

CARLING'S NEW CAMPAIGN SPOTLIGHTS LGBTQ FOOTBALL

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Black Country Fusion FC Made Local campaign, Carling, Havas London

Watch this video at <https://www.lsnglobal.com/news/article/23750/carling-s-new-campaign-spotlights-lgbtq-football>

UK – The brewer and beer brand has unveiled a new two-part campaign featuring players of LGBTQ-inclusive football team **Black Country Fusion FC**.

Carling's Made Local campaign, which celebrates people making a positive difference in their hometown, seeks to draw attention to Carling's own local impact in the brand's UK home of Burton-on-Trent. The second phase of the campaign includes a TV ad and a long-form documentary both centred on players for the first LGBTQ-friendly football club in the Midlands to enter a Sunday league.

'We're really pleased to be able to support Black Country Fusion FC,' says Miranda Osborne, brand director at Carling. 'Their inspiring story is truly what Made Local is all about, which is why we were so keen to make them some of the stars of our new advertising campaign.'

In addition to providing the teams with new home and away kits, Carling has pledged multi-million-pound investment for its Made Local Fund to support important community projects over the next three years. For more about brands acting as forces for good in society, read our **Civic Brands** macrotrend.