

# BEST ADS OF EURO 2024

## SCORING EFFECTIVENESS



Celebrating the championship’s most effective ads

### KANTAR’S STAR PLAYER

#### #1 MOST IMPACTFUL AD

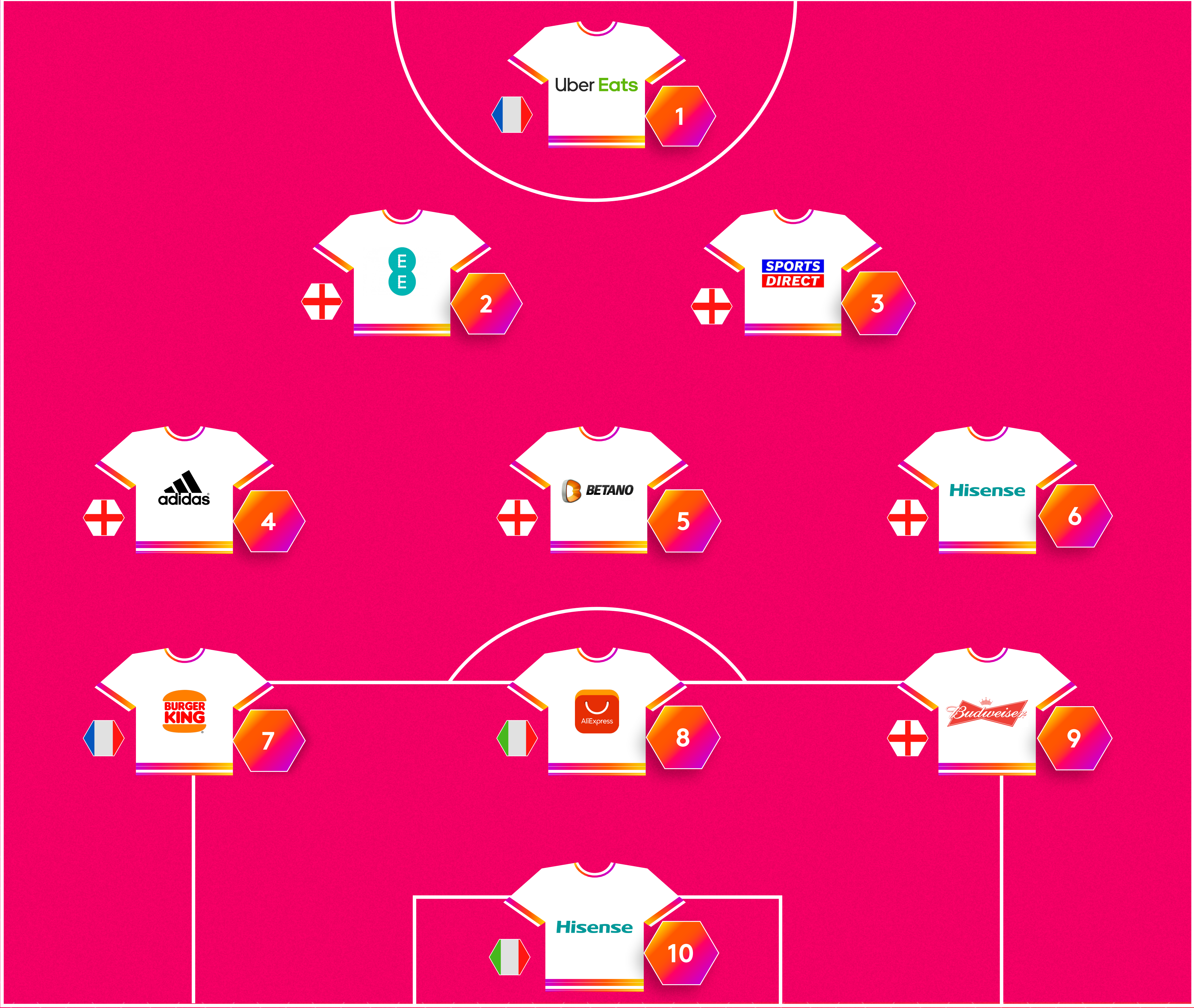
Uber Eats supportez Les Bleus sans Fred Livraison  
Uber Eats supports The Blues without Fred Delivery

“Fred Livraison (or Fred Delivery) is a metaphor for unwelcome delivery fees. The ad shows Fred entering the French team’s homes, invading their press conference, coaching the team, and even using their showers, only to be kicked out when the team buys an Uber One subscription in frustration. Here, Uber Eats uses humour with the brand at the heart of the story. And just like that, Fred is benched!”

Monique Kim-Gallas, Senior Client Advisor, Kantar

### TOP 10 MOST IMPACTFUL ADS

Most likely to cut through and be associated with the brand



- 1 Supportez Les Bleus sans Fred Livraison
- 2 Hate. Not in My Shirt
- 3 Football Fever Starts Here
- 4 Football Anthem
- 5 Euro is Here

- 6 Witness the Excitement
- 7 Foot
- 8 Fai goal, scuoti AliExpress!
- 9 Bring It Home
- 10 Beyond Glory

### MOST ENJOYABLE ADS

WINNER!

1

BURGER KING

Foot

Play for stereotypes

Poking fun across cultures, if done in a respectful and humorous way, can be effective. Irn-Bru, top 1% for humour, hit the back of the net by ensuring the viewer is in on the joke.



2

Hate. Not in My Shirt

3

PADDYPOWER.

Europe's Favourites

4

SPORTS DIRECT

Football Fever Starts Here

5

Budweiser

Bring It Home

“As an Irish brand without a team in the tournament, we knew we had to be smart about how we tapped into the Euros in an authentic way. We played right into the tension and irony that England were Europe’s ‘favourites’ for the first time in decades. Created by BBH, every element of the creative was carefully crafted and casting Danny Dyer allowed us to play into the English stereotypes in a humorous, light-hearted way that would not only entertain the English – but the whole of Europe.”

Leah Spears, Head of Brand, Paddy Power

Subbing in celebs

Many of the Top 10 Most Impactful Ads use iconic footballers. Global celebrities can boost visibility, while local ones can enhance relevance and credibility.

### BEST BRANDED ADS

WINNER!

1

Uber Eats

Supportez Les Bleus sans Fred Livraison

2

SKECHERS

Les problèmes d'Harry Kane avec Skechers

3

Dove MEN CARE

Something Good

4

AliExpress

Marquez Plus

5

currys

Beyond Techspectations

Red card for sadvertising

Over the last 20 years, humour in ads has declined by 20%. But like Christmas Ads, we’re now seeing a resurgence, with Curry’s and Burger King proving its power to connect.

Right product, right time

Effective ads blend strong brand integration with creative narratives and distinctive assets that highlight the brand at the right time.

Extra points for consistency

Globally integrated campaigns with a single, channel-customised idea are 57% more effective at building brands.





KANTAR MARKETPLACE

# BEST ADS OF EURO 2024

## SCORING EFFECTIVENESS

Celebrating the championship's most effective ads



**For more info on any of these winning plays, to talk to our Creative team, or to test your next game-changing ad, get in touch with us at:**

**[creativeinsightsuk@kantar.com](mailto:creativeinsightsuk@kantar.com)**

Speed without compromise. The industry's most complete view of creative effectiveness, harnessing next-gen AI-powered ad testing.



**INSIGHTS POWERED BY LINK AI AND LINK+  
ON KANTAR MARKETPLACE.**