



# Klikdaily for FIFA World Cup Qatar 2022



**Our services:**  
Brand Identity

**Industry:**  
Food & Beverage

A promotional video to introduce Klikdaily partnership with FIFA in support of FIFA World Cup Qatar 2022 and FIFA U-20 World Cup 2023 Indonesia

The story starts by showing a local insight that Indonesian love to watch football. And it happens anywhere, in warung, restaurants, cafes, on the street, really, anywhere.

Therefore, the first set begins by showing the life of a warung to resonate with Klikdaily's main target audience: warung owners.

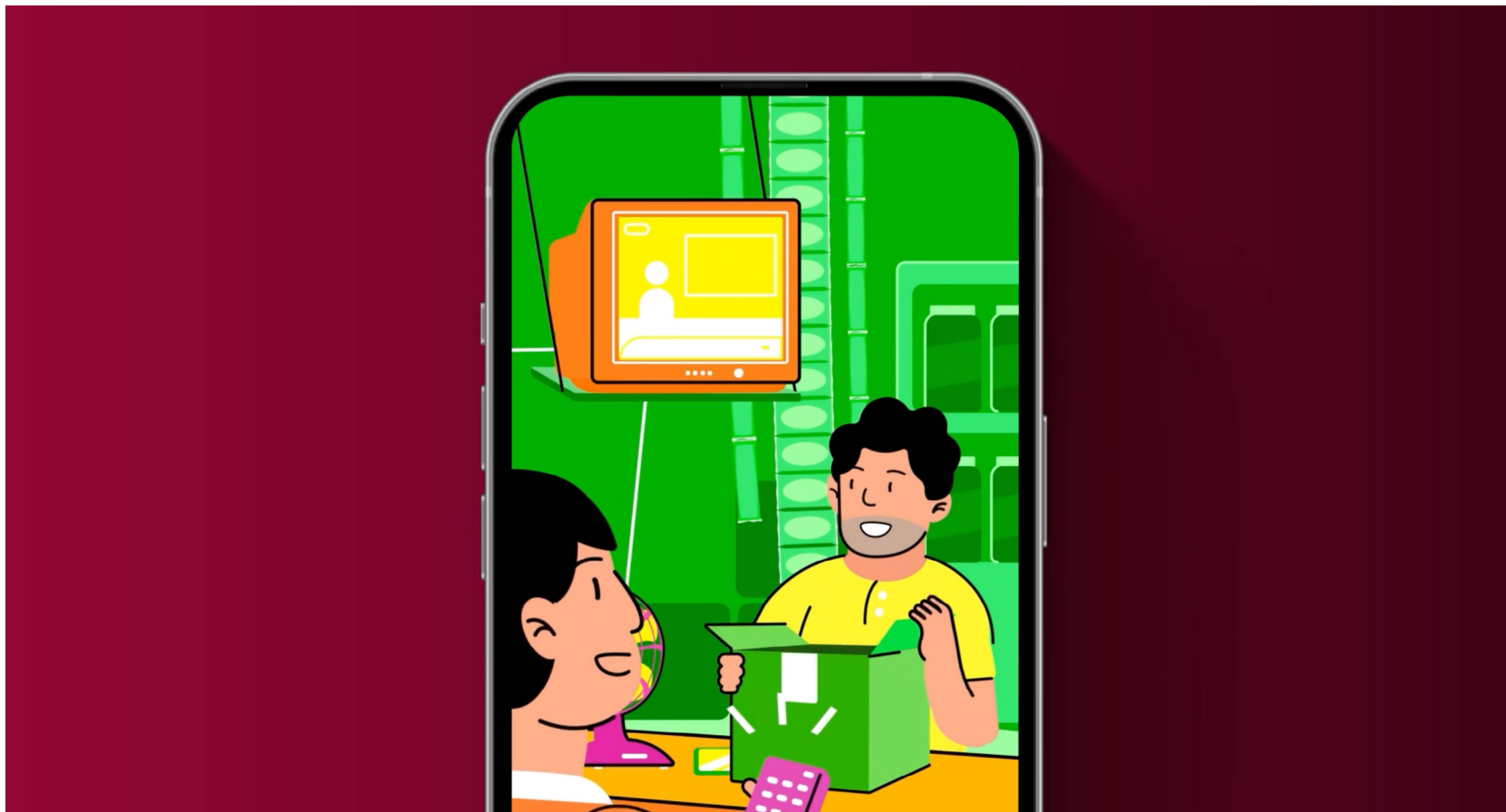


We show that KD brings the fun by letting them know that the World Cup has arrived and KD is excited to be a part of it.

Working against resource and time restriction, we found that illustration is the best way to present KD's new visual identity in this video.



# Implementation







# Click the button below to discover more.

