



Keep the rituals.
UPGRADE MATCH NIGHT.



Currys / World Cup 2026 / Campaign concept

THE TASK

Give people a reason to upgrade watching the World Cup at home — and visit Currys before kick-off.

Earlier consideration of a home-viewing upgrade.

Visits to Currys stores before the tournament starts.



THE OBSERVATION

Some things are part of watching. Others are part of winning.

Some supporters repeat a small behaviour they connect with a previous win. For this fan it is the lean: elbows on knees, hands clasped, eyes on the game. His team has won three matches while he sat like that. So he sits like that.

A creative observation, not a research claim.

THE IDEA

Keep the rituals.
UPGRADE MATCH NIGHT.

WHAT CURRYS DOES

Currys upgrades the viewing setup: a bigger, better screen for the football at home.

WHAT STAYS THE SAME

Fans keep the rituals that make match night theirs. The telly can change. The lean does not have to.

THE STORY IN ONE GLANCE

BEFORE



Both lean towards the small screen.

AFTER



One sits back. One keeps his lucky lean.

“Three wins sitting like this.”

THE KEY VISUAL

BIGGER SCREEN.

*Same
lucky lean.*

Keep the rituals.
Upgrade match night.



BIGGER SCREEN.

*Same
lucky lean.*

Keep the rituals.
Upgrade match night.

Find your World Cup setup
in store before kick-off.



BIGGER SCREEN.

Same lucky lean.



Keep the rituals.
Upgrade match night.

Find your World Cup setup
in store before kick-off.



currys 01 / 04

“This telly’s too small.”



Keep the rituals. Upgrade match night.

currys 02 / 04

“You can sit back now.”



Keep the rituals. Upgrade match night.

currys 03 / 04

“Three wins sitting like this.”



Keep the rituals. Upgrade match night.

currys 04 / 04

BIGGER SCREEN.
Same lucky lean.



Find your World Cup setup in store before kick-off.

The upgrade changes one posture. The ritual explains the other.

BIGGER SCREEN. *Same lucky lean.*



Keep the rituals.
Upgrade match night.

currys

Find your World Cup setup in store before kick-off.

Keep the rituals. UPGRADE MATCH NIGHT.



Find your World Cup setup
in store before kick-off.

currys

“Three wins sitting like this.”



BIGGER SCREEN. SAME LUCKY LEAN.

Keep the rituals.
Upgrade match night.

currys

Find your World Cup setup in store before kick-off.

Three posts from one platform, each holding the store invitation.

REELS STORYBOARD

20-second proposed treatment / Storyboard

currys

*Same room.
Small screen.*



Keep the rituals.
Upgrade match night.

01 · TWO LEANERS

00-03s

Locked wide. Both friends lean towards the small working TV. Ordinary match sound. No dialogue.

Narrator: none.

currys

Bigger screen.



Keep the rituals.
Upgrade match night.

02 · THE UPGRADE

03-06s

Match cut on the same camera axis. The screen is larger. The man on the left settles back with his mug; his friend stays forward.

*Narrator: none. Let the
cheque register.*

currys

*Three matches.
Three wins.*



Keep the rituals.
Upgrade match night.

03 · HIS REASON

06-09s

Closer on the leaning friend. His gaze stays on the game. No exaggerated expression.

*“Three matches. Three
wins.”*

currys

In that position.



Keep the rituals.
Upgrade match night.

04 · THE RITUAL

09-12s

Hold the contrasting postures. One is at ease; the other barely moves. No flashback, no scoreboard.

“In that position.”

currys

*The telly can change.
He’s staying put.*



Keep the rituals.
Upgrade match night.

05 · THE CONNECTION

12-16s

Return to the full room and larger screen. Small, lived-in movement only; maintain the lucky lean.

*“The telly can change. He’s
staying put.”*

currys

*Keep the
rituals.*

**UPGRADE
MATCH NIGHT.**

Find your World Cup setup
in store before kick-off.

06 · CURRYS

16-20s

Clean brand close. Hold the platform and store invitation long enough to read.

*“Currys. Keep the rituals.
Upgrade match night.”*

Silent characters, dry narrator, soft room tone. No finished film exists; timings are provisional.

Keep the rituals.
UPGRADE MATCH NIGHT.

Find your World Cup setup in store before kick-off.

