# Liverpool’s Mo Salah selfie sparks debate over Google Pixel’s savvy Premier League marketing stunt



On Sunday, Liverpool FC sealed their Premier League title in a moment that quickly captured the attention of sports fans and social media users alike, largely due to a striking image of star player Mo Salah taking a selfie with supporters. However, the celebrated moment took on an additional dimension upon the revelation that the smartphone used by Salah was a Google Pixel, the official mobile phone partner of Liverpool FC. This elevated the image from a spontaneous celebration to a strategically orchestrated advertisement.

Initial reports and rumours suggested that the phone had been handed to Salah by an enthusiastic fan, but these were soon dispelled once the device was identified as a Google Pixel. It emerged that the moment had been carefully arranged by Liverpool's staff in partnership with Google Pixel, a move that quickly became a sophisticated PR achievement. The activation garnered significant media attention beyond typical sports coverage, including articles by major outlets such as the BBC.

Jack Kenney-Herbert of Sid Lee Sports, who examined the event, noted the cleverness of the sponsorship activation, which was pre-planned and executed with precision. The stunt produced substantial Advertising Value Equivalent (AVE) figures, which were thought to have potentially reached into seven-figure sums, greatly amplifying Google Pixel's reach and presence during Liverpool's title celebrations.

The event sparked considerable debate on professional social media platforms like LinkedIn. Industry observers questioned whether the average fan outside the world of sport and marketing even recognised the phone as a Google Pixel, raising discussions about the genuine value of the activation. Paradoxically, those who highlighted the commercial nature of the selfie inadvertently generated additional exposure for Google through media coverage examining the background of the image and the partnership involved.

Such commercial moments are not entirely unprecedented in sports, with earlier examples including the well-known Ellen DeGeneres selfie at the 2014 Oscars, or the numerous Samsung-branded “podium selfies” captured during the Paris Olympics. Liverpool’s own Virgil van Dijk had previously taken part in a similar stunt involving a phone during a celebration of a last-minute winner. Despite questions around the authenticity of the moment, the marketing teams at Google Pixel and Liverpool FC likely view the activation as a successful extension of their ongoing collaboration.

Google Pixel is recognised for its effective and seamless sponsorship activations in UK sports, with Liverpool being a key partner in their campaign to integrate products within high-profile moments. The selfie, widely seen as emblematic of Liverpool's triumph, serves as a potent piece in this broader marketing campaign rather than purely an organic celebratory image.

While the photo may be celebrated widely, Kenney-Herbert contends that, in the long run, it is probably more a demonstration of adept sports marketing than an “iconic image for the ages.” The phone itself was even visible in live television broadcasts, including Sky Sports' coverage, further amplifying Google Pixel's visibility during the event.

The Drum is reporting that the selfie represents a contemporary example of how branding and sponsorship increasingly intersect with moments of sporting achievement, creating layered narratives that extend beyond the immediate excitement of victory.

Source: [Noah Wire Services](https://www.noahwire.com)

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