# Carlsberg surprises taxi drivers with live UEFA Nations League experience in Berlin



In a heartwarming activation that combines football passion with genuine storytelling, Carlsberg has launched a campaign aimed at celebrating taxi drivers, who often miss out on watching key matches due to the demands of their profession. Named “Fare game,” this initiative, part of Carlsberg's renewed sponsorship of UEFA Men's National Team Football, treats drivers to an unprecedented viewing experience for the UEFA Nations League Finals in 2025.

The campaign transports a group of unsuspecting taxi drivers from the bustling streets of Berlin to a specially constructed viewing area where they can catch the semi-final match between Germany and Portugal. According to reports, participants initially believed they were on routine fare jobs, only to find themselves in a vibrant cab park designed like a stadium, complete with a gigantic screen, free Carlsberg 0.0, snacks, and an enthusiastic crowd of their peers. A key element of the experience was that Carlsberg also compensated the drivers for their lost fares that night.

At the heart of this campaign is a documentary that captures the emotional spectrum of the drivers as they transition from the mundanity of their shifts to the thrill of being part of a live game. Many drivers expressed their struggle as devoted fans who frequently work during major matches, unable to indulge in the sport they love. One driver noted the feeling of being a “less dedicated fan” when hearing street celebrations while stuck in traffic. The campaign resonates with the findings of global research commissioned by Carlsberg, which revealed that while approximately 90% of taxi drivers consider themselves football fans, 60% often miss the opportunity to watch key matches live due to work commitments.

Carlsberg’s global brand director, Lynsey Woods, highlighted the importance of acknowledging the role taxi drivers play in the nightlife and sports ecosystem. She stated, “We recognised that the dedication of taxi drivers to keep our city moving often meant they missed out on the biggest matches globally.” By orchestrating this event, Carlsberg not only rewarded these drivers but also pivotal in enhancing the connection between football fans and the sport itself.

The initiative aligns with Carlsberg's broader strategic reinvestment in football, marking the brand’s return to UEFA sponsorship after an eight-year absence, a move that also opens doors for future engagements in various UEFA competitions, including the upcoming UEFA EURO 2028. This sponsorship grants Carlsberg exclusive pouring rights at selected matches and prominent visibility through pitchside advertising.

In an era where brands increasingly seek to connect with consumers on a more human level, Carlsberg’s “Fare game” exemplifies a trend of immersive marketing strategies that genuinely engage fans. It echoes similar initiatives from competitors, such as Heineken's launch of “Trust Bars” in Seoul, which provide fans with self-service options to enjoy UEFA Champions League matches anytime, reinforcing the growing recognition of the importance of fan experiences in today's sports landscape.

Mehdi Tamaz, one of the taxi drivers who participated, reflected on the unique experience, stating, “I felt like a superstar… so many people cheering us on.” This response encapsulates the essence of what Carlsberg aimed to achieve: not just to market a product, but to create memorable moments that celebrate the spirit of football and its devoted supporters—even those who are often overlooked.

By fostering such connections, Carlsberg demonstrates a commitment that extends beyond mere sponsorship, reminding us all of the power of community and shared experiences in the world of sports.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt), [[2]](https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt)
* Paragraph 2 – [[2]](https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt), [[4]](https://www.thedrinksbusiness.com/2025/03/carlsberg-signs-major-uefa-sponsorship-deal/)
* Paragraph 3 – [[5]](https://www.uefa.com/news-media/news/0297-1d5212e38334-cccae4e0cc8a-1000--carlsberg-returns-as-uefa-national-team-football-competi/), [[6]](https://www.forbes.com/sites/steveprice/2025/03/27/why-carlsberg-left-european-soccer-sponsorship-and-why-it-came-back/)
* Paragraph 4 – [[3]](https://www.carlsberggroup.com/newsroom/carlsberg-group-celebrates-return-to-uefa-national-team-competitions-signing-new-long-term-partnership/), [[7]](https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt)
* Paragraph 5 – [[1]](https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt), [[2]](https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt)

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

## Bibliography

1. <https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt> - Please view link - unable to able to access data
2. <https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt> - Carlsberg's 'Fare game' campaign surprised taxi drivers in Berlin by transforming their shifts into a match-day experience for the UEFA Nations League Finals 2025. The initiative, part of Carlsberg's sponsorship of UEFA Men's National Team Football, featured a custom-built viewing zone where drivers watched the semi-final between Germany and Portugal. A documentary highlighted the drivers' emotional journey, showcasing their sacrifices and the joy of sharing live football with fellow fans. The campaign also covered their missed fares for the night, recognising the essential role drivers play in the sports-viewing ecosystem.
3. <https://www.carlsberggroup.com/newsroom/carlsberg-group-celebrates-return-to-uefa-national-team-competitions-signing-new-long-term-partnership/> - Carlsberg has signed a long-term partnership with UEFA, becoming the Official Beer of UEFA National Team Football. This deal includes UEFA EURO 2028™, UEFA Women’s EURO 2029, UEFA Nations League Finals™, UEFA Women’s Nations League, Men’s and Women’s European Qualifiers, and UEFA Futsal EURO™. The partnership marks Carlsberg's return to European national team football after an eight-year hiatus, following a previous longstanding partnership with UEFA from 1988 to 2016.
4. <https://www.thedrinksbusiness.com/2025/03/carlsberg-signs-major-uefa-sponsorship-deal/> - Carlsberg Group has signed a long-term agreement with UEFA to become the Official Beer of UEFA National Team Football, marking its return to top-level European football sponsorship after an eight-year hiatus. The deal covers a range of competitions, including UEFA EURO 2028, UEFA Women’s EURO 2029, the UEFA Nations League Finals, UEFA Futsal EURO, and both men’s and women’s European Qualifiers. It also provides Carlsberg Group with exclusive pouring rights at selected tournaments, as well as prominent brand exposure across pitchside boards and media backdrops.
5. <https://www.uefa.com/news-media/news/0297-1d5212e38334-cccae4e0cc8a-1000--carlsberg-returns-as-uefa-national-team-football-competi/> - UEFA has announced Carlsberg's return as an official global sponsor of UEFA men's and women's national team football through 2030. The deal includes UEFA EURO 2028, UEFA Women’s EURO 2029, the UEFA Nations League Finals, the UEFA Women’s Nations League, the Men’s and Women’s European Qualifiers, the UEFA Under-21 Championship, and UEFA Futsal EURO. Carlsberg, a valued supporter of UEFA national team football from 1988 to 2016, will enjoy exclusive pouring rights and prominent brand visibility across pitchside perimeter boards and media interview backdrops.
6. <https://www.forbes.com/sites/steveprice/2025/03/27/why-carlsberg-left-european-soccer-sponsorship-and-why-it-came-back/> - Carlsberg's global sponsorships director, Louise Bach, explained the company's previous departure from UEFA sponsorship, citing a strategic focus on short-term goals at that time. She clarified that the decision was purely strategic and not due to any disputes. Carlsberg maintained its presence in football through club partnerships, such as with Liverpool. The return to UEFA sponsorship aligns with Carlsberg's broader strategy to invest long-term in its brands, especially with the upcoming UEFA competitions.
7. <https://www.marketing-interactive.com/carlsberg-turns-cab-shifts-into-match-day-magic-in-surprise-fan-stunt> - Carlsberg's 'Fare game' campaign surprised taxi drivers in Berlin by transforming their shifts into a match-day experience for the UEFA Nations League Finals 2025. The initiative, part of Carlsberg's sponsorship of UEFA Men's National Team Football, featured a custom-built viewing zone where drivers watched the semi-final between Germany and Portugal. A documentary highlighted the drivers' emotional journey, showcasing their sacrifices and the joy of sharing live football with fellow fans. The campaign also covered their missed fares for the night, recognising the essential role drivers play in the sports-viewing ecosystem.