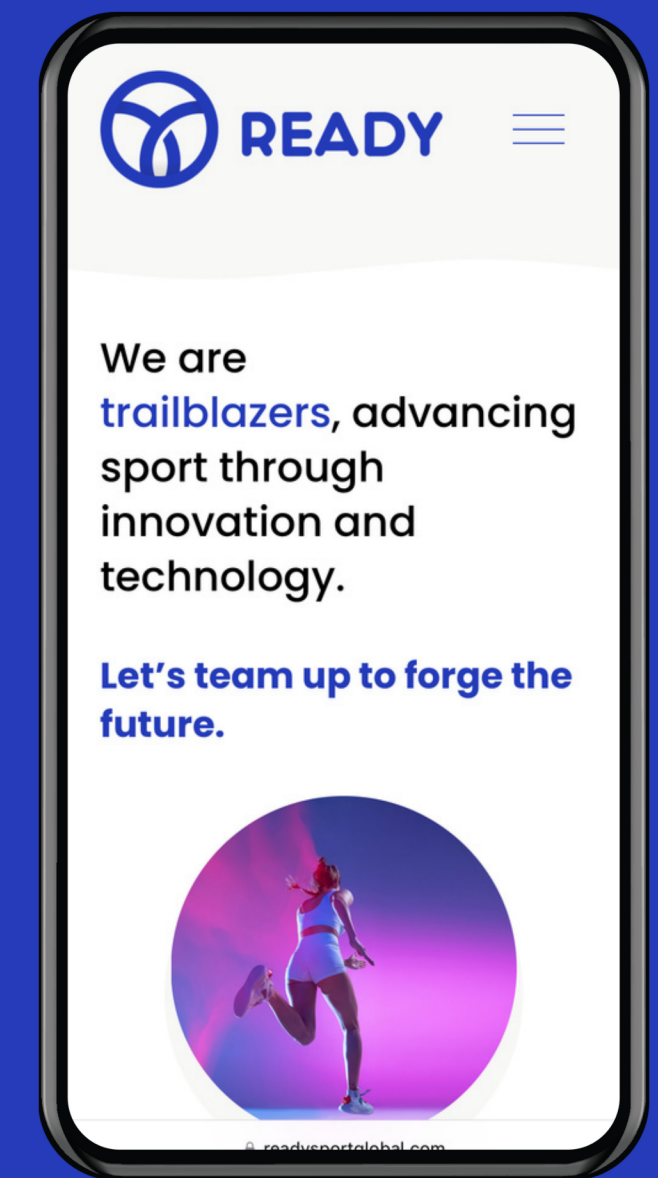
Is your organization READY for the future?

Contact READY to find out how they can help you.

Website

Instagram

LinkedIn



Want more?

If you want to leverage these trends to generate impact and strengthen your brand, here are some of the ways The Good Football and Heloisa can help you:

Brand Strategy

Developing a strategy to build a memorable brand, defining its purpose, personality, and proposition.

Communication strategy

Creating a plan to communicate your brand's purpose and value to the right audience through a compelling message.

Single-sessions of mentorship or consultancy

If you are looking for a practical session to discuss your current brand, communication, or purpose strategies and how to improve them, this is a great way to get started. Let's set a clear goal, chat, and find solutions tailored for you.

Purpose Strategy

Uncovering your brand's 'why'. Finding what you and your audience value and how your brand can help serve them.

Impact Partnership Strategy

Developing a social impact action plan and partnering with trusted organizations to implement it successfully.

Get in touch! Email hello@heloisadesouza.com to tell me more about your brand, project, or idea, and let us figure out how I can help grow your impact.

References

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[Brand Finance Sustainability Index 2023](#)

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["Breaking the billion-dollar barrier: Women's elite sports to generate more than \\$1 billion in revenue in 2024"](#)

["Samsung and Baiteze FC Launch Grassroots Academy"](#)

["How grassroots football clubs can help their local communities"](#)

The Good Football