

Lidl is the new sponsor of Ladies Gaelic Football and wants to create serious support. Chemistry, on behalf of Lidl, has created a new heavyweight campaign which will leave no-one in any doubt as to why the LGFA deserve nothing less than serious support. The new heavy hitting TVC debuted on Feb 5th with 60 second spots in high profile ad-breaks (such as the Late Late Show and on as well as spots in Ireland's first Six Nations match). There is also an extensive social media, print and outdoor campaign to support this activity.

The TVC is hard hitting and dramatic - driven by a strong beat and a player's narrative, illustrating the toughness, resilience and skill of the female players of gaelic football. They have the determination and the drive to succeed, all they need is support to help them get there. With Lidl stepping in as sponsor to help them achieve their goals, the ladies gaelic footballers of Ireland will have serious support like never before.