

AMMA AWARDS 2026 | BEST USE OF NATIVE & CONTENT

L'UNION NOTRE

From sponsor to legitimate cultural partner

RELIGION

hey! Telecom x Union Saint-
Gilloise

 DIGIZIK
Part of Havas Play

HAVAS Media

HAVAS
Play

Ogilvy | Social.Lab

The problem: invisible saturation

In modern football, brands have never been more present, yet never more **invisible**.

Commercial saturation has created distance.

Fans see sponsors but don't feel them.

- Stadiums are saturated
- Jerseys are billboards
- Visibility ≠ Legitimacy



The insight: a sacred community



It's a religion

Union SG is not a club; it's a community of rituals and identity. Only those who **live it** can define it.



Granted, not claimed

In this culture, authenticity cannot be bought. It is **granted** by the community to those who respect it.



STRATEGIC PIVOT

To gain legitimacy,
the brand must
disappear.

From **Storyteller** to **Enabler**. From **Broadcaster**
to **Platform**.

The native artifact

Instead of a campaign, we created a **Cultural Artifact**.

"L'Union Notre Religion": A cinematic film written, directed, and performed entirely by USG supporters.

- No brand imposition
- Raw fan experience
- Treating football as faith





Three phases of momentum



PHASE 1: TEASING

Social short-form & pitch activation on the ground.



PHASE 2: PREMIERE

YouTube launch + 75" spots on DAZN & RTL Club during CL peak moments.



PHASE 3: AMPLI

DOOH triggered exactly at final whistle of title win

Integrated SoMe strategy



Hyper-local domination

We didn't carpet-bomb the city. We lived in the **streets of the fans.**

531 Placements

Wild postering & street panels concentrated in Saint-Gilles, Forest, and Ixelles.



Generating ownership

1.47M

ENGAGEMENTS

+66%

REACH VS 2024

8M+


LOCAL VAC CONTACTS

The community embraced the film as a genuine expression of their own identity.

Media efficiency

CTR Improvement

10x Benchmark



| Metric | Value |
|-----------------|--------------------|
| CTR Improvement | 10x Benchmark |
| Cost per View | 50% More Efficient |
| CPM Reduction | Halved (-50%) |

Cost per View

50% More Efficient

CPM Reduction

Halved (-50%)

*Performance significantly outperformed telecom industry and Hey! telecom benchmarks through native relevance.

Why "L'Union notre religion" deserves the AMMA?

Because **"the most powerful message we created is
the one we did not write."**

We didn't just generate engagement; we generated **Ownership**. We moved
hey! Telecom from a logo on a shirt to a **legitimate cultural partner**.

Credits

- Contacts client hey! Telecom : Nicolas De Preter, Miguel Aguza
- Contacts client RUSG : Victor Pensis, Maarten Verdoodt
- Account manager Digizik : Aurore d'Ansembourg
- Agency producer Digizik : Marie Le Pévédic
- Account director Digizik : Samantha Lomonaco
- Art director Digizik : Louis Thienpont
- Team Créative : Frédérique Zouag, Nicolas Gaspart (Mortierbrigade)
- Production : Disturb Studio
- Producers : Julien Fouya, Martin Gillis
- Director : Fred De Loof
- DOP : Charlie Severe
- Editing : Charlotte Demanet
- Colorgrading : François Dubois
- Music & Sound : Sonhouse
- Audio Director : Pierre-Etienne Bonnet
- Musique originale : Tim Clijsters - Music supervision by Sonhouse.
- Photographer : Mathieu Lambin
- Strategy and Creative Adaptation for Social Media: Ogilvy Social.Lab
- COO Digizik : Pelle Craen
- CEO Digizik : François Charles

