

O'n bro i'r byd.

Cwpan y Byd 2022.



Hydref 13, 2022
October 13, 2022



**Cynulleidfa o 5 biliwn
ledled y byd.**

**A global audience of
5 billion people.**



Yr ymgyrch... The campaign...

1. Rydym yn mynd â'n bro i'r byd, i arddangos cenedl sy'n gwneud pethau da.
2. Byddwn yn adrodd straeon ein pobl, ein diwylliant a'n cymunedau – y pethau hynny sy'n gwneud ein cenedl yn arbennig.
3. Byddwn yn gwahodd eraill ledled y byd i ymuno yn ein dathliadau, ac yn eu hannog i ddysgu yr holl bethau da y gallwn eu rhannu gyda'r byd.

1. We are taking **Wales** to the world as a nation that does good things.
2. We will tell the stories of our people, our culture and our communities that makes our nation so special.
3. We will invite others around the **world to join in** the celebrations. To discover all the good things that Wales can share with the world.



Cymru Wales

- Gweithio gyda phartneriaid
- Work with partners

Llundain London

- Tŷ Cymru ar Southbank
- Wales Dome on Southbank

Qatar

- Rhaglen o ddigwyddiadau
- Programme of events

Swyddfeydd / WG Offices: Doha, London

UDA USA

- Cynulleidfa gwerthfawr gyda photensial
- Valuable audience with potential

- Dysgu o ymgyrchoedd yn ddiweddar
- Learnings from recent campaigns

- Ymgysylltu â'r wasg a digidol
- Media engagement and digital

Swyddfeydd / WG Offices: New York, Washington DC, Atlanta, Chicago, San Francisco

Ewrop Europe

- Iwerddon, Ffrainc, Yr Almaen, Yr Iseldiroedd, Sbaen
- Ireland, France, Germany, Netherlands, Spain

- Dysgu o ymgyrchoedd yn ddiweddar
- Learnings from recent campaigns

- Ymgysylltu â'r wasg a digidol
- Media engagement and digital

Swyddfeydd / WG offices: Dublin, Paris, Brussels, Dusseldorf, Berlin and London

Byd-eang Global

- Marchnadoedd gyda swyddfeydd LIC
- Markets with WG international offices

- Pecyn cymorth aml-ieithog i'r wasg
- Multi-lingual media toolkit

- Cysylltiadau gyda cynulleidfa newydd, rhanddeiliaid a'r Cymry ar wasgar
- Connections with new global audiences, stakeholders and diaspora

Swyddfeydd / WG Offices: Dubai, Montreal, Chongqing, Beijing and Shanghai, New Delhi, Mumbai, Bangalore, Tokyo

Timeline

Awst

Aug 12 Aug
100 diwrnod / days to go

Medi

Sept Gemau Cymru games
06 Sept / 22 Sep / 25 Sept

Hyd
Oct

Build up
Hydref 17 Oct — Tach 21 Nov

This is Wales.
Gwlad, Gwlad

Cyflwyno a gwahodd.
Introduce and invite.

C'mon Wales.
Amdani!
Dathlu.
Celebrate.

Tach
Nov

21: USA
25: Iran
29: England

Y Grwp
Group stages 9 days

Ymgyrchoedd Twristiaeth a Busnes.
Tourism and Business Campaigns.

Rhag
Dec

Knock out stages 20 days
30 Nov - 18 Dec

Ail-targeddu
Re-targeting

This is Wales.
Gwlad, Gwlad.

2023



Cyflwyno.
Gwahoddd.
Dathlu.

Introduce.
Invite.
Celebrate.





Amcwm!
Let's go Wales.



This is Wales.
Gwlad, Gwlad.



Amdani!
Let's go Wales.



Amdani!
C'mon Cymru.



This is Wales.
C'mon Cymru.



Hero

Hero nation film moodboard 90"



A close-up photograph of a woman wearing a white hijab and a red sports jersey. She is smiling and looking slightly to the right. The jersey features a crest on the left chest and a small emblem at the neckline. The background is blurred, showing a blue sky and some greenery.

Hub

Straeon o Gymru
Stories of Wales



Rhannu gwerthoedd o gynwysoldeb ac amrywiaeth.
Project our nation's values of inclusivity and diversity.



Y Wal Goch.
The Red Wall.



Welcome to
BELLEVUE FOOTBALL CLUB
*The first and award winning, league registered, multi-ethnic
and inclusion specific football team in Wales.*

Cenedl Noddfa.
Nation of Sanctuary.



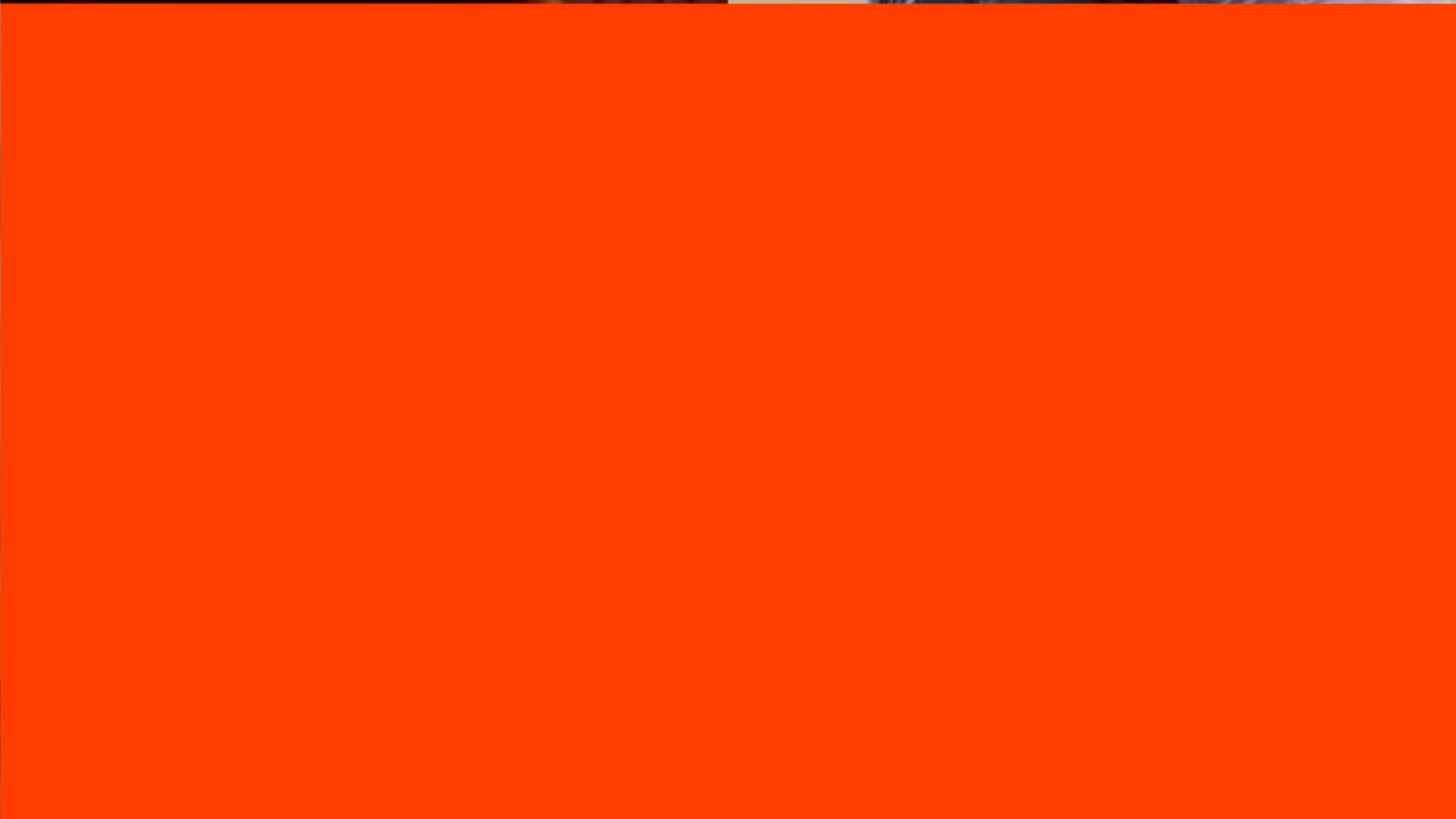
Wal yr Enfys.
Rainbow Wall.

A group of cheerleaders in red and white uniforms are cheering enthusiastically with their arms raised. The central cheerleader has a wide, joyful expression. The word "Hygiene" is overlaid in a large, black, serif font across the middle of the image.

Hygiene



Social
Media.

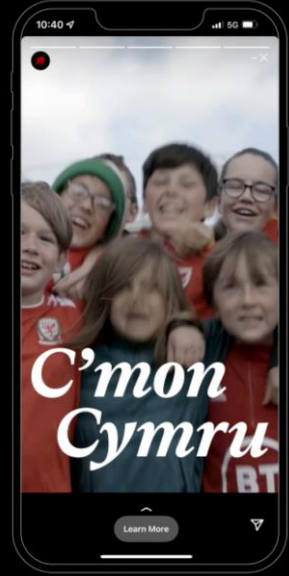
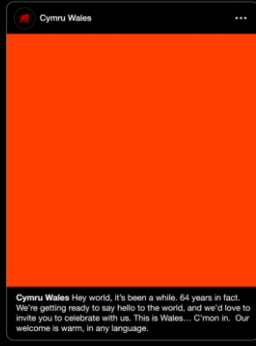




Asedau'r ymgyrch
Campaign assets

Croeso / Nation

C'mon Cymru / Football



*Warm
Genuine
People focus*

*Spirited
Dynamic
Celebration*



Rhannwch. Share.

Wales.com

FB / Instagram / Twitter
@walesdotcom
@croesocymru

Cyflwyno.

Introduce.

#ThisIsWales #GwladGwlad

Dathlu.

Celebrate.

#CmonCymru #LetsGoWales #Amdani





GŴYL CYMRU FESTIVAL

O / From: 19 Tachwedd / November 2022

Gŵyl greadigol 10 diwrnod (o leiaf!) fydd yn dod â chymunedau ynghyd i gefnogi tîm pêl-droed cenedlaethol y dynion yng Nghwpan y Byd FIFA 2022 yn Qatar.

Gŵyl Cymru Festival - a 10-day (minimum!) creative event, bringing communities together as the nation supports the Cymru men's team during their FIFA World Cup 2022 campaign in Qatar.

www.gwyl.cymru



Diolch.
Amdani!

