Creative Brief:

Women's Lacrosse Sixes at LA28 Olympics

Project: Print ad for the sport lacrosse being reintroduced into the Summer Olympics

Problem: For this campaign, the Olympics is trying to raise awareness and build up excitement for the sport Lacrosse Sixes as part of the LA28 Olympics. It's the first-time women will play lacrosse at the Olympics.

Desired Outcome: Gain excitement and media coverage for Women's Lacrosse Sixes at the LA28 Olympics

Target Audience: Women ages 23-35 who are interested in women's Olympic sports. Women most likely watching Lacrosse Sixes in the Olympics are interested in women's strength and rise in feminism when it comes to heavily male dominated sports. Women's events during Paris Olympics 2024 were watched more than men's according to survey

Key Insight: Get women inspired to see other women represent the overall women population and their home countries as they compete in a rough sport that is mainly played by men.

The Big Idea: Lacrosse Sixes at LA28 is a groundbreaking moment that marks a new era for women in sports, inspiring future generations to challenge the status quo.For Immediate Release

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Lacrosse is coming back to the Olympics

The sport was approved and will participate in the 2028 Games after 120 years

LOS ANGELES (October 14, 2024) — The Olympics is reintroducing lacrosse at the LA 2028 Summer Olympic Games after the sport was officially played back in the 1904 and 1908 Olympics.

Prior to being reintroduced into the games, lacrosse was only a demonstration sport in the early 2000s. The Olympics is celebrating two milestones: women's lacrosse making its debut for the first in Olympic history and lacrosse being played for medals re-emerging in the Olympics after 120 years. Instead of traditional field lacrosse, however, the sport that will be played is "world lacrosse sixes," a faster and modified version of the traditional sport. The modified sport has skyrocketed in popularity after it was introduced in 2018 by the World Lacrosse Blue Skies Working Group in Colorado Springs. In 1904, only three teams played: Canada, U.S. and Canada Mohawks. This number has increased as seen in the 2024 World Lacrosse Championships, with 28 countries participating. The number of teams to compete in the Games is currently undecided but is said to be finalized by early 2025. The teams representing a country are expected to be the teams that play in the 2026 World Lacrosse Sixes Championships. The 2028 Summer Olympics in Los Angeles starts from July 14 and ends on July 30. For more information about LA28, please visit la28.org.

"It's exciting to see a sport be reintroduced to the Olympics, especially after 120 years. It really inspires people who play lacrosse to continue and strive to someday take part in the Olympics as

well," said Allyson Felix, one of the U.S. representatives in the International Olympic Committee. "One of my closest friends who played lacrosse at USC texted me expressing how excited she is to watch lacrosse be played once the news came out. We plan to meet up back at our alma mater and watch it together."

According to World Lacrosse, lacrosse sixes is a dynamic and fast-paced version of traditional lacrosse that features:

- Six players from a 12-player team play against each other
- Only runners and goalies, no attackmen and defensemen
- Each game lasts approximately 32 minutes divided into 8-minute quarters instead of 60 minutes divided into four 15-minute quarters
- Players only having 30 seconds for a shot clock instead of 90 seconds
- The field being a 70x26 meter field instead of a 110x60 meter field

About the LA28 Olympic and Paralympic Games

The LA28 Games will mark Los Angeles' third time to host the Olympic Games, previously hosted in 1984 and 1932, and first time to host the Paralympic Games. Los Angeles will host the world's most elite athletes in 2028 as it welcomes Paralympians and Olympians from around the world to compete on the biggest stage in sports. The LA28 Games are independently operated by a privately funded, non-profit organization with revenue from corporate partners, licensing agreements, hospitality and ticketing programs and a significant contribution from the International Olympic Committee.

Lacrosse at LA28 Olympics FAQs

Q: How is Lacrosse Sixes played?

A: Lacrosse Sixes has majority of the same rules to traditional lacrosse. Major differences include: the game is played with 6 players on the field, it consists of four 8-minute quarters, players can only use short sticks, has limited face-offs and no shot backups.

Q: Which teams will participate in the lacrosse event?

A: As of now, there is no official roster stating the teams that will play in the upcoming Summer Olympics. Expect the teams who do well in the 2026 World Lacrosse Sixes Championships to be participating in the 2028 Olympics.

Q: Why isn't traditional lacrosse going to be played at the LA28 Olympics?

A: Traditional lacrosse will be replaced by Lacrosse Sixes due to its shorter fast-paced elements, suiting the Olympics' schedule and venue constraints.

Q: Why wasn't lacrosse included in the official games after the 1908 Olympics?

A: The game had limited global participation at the time. In the 1908 Olympics, only two world teams participated in the sport. Lacrosse also lacked a single, strong international federation for an extended period.

Q: Where online can I watch the lacrosse games?

A: The Summer Olympic Games can be watched on NBC channels and the streaming service Peacock.

Q: How do I buy tickets for one of the lacrosse games?

A: Typically, tickets are based on a lottery system to ensure fair access. Tickets will be sold through the LA28 website. A date for ticket sales has yet to be announced.

OOH Ad

The OOH ad is a billboard that's put up near freeways throughout Los Angeles. It shows a lacrosse player trying to shoot a goal. There will be other similar billboards with different athletes from their respective sports trying to score points.

Headline: Score for history
Call to action: LA28.org

