

Advert title: Make your Life Difficult

Advertised brand: Granada F.C.

Director: Paco

Published: 2016

Short Rationale:

There are days, and there are glory days!

Being a supporter of Granada F.C. it's not easy, it's not for everybody.

If you think that life is complicate, wait until you become a supporter of Granada F.C. and that is what we call: "Eternal Struggle!"

Case File:

The campaign was made to capture new members to the historical Spanish football club "Granada F.C."

Granda is an old Club Spain form a very small village, that basically hasn't win anything in their life.

The only reason GranadaFC still have supporters is because of their love... and because they never take the easy road.

A twisted sense of Humor will make Granada FC to get more supporters!

The film was shot in Madrid, for Sra. Rushmore. The production was done by The Gang. A very simple production, one set and one actor.

The film was talked in all the main newspapers in Spain:

http://www.abc.es/deportes/futbol/abci-controvertida-campana-abonados-granada-201601261305_noticia.html

<http://www.marca.com/futbol/granada/2016/01/26/56a7bbb8268e3e3f448b4586.html>