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DOCUMENTARY

# THE BIG GAME

**NOMINATIONS:**

Commercials: corporate, Copywriting & Storytelling

**CLIENT:**

Kazakhstan Tennis Federation



## TASK:

On 24 October 2019, Rafael Nadal and Novak Djokovic faced each other at the charity match in Kazakh capital. Thousands of Kazakhs, adults and children, had been waiting for this day. Meeting idols, favorite athletes and top seed players of the world!

We thought it was essential to uncover the idea that holding a match is the highlight of tennis development in Kazakhstan. Ordinary tennis fans enjoyed the grand event, as well as young Kazakh tennis players for whom meeting the athletes was inspiring and landmark event in their emerging career.

## SOLUTION:

“The Big Game” is a flashback film about how tennis emerged in Kazakhstan, how it become popular sport and how we brought two legends and organized a master class for our young champions.

The film is about the event attendees, master class participants, coaches, fans, players, distinguished Kazakh and foreign sports figures. The story is told through the unique story of young tennis player who, at the age of 9, played with the best players in the world.

## SYNOPSIS:

The friendly match between Nadal and Djokovic is the highlight of the documentary. It gives rise to the story of young Kazakh tennis players. Inspiration and motivation is what will help young and aspiring tennis players in Kazakhstan become real stars.

**This is how the Big Game begins.**



## Ruslana Ruslanova

9-year-old tennis player on meeting her idol:



*Before playing with Nadal and Djokovic, we thought it would be easy and we would beat them. But when they announced them, everyone just froze and got anxious.*

*Sometimes they served fast. They also served spinning balls and hit flat. When I played with Nadal, he was spinning the ball so much that we could barely return it. Our goal was to make the ball land over the net. And then we started playing at the same pace.*

*When their match began, I was no longer rooting for anyone, I was just enjoying the beautiful game. My dream to play with two of the biggest tennis stars came true. Now I want to play Serena Williams, Maria Sharapova and Roger Federer.*

DOCUMENTARY

# THE BIG GAME



PLAY

The documentary was broadcast on the nationwide TV channels.  
It was also used at corporate events.