

Appendix II: Sample Tactics/Supplemental Materials

“Soccer is for U.S.” commercial draft:

VISUAL	AUDIO
Quick montage of UK stadiums: English fans waving flags, players running, national flags waving. Showing cultural foods and traditions central to England	Sound byte of English football announcers from past live games (Peter Drury, etc.): “What a goal for England!”, “This is for the pride of the nation...”, “England’s best football players... football!”
Switch to lush green stadiums: Irish fans cheering with scarves, clovers on banners and apparel; clips of the Irish team from past games. Low-energy visuals, focused on fans and team identity.	Irish announcer sound byte ending with “football.” (Ex: “...And that’s why I believe Ireland has never seen football like this...”) Fade into next clip.
Flash to the Spanish national team and fans waving flags, showing national colors. Still low-energy fan-focused footage.	Spanish announcer: “¡España entera está detrás de su equipo- este es el fútbol de nuestra patria!” Fade into next clip.
Flash to the French team and fans. Flags waving, fans cheering, team walking out of the tunnel.	French announcer: “Tout un pays derrière eux... c’est le football qui porte la fierté de la France !”
Rapid montage of teams and highlights from multiple countries stitched together: fans cheering, goal nets snapping, flags waving. Chaos and speed increase with jump-cuts and motion blur.	Multiple announcers layering over each other, repeating “football,” speeding up until “FOOTBALL” is all you hear.
Black screen.	Abrupt stop. Silence.
Slow zoom into an empty U.S. stadium. Lights begin turning on, one row at a time.	Echoing stadium lights flicking on. Sound of distant footsteps entering.
Empty field with sunlight streaming in. Close-ups of USMNT jersey walking onto the field. American flags gently waving in slow motion.	Heartbeat starts. Slow, distant “U-S-A... U-S-A...” chanting from real fan recordings.
USMNT striker takes a shot. Ball moves in slow motion through the air. Fans stand up in slow motion, then suddenly cheer at full speed when the ball hits the net.	Heartbeat grows louder... then- <i>BOOM</i> . The ball hits the goal. A hard, intense beat remix of a patriotic song begins (God Bless the U.S.A., Born in the U.S.A.).
High-energy montage of USA fans cheering, jumping, faces painted, tailgating, BBQs, bar watch-parties, people singing, flags waving, highlighting culturally American celebrations.	Patriotic beat continues, layered with real USA fan audio (cheering, chanting, drum hits, stadium noise).

Highlights of USMNT moments: goals, celebrations, team huddles, hugs, fans storming bars after a win.

Compilation of iconic USA soccer announcer sound bytes: "Another goal for the United States Soccer Team!", "This is the best soccer we've seen in years!", "America takes the lead in this soccer match!"

Screen fades to red/white/blue. USMNT logo fades in. Tagline appears in bold: **"They can have football. Soccer is for U.S."**

Music swells. Final iconic lyric hits: "God Bless the U.S.A." or "...and the home of the brave."