



MORE THAN JUST A GAME

**PROJECT PROPOSAL**

JUNE 2025



# ***WHAT IS IT?***

A PLUG-AND-PLAY FOOTBALL  
BROADCAST PROJECT  
IMAGINED BY THE LAST  
KOBAYASHI DURING THE FIFA  
CLUB WORLD CUP 2025



**WHO AM I?**

# The Last Kobayashi

**AN UNDERGROUND  
RAP ARTIST FROM  
DÜSSELDORF WHO  
AIMS TO INSPIRE  
NEW MODALITIES  
OF THOUGHT AND  
COLLECTIVE  
PROCESS VIA HIS  
SHARP TONGUE  
AND TRICKY WIT**

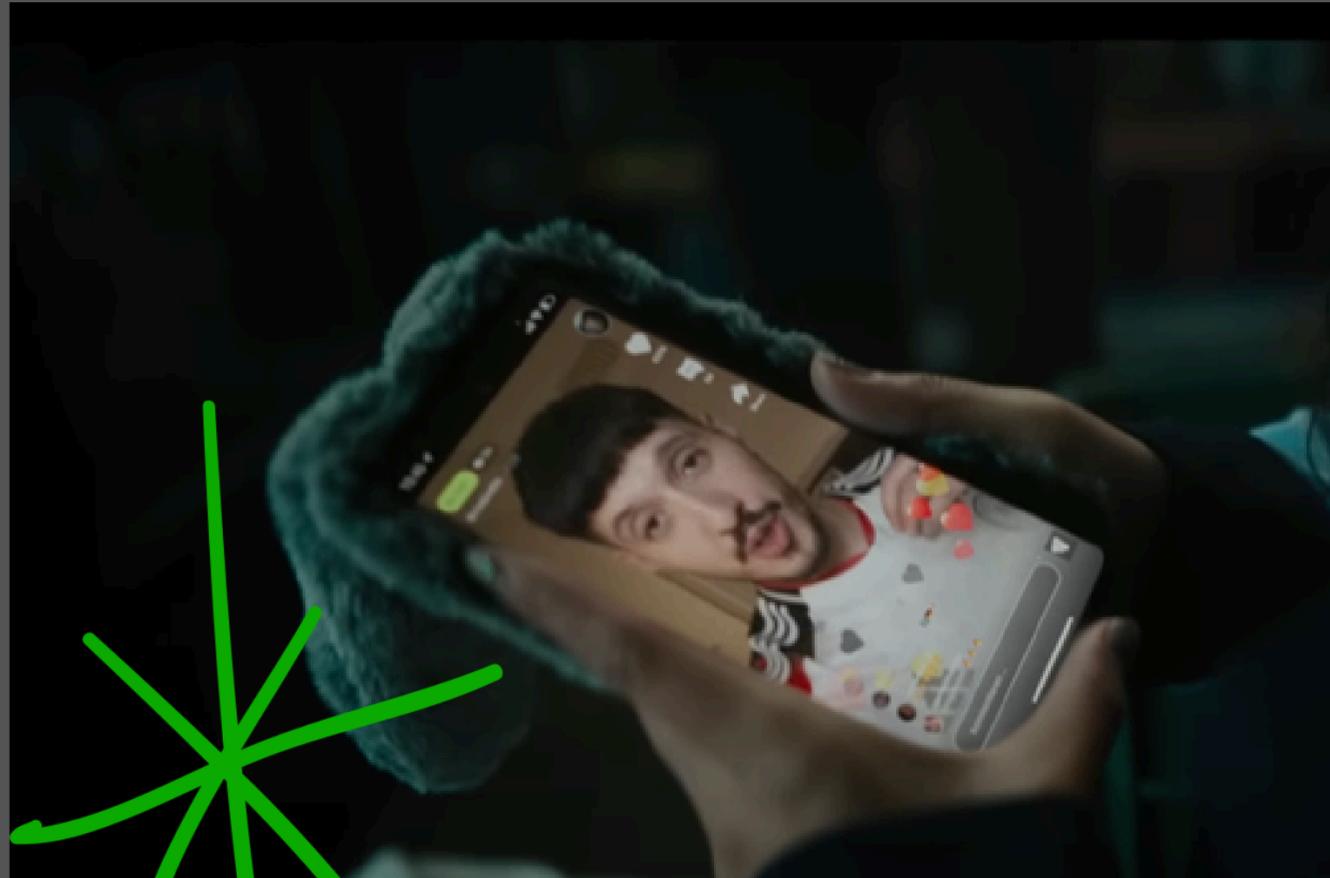


# ***THE VISION***

TO BE THE WORLD'S  
MOST EMOTIONALLY  
INTELLIGENT FOOTBALL  
MEDIA PLATFORM

BY TELLING STORIES THAT  
SUPERCHARGE THE FAN  
EXPERIENCES BECAUSE OF  
THEIR WIDER SOCIETAL  
RELEVANCE AND  
CULTURAL IMPACT





# ***THE HOOK***

WE EXPLORE SOCIAL  
TRENDS, CULTURAL  
MOVEMENTS AND  
POWER DYNAMICS  
VIA FOOTBALL

AND STRIVE TO DRIVE A MORE  
DIVERSE AND EMOTIONALLY  
INTELLIGENT DISCOURSE  
AROUND THE BEAUTIFUL GAME



# **OUR MISSION**

TO BUILD AN  
ICONIC PLUG-AND-  
PLAY FOOTBALL  
MEDIA BRAND

ENGINEERED TO OFFER  
VALUE THAT FITS  
SEAMLESSLY INTO  
FOOTBALL FANS' REAL-  
TIME EXPERIENCES

# WHY CARE?

BECAUSE  
FOOTBALL IS MORE  
THAN JUST A GAME

TRADITIONAL COMMENTARY  
FOCUSSES ON EITHER TACTICAL  
ANALYSIS OR MORE RECENTLY,  
EMOTIONAL CONTENT THAT  
GETS FANS DEEPER INTO THE  
STORY. BUT MOST BROADCASTERS  
FAIL TO ADD ANY SOCIO-  
POLITICAL EDGE BECAUSE OF  
WHO RUNS THEM.



# REALISING THE FULL AMBITION

TERRA FC IS THE LAST KOBAYASHI'S CHANCE TO SHOW THE WORLD HOW LATERAL THINKING AND INGENUOUS NEW MODES OF INTERACTION CAN BE USED TO UNLOCK VALUE.

HIS DESIRE IS TO USE THE BRAND AS A WAY TO CELEBRATE CULTURE WHILE ASKING SOME FUNDAMENTAL QUESTIONS OF THE FOOTBALL UNIVERSE AND SOCIETY AS A WHOLE.

HE BELIEVES THAT BY ASKING QUESTIONS OTHER BROADCASTERS AREN'T WILLING TO ENTERTAIN, TERRA FC CAN ELEVATE THE DISCOURSE AROUND FOOTBALL BY BEING MORE RELATABLE.

HE SEES THE WAY BROADCASTERS TREAT FANS AS IF THEY ARE HOLLOW AS A HUGELY UNDERREPORTED ISSUE THAT KEEPS THE SPORT FROM EVOLVING.



# BRAND PROPERTIES

DOING SO WILL NECESSITATE A  
UNIQUE APPROACH THAT IS  
BOTH REMARKABLE AND  
INSIGHTFUL.

ONLY THIS WILL FILL A GAP IN  
THE MARKET LEFT BY  
MONOPOLIST NATURE OF THE  
BROADCAST RIGHTS PROCESS,  
WHICH CREATES A LARGE  
SINGLE SUPPLIER WHO HAS TO  
PRODUCE LOWEST COMMON  
DENOMINATOR COVERAGE,

EMPATHETIC



RADICAL



INSTINCTIVE



# **HOW WILL TERRA FC ACHIEVE THIS ?**

OVER THE COURSE OF THE KO STAGES OF THE TOURNAMENT, TERRA FC WILL PRIMARILY DELIVER VALUE FOR AUDIENCES ACROSS 3X CHANNELS THAT WILL BE ROLLED OUT OVER THE COURSE OF THE 2025 FIFA CLUB WORLD CUP.

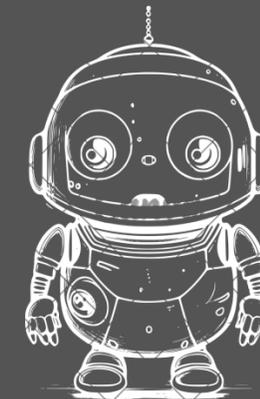
EACH CHANNEL HAS A DISTINCT PURPOSE AND IS GEARED TOWARDS PROVIDING FOOTBALL FANS WITH CONTENT THAT ENHANCES THEIR EXPERIENCE AROUND EACH GAME.



**WHATSAPP  
LIVE FEED**



**CLUBHOUSE  
COMMENTARY**



**KOBAYASHI  
CHATBOT**