Advertisement 1

The advertisement drew a tremendous response in the public sphere. The general reaction was that it was old-fashioned and outrageous that talented football players would to sink down to this level in order to attract spectators. The public should make an effort to go to women´s games, so shame on us, but this advertisement was still over the top. The players defended their advertisement and firmly stated that it was their idea and not the Football Association´s. The idea was to draw attention to their team, whatever the cost.

About 1.200 people attended the match, slightly more than the previous matches. In that case the advertisement worked in the short term.

Graph on slide 8

As for the graph on slide 8, the attendance had doubled at women´s games in 2010 compared to 2001 and peaked in 2012. At the same time the women´s team started to play better and qualified for the European championship in 2009, 2013 and 2017. The rise of the team boosted attendance, but the lack of meaningful home games may explain low attendance in 2013, 2014 and 2015. The same trend can be seen at the men´s games. Attendance peaked in 2015 when the men were winning games that brought them to the European championship in 2016 for the first time.

There was no long-term effect of the advertisement on slide 1 on attendance. You can assume that “sex” does not sell when it comes to football. Spectators are perhaps looking for other types of excitement when it comes to football. Better results are a better driving factor in getting people to the stadium, at least in this case.

Discussion topics

1. Keep in mind that the payments in question are only from the Icelandic Football Association. Most of the male players were full time professional players while the women players had other jobs. The women would have to take time off work to play for the national team, while the clubs the men play for would allow them to play for the national team without deducting pay.

Also, most of the male players are paid handsomely by their clubs so the stipend from the FA doesn´t really matter to them, while the women have regular jobs. One can therefore argue that the FA should support the women more, if they took the team seriously as football players.

As to the FA´s argument, one can also keep in mind that payments to the US national women´s team were lower than the men´s, even though the women´s team brought in equal revenue. ([Washington Post, July 8, 2018](https://www.washingtonpost.com/politics/2019/07/08/are-us-womens-soccer-players-really-earning-less-than-men/))

Shortly after the article was published, the stipend for the US women´s team was raised and now the male and female teams earn same stipend.