MXI GROUP

MXI GROUP x ZILCH

Football, brought to life.

Turning football partnerships into creator content, matchday experiences and rewards fans can hold.

World Cup 2026
Arsenal 2026/27

REVIEW EDITION / 9 NOVEMBER 2026



A tournament moment. A tangible fan reward.

Completed campaign | June-July 2026

13
creators in the campaign
Including an earned contribution

1.25M+
recorded feed-video views
Instagram + TikTok | July reporting

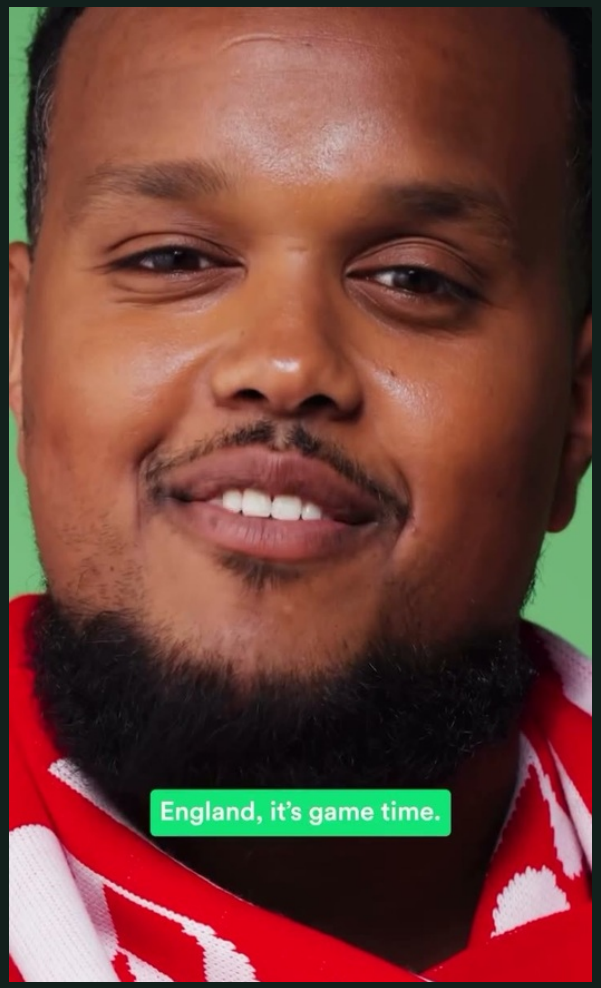
5,348
reported scarf distributions
Campaign fulfilment reporting

Zilch originated Clean Sheets. MXI helped translate the platform into an operating campaign with lead talent, a wider creator network and a physical fan reward.

Our role
Talent sourcing and contracting. Hero-production support with Zilch. Creator briefs and approvals. Scarf artwork, sampling and manufacture with production partners. Fulfilment coordination and campaign reporting.



The red and white Hear Us Roar campaign scarf.



Lead talent.
A wider football network.

The launch introduced the scarf reward through Chunkz's own voice. The creator network carried the campaign into different football communities.

718,812

Instagram Reel views

Creator-supplied native insights | July 2026

164.2K

TikTok launch views

Native TikTok reporting | 19 July 2026

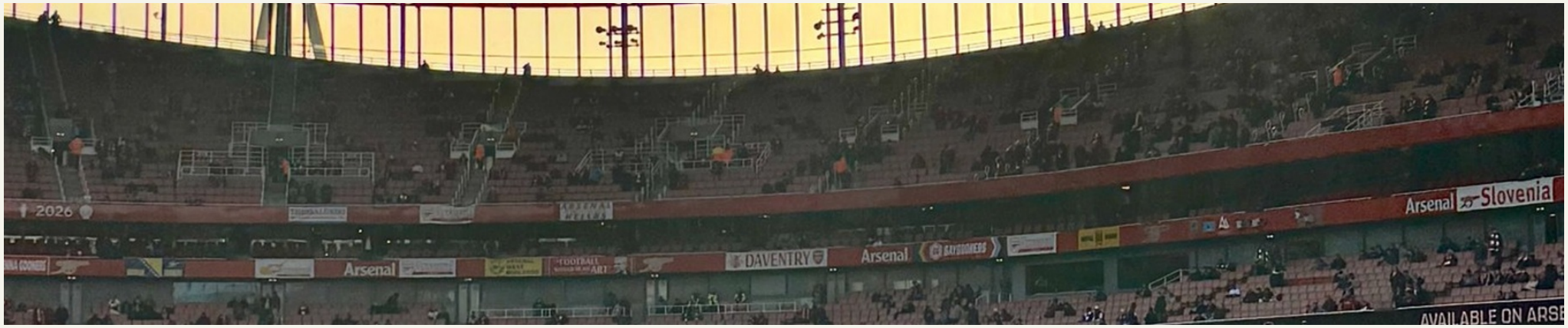
WATCH THE WORLD CUP LAUNCH FILM

Chunkz, Olivia Buzaglo, Jolie Sharpe, Laura Kirk-Francis, Turkish, Bhav, Shay Gunner, Cecil, Joel Beya / CheekySport, Pippa Monique, Smithy, Buvey and Adam CCO.

Views are cumulative plays, not unique reach. The 1.25M+ total includes reported feed-video views only, with Story views and estimated impressions excluded. Campaign participation does not imply exclusive MXI representation.

Keep the brand in the conversation.

Ongoing programme | Snapshot at 9 November 2026



01 / CLEAN SHEETS

The reward.

Creator content introduces the scarf giveaway. Approved reactions direct fans to a confirmed live drop following a qualifying clean-sheet win.

02 / MATCHDAY EXPERIENCES

The access.

Creator coordination and hosting support around Zilch's Arsenal access, with published pitchside, hospitality and matchday content.

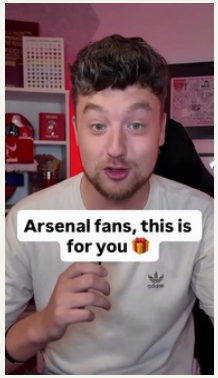
03 / CONTENT OPERATIONS

The delivery.

Individual packages, contracts, briefs, caption and content approvals, posting coordination and performance collection.

The campaign, in creators' voices.

Published Clean Sheets Reels. Follow the links to watch the original campaign posts.



Rory Talks Football

Clean Sheets Reel

21 August 2026

WATCH ORIGINAL



Shay Gunner

Clean Sheets Reel

21 August 2026

WATCH ORIGINAL

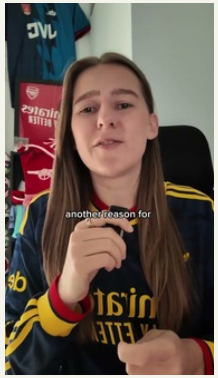


Talia Lazarus

Clean Sheets Reel

21 August 2026

WATCH ORIGINAL



Liv McTigue

Clean Sheets Reel

16 October 2026

WATCH ORIGINAL



Benny Gunner

Clean Sheets Reel

17 October 2026

WATCH ORIGINAL



Name5Players

Clean Sheets Reel

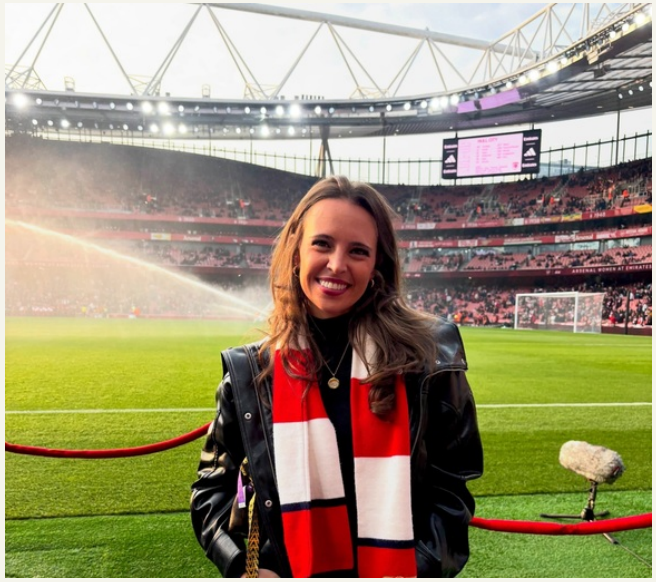
6 November 2026

WATCH ORIGINAL

Archived examples retain their original offer wording and dates. These are delivered campaign assets, not a current giveaway. The microsite also includes the YouTube integration, TikTok campaign link and an archived reactive Story.

Different voices. Shared fandom.

Selected examples from this season. Further creator insights are being collected.



Talia Lazarus

Matchday carousel thanking Zilch.
Instagram | 7 November 2026

VIEW THE POST



Benny Gunner

Pitchside access and a personalised Zilch-branded Arsenal shirt.
Instagram | 7 November 2026

VIEW THE POST

THE DIFFERENT KNOCK

98.8K

recorded video views*

Alex Moneypenny

Zilch within long-form Arsenal analysis.
YouTube | 6 November 2026

WATCH FROM 0:57

*98,841 total YouTube video views, captured 8 November 2026. This is not unique reach or a measurement of views of the sponsored segment. These examples are not a season-wide performance total.

The matchday conversation, widened.

More verified examples from the ongoing Arsenal programme.



Rory Talks Football

Spoken Zilch reference within an Arsenal reaction video.
YouTube | 7 November 2026

WATCH FROM 2:40



Demi Adeyemi

Pitchside access, hospitality and a personalised Zilch-branded shirt.
Instagram | 7 November 2026

VIEW THE POST



Liv Hawkins

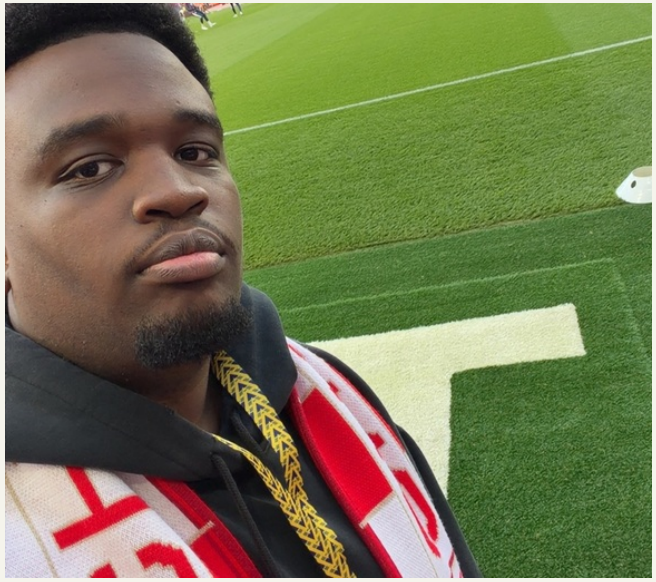
North London Diaries: Zilch hospitality and a personalised Arsenal shirt.
Instagram | 8 November 2026

VIEW THE POST

Selected examples, not a season-wide performance total. Creator participation does not imply exclusive representation by MXI. Rory is shown with a creator portrait; the link opens the published video.

More perspectives. More ways in.

More verified examples from the ongoing Arsenal programme.



Thierry Buliza

Pitchside content and fan reactions, with a thank-you to Zilch.
Instagram | 7 November 2026

VIEW THE POST



Nathan Sayers

Matchday access and a personalised Zilch-branded shirt.
Instagram | 7 November 2026

VIEW THE POST



Joseph Charm

Pitchside conversation with Frimmy, shared with a thank-you to Zilch.
Instagram | 8 November 2026

VIEW THE POST

Selected examples, not a season-wide performance total. Creator participation does not imply exclusive representation by MXI.

Join the pieces. Deliver the experience.

01 **Find the fit**

Creator selection around the audience, campaign and football context.

02 **Agree the detail**

Packages, usage, contracts and a clear brief for every creator.

03 **Bring it to life**

Talent, production partners, content and brand approvals.

04 **Run the activation**

Publishing, matchday access, rewards and live campaign decisions.

05 **Show the work**

Links, insights, reconciled reporting and the next campaign learning.

LET'S WORK TOGETHER

What's your next football moment?

From a one-off activation to a sustained creator programme, let's explore how MXI can support it.

Ross Smith

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