

# BEST ADS OF EURO 2025

## SCORING EFFECTIVENESS

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### KANTAR'S STAR PLAYER



#### #1 MOST IMPACTFUL AD

'Refresh the Game' - Pepsi

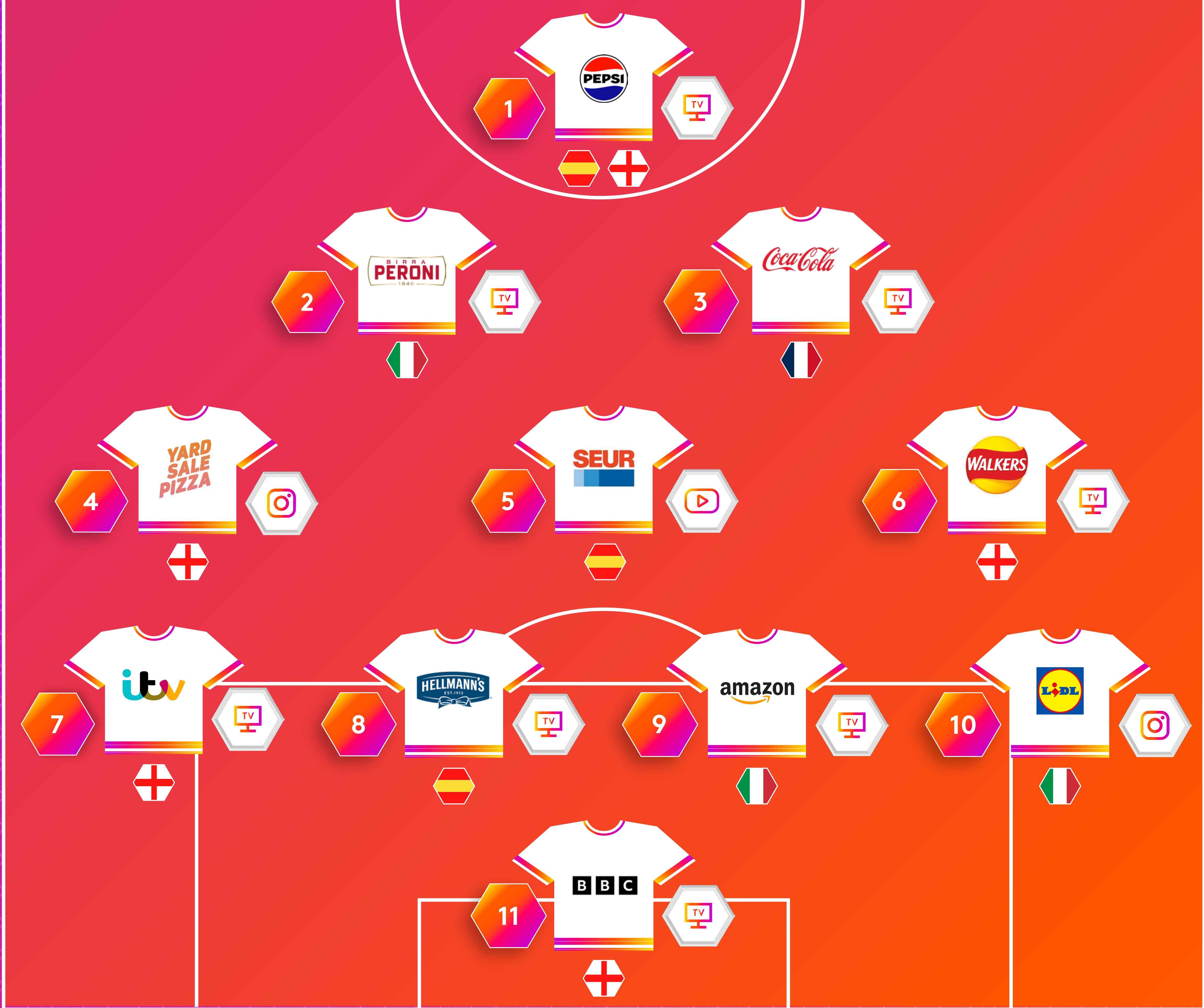
"This ad is an enjoyable celebration of the beautiful game, blending nostalgia with modern football culture and inspirational football icons from across the globe. Set to the high-energy beat of 'Pump It', it's bold, dynamic and unmistakably Pepsi. The creative captures the spirit of the tournament and reflects the themes that have defined this year's most successful EUROS campaigns: female empowerment, culturally relevant talent, and a sense of fun."

Leonie Gates-Summer

Head of Creative  
Kantar

### STARTING 11 - MOST IMPACTFUL ADS

The ads most likely to cut through and be associated with the brand



- |   |   |
|---|---|
| 1 Refresh the Game - Pepsi                            | 7 History Happens Faster - ITV              |
| 2 BeHer: La Bionda è solo una birra - Peroni          | 8 Remata tu burger como Alexia - Hellmann's |
| 3 Enzo Noah et Julie/ Équipe de France - Coca-Cola    | 9 La Grinta - Amazon                        |
| 4 Meeeat Caroline - Yard Sale Pizza                   | 10 Never Stop Growing - Lidl                |
| 5 Un solo hilo para conectar grandes historias - SEUR | 11 Names Will Be Made - BBC                 |
| 6 No Walkers, No Game - Walkers                       |   |

"The BBC has played an important role in growing women's sport, and this summer we're doubling down on that commitment. 'Names Will Be Made' is a bold statement of intent - we're spotlighting female athletes as cultural icons in the making.

Created by BBC Creative, our claymation campaign for UEFA Women's Euro 2025 captures the energy and emotion of the tournament in a way that's distinctive, imaginative, and rooted in the BBC's brand values. By celebrating these players with scale and confidence, we're aiming to inspire the next generation of fans, and make a lasting impact with audiences."

Liv Slack  
Head of Marketing  
BBC Sport

#### Pick the right squad

Celebrities feature in many of the best ads, and brands have done well to select ones that resonate with audiences. But of course celebs aren't the only factor to consider, as several of the top ads succeed without them.

### MOST ENJOYABLE ADS

WINNER!



Meeeat Caroline

#### No foul for no humour

The overt humour present in the 2024 EURO ads has been subbed for more subtle comedy, such as locally relevant puns, and more emotiveness - but ad enjoyment remains high.

- |  |                        |   |                              |
|--|------------------------|---|------------------------------|
| 2 adidas<br>Great Rivals Make Great Motivation | 3 Victoria<br>Pintadas | 4 PERONI<br>BeHer: La Bionda è solo una birra | 5 LIDL<br>Never Stop Growing |
|--|------------------------|---|------------------------------|

### BEST BRANDED ADS

WINNER!



Enzo Noah et Julie/  
Équipe de France

"Moments like these are magnets for attention. But only brands with a clear, ownable take - aligned to their magnetic north - convert that attention into growth."

Lynne Deason  
Head of Creative Excellence  
Kantar

- |                             |  |                                  |  |
|-----------------------------|--|----------------------------------|--|
| 2 PEPSI<br>Refresh the Game | 3 SEUR<br>Un solo hilo para conectar grandes historias | 4 WALKERS<br>No Walkers, No Game | 5 HELLMANN'S<br>Remata tu burger como Alexia |
|-----------------------------|--|----------------------------------|--|

### MOST EMOTIVE ADS

WINNER!



Never Stop Growing

#### Goals, grit & girl power

Heartwarming stories centred around inspiring the future generation of female footballers has proven to be a strong way to unlock ad effectiveness and emotional engagement with viewers.

- |  |   |  |                        |
|--|---|--|------------------------|
| 2 SEUR<br>Un solo hilo para conectar grandes historias | 3 Ebro<br>El futuro siempre estuvo aquí | 4 adidas<br>Great Rivals Make Great Motivation | 5 Victoria<br>Pintadas |
|--|---|--|------------------------|



KANTAR MARKETPLACE

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## SCORING EFFECTIVENESS

Celebrating the championship's most effective ads

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ad with LINK AI on Kantar  
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power of connected effectiveness.**