



TAF AWARDS SUBMISSION

Best Social PR Campaign

PR activity promoting a charitable cause

CAMPAIGN OBJECTIVE

Create a large-scale football event that unites fans around the Uzbekistan national team, strengthens the emotional connection with the UZCARD brand, and turns the football celebration into a socially meaningful initiative.

CAMPAIGN GOALS

Unite fans and give them the opportunity to experience the atmosphere of big-time football **together**.

Create a complete festival experience: **football, a concert, fan zones, and activities**.

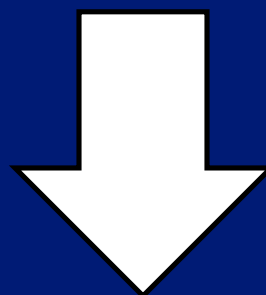
Increase UZCARD **brand awareness and emotional value**.

Achieve strong reach across **media and social networks**.

Engage guests in the **CSR initiative** and direct part of the proceeds to VAQF.

Position UZCARD as a brand that **brings people together through emotions and good deeds**.

THE FAN JOURNEY: FROM SPECTATOR TO PARTICIPANT



ANVAR: THE HERO OF A BIG SOCIAL STORY

MEET ANVAR

This is Anvar. Uzbekistan's first-ever World Cup is the moment he has been waiting for his whole life.
He cannot travel to the United States.

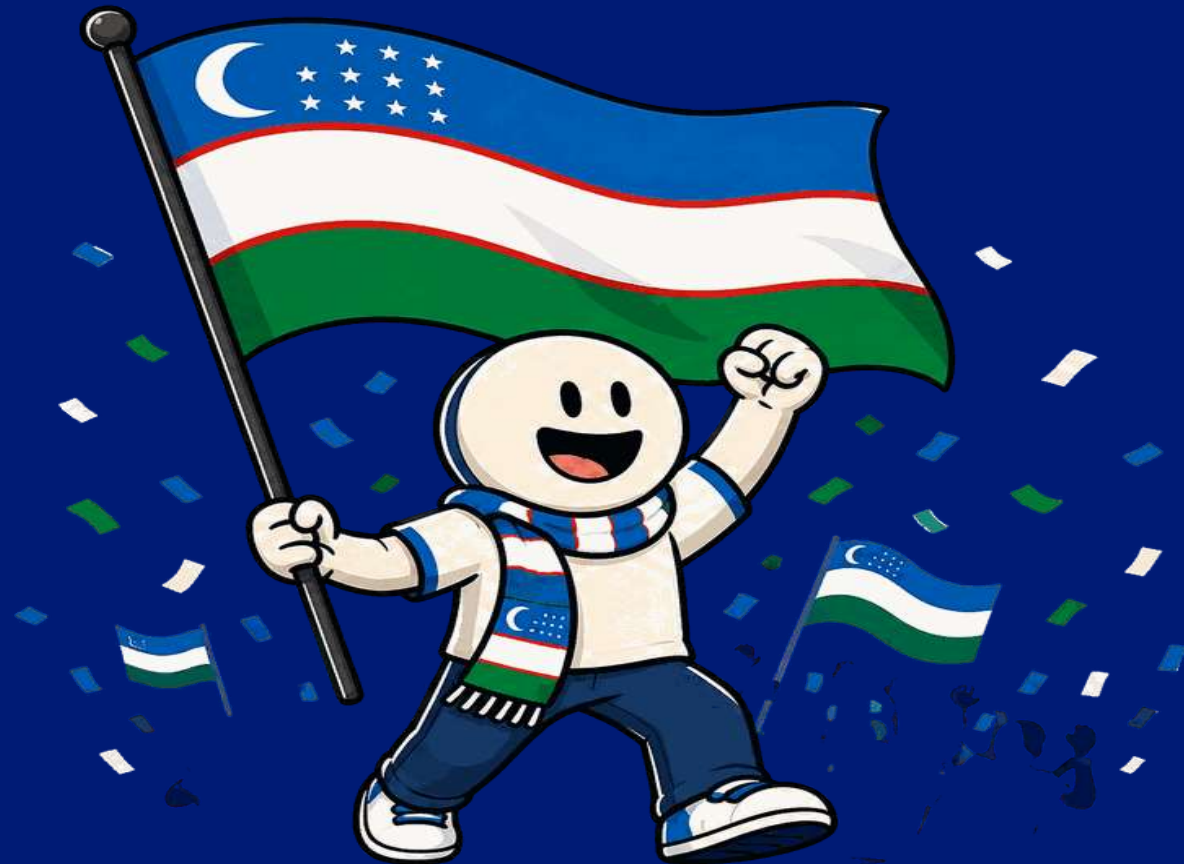


A story of how UZCARD Football Fest helped Anvar experience the atmosphere of big-time football and become part of a good cause.

FIRST ATTEMPT

First round: Uzbekistan vs. Colombia.

Watching at home is not an option: Anvar wants to feel the atmosphere live, as if he were part of the team.



He goes to **Milliy Stadium**, where a free public screening of the match has been organized. Admission is free and thousands of people have come. It feels as if all of Tashkent is here today.

A CRUSH INSTEAD OF THE MATCH

Anvar arrives at the free fan zone well **before kickoff**, but the area by the screen is already **packed with hundreds of people**.

The crowd presses in from every side. It is hot and cramped, and no one gives up an inch. The match has not even started, **but Anvar is already exhausted**.



At the **start of the broadcast**, the screen goes out for **several minutes**. The crowd is tense, with no explanation and no replay. Anvar still watches the match to the end, but the experience is already spoiled. Uzbekistan ultimately loses.

SECOND CHANCE



On his way home, still disappointed, Anvar notices a glowing billboard: **UZCARD FOOTBALL FEST**. He stops to read more: this is not just a screening, but a real festival with activities, food, music, and a giant screen. And admission is paid. "**Paid**? After today, maybe it's worth it," Anvar thinks.

At home, **Anvar** learns that UZCARD FOOTBALL FEST **is not a commercial project**. Ticket proceeds go to the VAQF foundation. Anvar buys a ticket, knowing that it supports a charitable cause.



A COMPLETELY DIFFERENT LEVEL



The day finally arrives. **Anvar** approaches **UZCARD FOOTBALL FEST** and immediately realizes: this is something different.

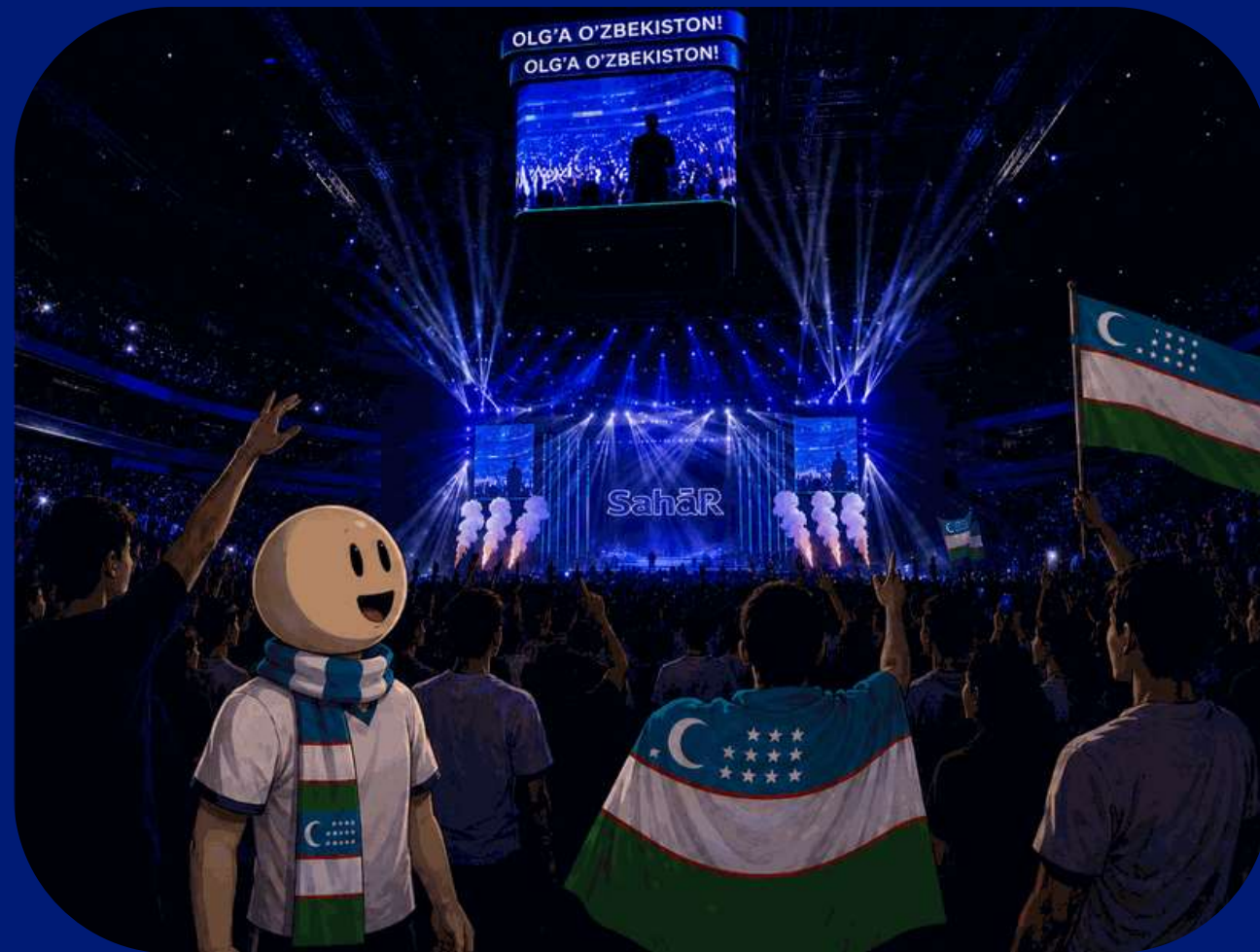
No crush: organized crowd flow, friendly volunteers, and **clear navigation**. Inside are activities from **UZCARD** and **Lay's**, plus a food zone from partners **Korzinka, Balton Trading, and EVOS**.

Every detail has been thought through.
“This is nothing like last time,” **Anvar** thinks as he looks around.

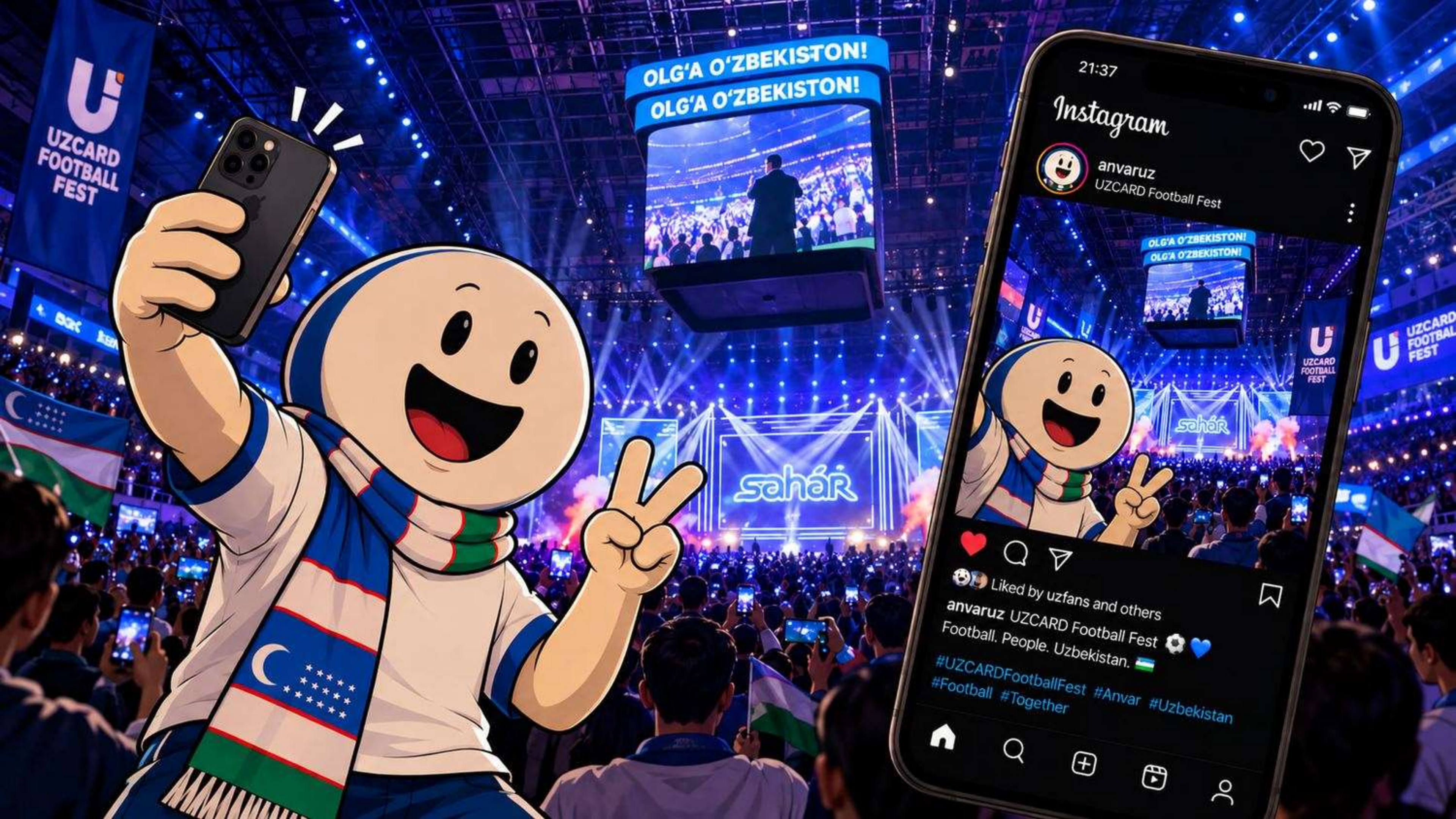


THE ATMOSPHERE BUILDS

Anvar is surprised: there is much more than a giant screen for the broadcast. A live concert is taking place on stage, with **legendary artists performing iconic national songs that the entire crowd sings along to.**



The stage brings together a concert and **familiar faces from the football world.** One by one, the starting lineup for the match against Portugal is announced, and the crowd erupts in cheers at every name. **Anvar** applauds with everyone else as the anticipation builds. Just a little longer, and the match will begin.



OLG'A O'ZBEKISTON!
OLG'A O'ZBEKISTON!

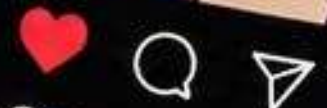
UZCARD
FOOTBALL
FEST

21:37

Instagram



anvaruz
UZCARD Football Fest



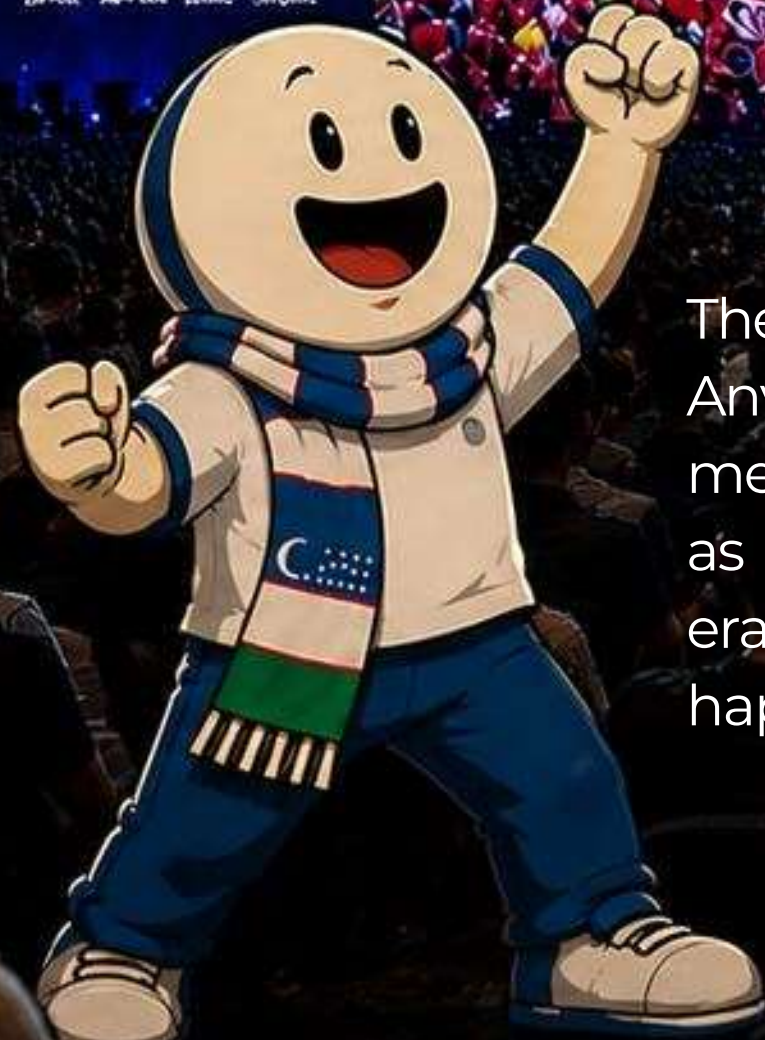
Liked by uzfans and others

anvaruz UZCARD Football Fest
Football. People. Uzbekistan.

#UZCARDFootballFest #Anvar #Uzbekistan
#Football #Together



THE ATMOSPHERE OF UZCARD FOOTBALL FEST



The lights go down and the stands fall silent. Uzbekistan vs. Portugal begins. Anvar jumps to his feet with thousands of others: flags rise, and the shouts merge into one roar across the arena. A professional fan club sets the rhythm as chants roll through the stands. The giant screen and the roar of the crowd erase the distance between Tashkent and Houston—it feels as if the match is happening right here.

EMOTIONS THAT UNITE

Anvar finds himself in the fan section—drums, flags, and one chorus of voices. You do not need to know each other to share the emotion. **This is exactly what was missing the first time.**



Uzbekistan **loses**, but unlike the first time, **Anvar leaves satisfied**. He watched a historic match **in an incredible atmosphere and became part of a good cause—thanks to UZCARD.**

A PREMIUM EXPERIENCE INSTEAD OF AN UNCONTROLLED CROWD



UZCARD FOOTBALL FEST



- Free fan zones = uncontrolled crowds, crushing, and lack of organization.

UZCARD broke the rules: made it **paid** — and sent all the proceeds to **charity**



The ticket is not a barrier

It is a conscious contribution to a shared cause, not simply an admission fee.



Payment = An invitation

An invitation to participate, not a barrier to the event.



Against the current

A counterintuitive decision that made the event stand out from dozens of similar initiatives.

Global and local brands, together with legendary artists, united
around one idea

UZCARD FOOTBALL FEST



Sahar Group



Konsta



Munisa
Rizayeva



Shoxrux



Sevara
Nazarkhan



Doppi Twins



Mirshakar
Fayzullayev



Mirzahakim
To'xtamirzayev



EFFECTIVENESS IN NUMBERS



≈ 15.5 million



Audience aged 6–40: fans of football, concerts, and vibrant festival experiences.



Total media reach



Amount donated to VAQF

**BE LIKE ANVAR — ONE PURCHASE BRINGS
EMOTIONS, MUSIC, AND SUPPORT TO THOSE
WHO NEED IT.**



**UZCARD
FOOTBALL
FEST**

Anvar's story shows the campaign objectives in action: big-time football atmosphere, a vibrant festival experience, a stronger connection with UZCARD, and participation in the CSR initiative.