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WORTH YOUR WHILE & THE GLUE SOCIETY: CARLSBERG CREATES A TATTOO ANIMATION ON LIVERPOOL F.C. FANS

December 11, 2023

What glorious celebration of Carlsberg and Liverpool F.C.'s partnership – and fandom. The global campaign, *10 More Years. Inked*, is a tattoo animation inked on the skins of the most important characters at the club: the fans. *10 More Years. Inked*, by London and Copenhagen agency, Worth Your While and The Glue Society, announces the 10-year of their 30-year partnership, the longest running in the history of the English Premier League.

The campaign "media" are the forearms, biceps, backs, arms, legs, chests and inner thighs of real Liverpool fans who were willing to have their skin permanently inked to mark the moment.

The tattoos were created by local Liverpool tattoo artists and lifelong Liverpool F.C. fans, Jay & Dan Hutton. A stunning moving image football sequence was created by inking 57 tattoos and then photographing them in sequence, all to create a stop-motion animation in which every single frame has been individually tattooed onto the skin of a real Liverpool fan. The film was directed by The Glue Society through Biscuit Filmworks.



Fredrik Bond

PHOTOPLAY

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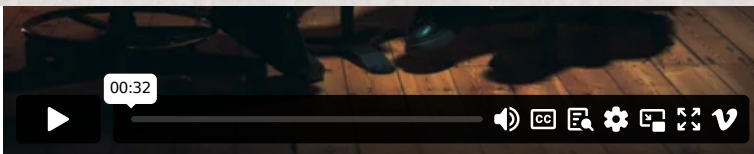
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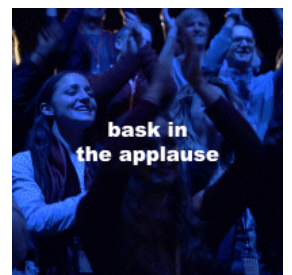
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The number 10 adorning the jersey in the film nods to 10 more years of partnership, and also one of the most storied numbers for the Reds, worn by greats including Barnes, Garcia, and now Alexis Mac Allister.



10 More Years. Inked is part of the global Carlsberg x Liverpool FC brand platform, *Forever Fans*, that celebrates fans' unwavering loyalty and dedication to the club throughout the years.



THE STANDOUT SECTION



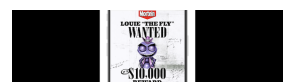
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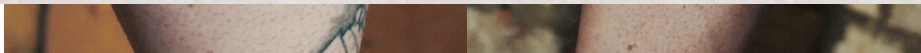
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Louise Bach, global sponsorship director, Carlsberg Group, stated, “The undying loyalty of Liverpool fans never ceases to amaze me. In this case, getting permanently inked in tribute of the longest-running club sponsor signing for 10 more years. They are the best fans in the world. No probably about it.

Tim Pashen, creative director, Worth Your While, added, “After a match, you often hear the Liverpool players say, ‘We couldn’t have done it without the fans’. Well, we literally couldn’t have made this project without the fans.”

Credits

Fans: George Shannon, Kier Barnett, Judy Sherrington, Matthew Larmond, Michelle Smith, Scott Stevenson, Kaine Hegarty, Mike Carr, Daniel Cole, Stuart Townsend, Stuart Eldergill, David Livesey, Alan Sheridan, Kit Abberton, Oliver Parsons, Clare Sankey, Trevor Gray, Eric Bennett, David Poole, Victoria “Tor”, Derek Camp, Ryan Westhoff, Martine Woodhouse, Mathew Powell, Sean Quinn, Trevor Conroy, Alan Dawson, Jonny Carmichael, Charles Kenyon, Luisa Dean, Todd Morgan

Brand: Carlsberg

Global Sponsorship Director, Carlsberg Group: Louise Bach

Sponsorship Specialist, Carlsberg Group: Cathrine Lundblad

Creative Agency: Worth Your While

Creative Directors: Tim Pashen & Lukas Lund

Design Director: Carl Angelo

Creatives: Mikkel Møller & Alexander Winge Leisner

Agency Producer: Celina Ranum Agaard

CEO: Morten Ingemann

Production: Biscuit Filmworks

Director: The Glue Society

Managing Director: Rupert Reynolds-Maclean

Executive Producer: Samantha Chitty

Head of Production: Emily Atterton

Producer: Gareth Crothers

Production Manager: Daniel Linnik-Zhuravliov

Production Assistant: Protima Banerjee

Photographer: Curtis Jehsta

Photographer Assistant: Luca Pellegrink

Tattoo Studio: Adrenaline Studio

Tattoo Artist: Danny Hutton

1st Ad: Rob Hunter

Stylist: Elaine Boyle

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