**Whatever You’re Into**

***Insight:*** Great Britain is the home of many niche cultural customs and traditions that have gained cult followings over decades, even centuries. These physically demanding activities capture a nation of people who are proud to get stuck in and embrace the weird and wacky.

***The Big Idea:*** We are going to spotlight oddball British sports combined with the use of our "Whatever You're Into" tagline. The sense of local pride and community attached to these championships will promote the idea of participating in sporting events no matter how filthy and unusual. Despite the guaranteed mess you will endure, Persil products have the power to take care of the stain with one wash! The message fosters a non-judgemental attitude and encourages people to let go of their inhibitions and play dirty.