



ECB has launched #ExpressYourself – a bold campaign to excite and inspire fans across the country as England prepare for a massive summer of cricket. The campaign aims to connect fans with the team and give them a unique insight into the players

May 24, 2019 11:09 BST

ENGLAND CRICKET LAUNCHES 'EXPRESS YOURSELF' CAMPAIGN

England and Wales Cricket Board (ECB) and the England team today launched a new campaign – *Express Yourself* - to inspire fans across the country as England prepare to compete in the upcoming ICC Men's Cricket World Cup, which will be hosted in England and Wales for the first time in 20 years.

Express Yourself is focused on engaging a young audience to grow fans' connections with the England One Day International (ODI) team and

maximise the impact of an incredible summer of cricket and beyond. The campaign brings to life the excitement and energy of world-class cricket and gives fans an insight into the lives of this diverse group of players - telling their stories, showcasing their skills and exploring their passions both on and off the field.

The campaign has been co-created with England ODI captain Eoin Morgan to reflect his team's values and capture the fearless, disruptive and innovative brand of cricket they have pursued under his leadership.

Eoin Morgan, England ODI Team Captain, said:

“The guys can't wait to take part in cricket's biggest tournament in front of noisy, passionate, sell-out home crowds. Over the past few years we have been determined to really express ourselves each and every time we go out to play.

“We have players with the confidence, skills and experience to trust their instincts and play their natural games. A fearless approach is what this team is all about and it's great to have a campaign which reflects that.”

Tom Harrison, ECB Chief Executive Officer, said:

“Under the strong leadership of Eoin Morgan, this team has grown to embody what it means to believe in yourself and have faith that you can achieve incredible things, and they go into this tournament as favourites. The Express Yourself campaign celebrates the courage of self-belief as well as the ability to put your team ahead of individual success. It's a powerful message that I hope will resonate with cricket fans and inspire the next generation to help grow the game.”

The campaign launches with the release of the bold [Express Yourself film](#), which features a riot of sound and colour as cricket archive footage and visual effects are fused to celebrate the England team and showcase its strength, skill, character and personality.

The campaign launches ahead of England's first official ICC Men's World Cup warm up match against Australia. It will go out across owned, earned and paid channels – including YouTube, Instagram and Facebook. In addition to extensive digital amplification, the film will be shown in cinemas across the

country.

Express Yourself will then run throughout the ICC Men's Cricket World Cup and beyond - with original content and innovative partnerships designed to build buzz and excitement about the England ODI team.

- Ends -

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YouTube: [England & Wales Cricket Board](#)

Website: www.ecb.co.uk

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About the Express Yourself campaign:

Lead creative agency – Matta

Media plan – Threepipe

PR - Freuds

Film director - David Horsburgh, Agile Films

Film music credits - 'Express Yourself', Diplo feat Nicky Da B (Bucks, Because Music, Kobalt)

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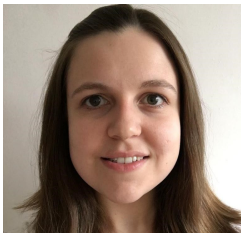
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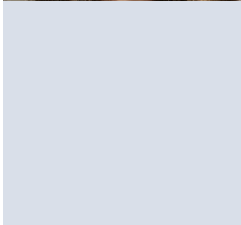


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