

The background features a stylized, low-poly representation of the Brazilian flag in shades of blue, green, and yellow. A soccer ball is visible in the bottom right corner, and there are various colorful paint splatters (red, orange, pink) scattered across the lower half of the image. The word 'Congresso' is partially visible at the top.

# Brazil

2014

## IMPACT REPORT

July 29, 2014 | Post-Newsletter



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SLIDE BY SLIDE**



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# WELCOME!

## EXECUTIVE SUMMARY

### END OF WORLD CUP

Brazil  
2014

**Olé Olé! Germany won the 2014 FIFA World Cup, just edging out Argentina in the Final. The Final may not have been the most exciting game but, overall, fans agree that this has been the best World Cup in years. Who can forget Germany's brilliant 7-1 win over Brazil, or Netherlands' 5-1 thrashing of Spain, or the amazing performance of Costa Rica, everyone's second favorite team (unless you're Italian or English, of course)?**

**World Cup fever has gripped the globe for a month – what will we do now that it's all over? Now, though, it's time to review who won the Media Cup. In short, although this has been the biggest digital, social, and mobile event ever, for actually watching the games, we still preferred television.**

**The World Cup Final had 32.1 million tweets sent during the match between Germany and Argentina, as well as 280m interactions on Facebook from 88m users (the most discussed Facebook event EVER, 35m more interactions than the 2013 Super Bowl).**

As predicted, viewers took to social channels en masse throughout the tournament, peaking in the Final. In that one game, 32.1 million tweets were sent, reaching a peak of 618,725 tweets per minute at 18:37 local time, as Germany clinched the victory. The majority of tweets were fan led, but many brands, such as Nike, Pepsi, and Samsung, jumped on board too, capitalizing on the most social World Cup to date to connect at key moments of passion. Our social listening revealed that, across the ten languages tracked, there were more than 83 million social comments made. 60% of those were made during the group stage, 28% during the knock-out stage, and 12% in the finals. Unsurprisingly, in these latter stages, German, Portuguese, and Spanish-speaking fans contributed a majority of the conversation, a reminder that most social conversations online are not in English.

### Adidas was the most successful brand at driving social community growth

Our pre-event research revealed that 58% of respondents intended to “follow” or “like” a brand related to the World Cup, while 50% actually did. However, we predicted that this would only be achieved if brands could deliver fan value. So, who did this best? Of the official sponsors, Adidas drove the most social community growth across Facebook, Twitter, Instagram, and YouTube. The brand took 38% of social mentions among sponsors and a 61% share of sponsor hashtags in Omnicom Media Group's social tracking study.

### 94% watched the World Cup on live broadcast TV and 41% streamed a live match on their mobile phones

Despite this being the biggest digital and social event in history, it is worth noting that this World Cup's global TV audiences are predicted to blow the 2010 figures out of the water. This despite the tournament being staged at times of the day unfriendly to a large portion of the population living in APAC and EMEA, where fans still chose to watch the matches live (90% and 96%, respectively). It is a testament to both the massive growth in connectivity that countries have achieved in the last 4 years, as well as the quality of the football played.

With significant growth across multiple channels, we are seeing more and more new and innovative ways for brands to engage with fans over the course of major events, some of which are discussed in this document. It also shows that sponsorship is a fantastic way of leveraging the power of football to drive consumer engagement toward brands – although not the only way, especially with social and online environments leveling the playing field for unofficial sponsors to make a mark on the event, too.

In order to capture people's perceptions, behaviors, and experiences of the World Cup, we conducted quantitative and qualitative research, social listening, local market analysis and interviews with social media experts. For more information about the methodology, please [click here](#).

**WE HOPE YOU ENJOY THE READ!**



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP –  
LIVE IN BRAZIL

WORLD CUP  
AUDIENCE

FOOTBALL FAN  
ENGAGEMENT

MEDIA

ONLINE &  
SOCIAL MEDIA

SPONSORS &  
BRANDS

CONTACTS

## Brands need to work harder than ever to stand out when activating the world's biggest sporting platform:

Once again, we have seen the global phenomenon of football deliver the world's biggest sporting event, with records being achieved both on the pitch (number of goals scored) and off it (global TV audiences) at the FIFA World Cup 2014 in Brazil. But what are the implications for the brands involved, both official sponsors and unofficial ones, as we digest the findings of the most global and social FIFA World Cup in history?

As predicted in our pre-event report in June, the FIFA World Cup has proven to be the most global (even the US came to the party with record audiences and interest) and social event in history, thanks to a combination of technology and social evolution since the last edition in 2010. This was highlighted by records being broken on both major social platforms – Twitter (the Final set a new Tweets-per-minute record) and Facebook (the Final was the most talked about sporting event in FB history). In addition, we saw the growth of "second screen" culture - nearly one in two fans (45% of women and 55% of men, globally) engaged during the matches on other devices while watching the

matches via the dominant medium of TV (93% of fans watched live TV broadcasts during the event).

The social culture of football, with fans sharing their "live" experience with friends and family, and extending this experience to engaging with a wider social community group via other devices, has led to a multi-layered communication need for brands to optimise their communications and sponsorship approach. If this is done well - as seen by Adidas' preparation and creation of a "content bible" used to continually engage and entertain their target audiences in real time - then significant payback and share of voice can be achieved (Adidas achieved the highest share, 38% of brand mentions across social media platforms of all the Official Sponsors, globally). If it is not done well, the fluid nature of social media channels may open the door to unofficial brands (who have not invested in significant rights fees to become associated as Official FIFA Partners) gaining more of a link to those same audiences, as is suggested by the fact that 36% of hashtag mentions are actually from "unofficial sponsors" including Nike, Beats by Dre and Puma.

It should also be remembered that the sponsorship of an event, such as a World Cup, should be an integral part of the brand's overall marketing and communications strategy. The event, as impactful as it is, only lasts four weeks and therefore the approach, preparation, and layers should also reflect the overall brand direction both pre- and

post-event. The use of the whole suite of rights in connecting their social media campaigns with their other assets, such as pitch boards, is also key as the power of the pitch board exposure is still valuable in an integrated approach.

In summary, brands need to plan ahead in order to be "spontaneous" during the event, harnessing the fast-moving and unpredictable real-life stories they can use to engage with their target fans and consumers. "Official" brands (with a FIFA relationship) that use their full set of rights and engage with fans in a relevant sporting and entertaining way (we still see that the top five most tweeted moments all relate to the sporting elements and matches, although the Suárez moment did also get considerable traction) will gain significant recognition. If consistent with a wider strategy, the effect will last beyond the event and defend against other brands (both "Official" and "unofficial") during the intense and global media interest during the event.

While the FIFA World Cup platform has evolved to present a new level of engagement opportunity for brands and their target audiences, an evolution and realignment of the communication approach built on the cornerstone of live TV media value will continue to achieve things that no other platform can deliver – as both football and the FIFA World Cup go from strength to strength.

Source: Omnicom Media Group Insights across 81 Markets.  
Fieldwork: May 21<sup>st</sup> – July 13<sup>th</sup>, 2014.

# WORLD CUP: KEY TAKEAWAYS

CLICK ON ANY TOPIC FOR MORE INFORMATION

Brazil  
2014



Click to see key social takeaways



## PEOPLE EXPERIENCE THE EVENT DIFFERENTLY LIVE IN BRAZIL

Find out more from our trend spotters who have experienced the event in the host country.



## THE WORLD CUP BROKE SPORTING TV AUDIENCE RECORDS AROUND THE WORLD

Despite this World Cup being the most social event ever, TV also cemented its role as the main media for following the sporting event – with 94% of fans claiming to have followed the event live on TV.



## KNOW YOUR AUDIENCE

Globally, 46% followed the World Cup to support their national teams. Click to find out more about fan behaviors or to compare regional differences.

## HOWEVER, WE STILL NEED TO THINK ABOUT THE MULTISCREEN

As Facebook and Twitter broke records for interactions during the World Cup, fans turned to social media (Facebook 66%, Instagram 73% and Twitter 45%) to share their passion, favorite pictures and comment with their friends as the matches unravelled.



## THE GENDER GAP IS NARROWING

55% of men and 45% of women followed the World Cup. As the share of women viewers grows, it is becoming increasingly important to understand how the different sexes follow the World Cup.



## THE WORLD CUP ISN'T JUST ABOUT FOOTBALL, IT'S ALSO ABOUT GREAT ADVERTISING

Throughout the competition, we have seen brands try different strategies, from conservative measures, such as competitions and in-store promotions, to risky behavior, including fast-turn-around digital content and pushing content/PR boundaries.



## FOOTBALL FANS ARE SUPER FANS

They are 17% more likely to talk about recalled sponsorship activity than the average World Cup follower.

## LEVERAGE BRAND AWARENESS BEYOND THE WORLD CUP

The sponsorship balancing act – with increased brand awareness for sponsors of the World Cup, the main task remains to convert World Cup enthusiasts that interact with brands into brand enthusiasts.



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP –  
LIVE IN BRAZIL

WORLD CUP  
AUDIENCE

FOOTBALL FAN  
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MEDIA

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# WORLD CUP: KEY SOCIAL TAKEAWAYS

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Brazil  
2014



## SOCIAL MEDIA – AN EVEN MORE COMPETITIVE FIELD FOR BRANDS DURING THE WORLD CUP

Adidas garnered the most brand mentions with 38% of the share.



**PEOPLE LIKE TO SHARE AND TO BE HEARD, AND SOCIAL MEDIA GIVES THEM AN OPPORTUNITY TO ADD THEIR VOICE TO THE EVENT, AS WELL AS BRAND ACTIVITIES.**



## VIRAL VIDEOS – VIEWS, LIKES AND SHARES

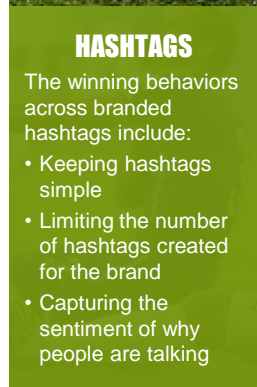
The real winners are those who can convert views into shares.



## MEDIA CONTENT IS THE FUTURE

Golden rules:

1. Don't be caught off guard – be prepared!
2. Embrace user-generated content.
3. React in real time and be relevant.
4. Act local, think global.



## HASHTAGS

The winning behaviors across branded hashtags include:

- Keeping hashtags simple
- Limiting the number of hashtags created for the brand
- Capturing the sentiment of why people are talking



## FACEBOOK AND TWITTER ARE THE NEW WATER COOLERS, WHERE PEOPLE ARE TURNING TO DISCUSS THE WORD CUP

Find out more from our social media experts.



## PAID AND EARNED MEDIA: NO LONGER ONE OR THE OTHER

Winning brand behavior of integration has included:

- Having social at the core of their campaigns
- Connecting their brand to their sponsorship
- Using PR events to generate more social content and buzz
- Promoting their brand through their celebrity endorsements



## PLAYERS ARE AN IMPORTANT ASPECT OF SPORT SPONSORSHIP

They have the ability to change the tone people view ads in, due to reflection of their actions and performance, making it crucial for brands to be able to react quickly.



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP – LIVE IN BRAZIL

WORLD CUP AUDIENCE

FOOTBALL FAN ENGAGEMENT

MEDIA

ONLINE & SOCIAL MEDIA

SPONSORS & BRANDS

CONTACTS

# TRENDSPOTTERS

## LIVE IN BRAZIL

After so much talk before the World Cup about Brazil not being ready and it being a potential disaster, we must remember that the event was such a **resounding success in many, many ways.**

The tournament also showed to the world that Brazil is able to host a big event and to receive foreign visitors. Moreover, it showed that we can separate the passion for football from the problems associated with the tournament. The FIFA World Cup was very positive for the country and many Brazilians are proud of that and how well they are being viewed abroad. So despite the Brazilian team doing so badly in its own home, the event itself is still something that many will cherish and remember.

The World Cup has brought a feeling of friendship and even, to some extent, of pride. Due to the success of the event, FIFA was a little forgotten.

Best Regards,

**Renata**  
Rio de Janeiro



**Lourenço**  
São Paulo

### HOW DO THEY FEEL ABOUT THE EVENT?

"The mood is currently quite mixed in Brazil. Many are still hurting from Brazil's humiliating defeat against Germany and anger turned towards the team and the coaches. Aside from emotional responses, there are many calls for Brazilian football to reevaluate itself, especially the CBF (Brazilian Football Confederation) which has been littered with corruption scandals. But there are also those who are happy that the World Cup has been such a success in terms of fans' and the media's opinion around the world".

-São Paulo

"Brands acted in the World Cup as human beings, as if they had feelings. Then, in the bad time, they also have to stand ... The biggest challenge is to do this without being corny".

### WHAT DO THEY THINK OF BRANDS PARTICIPATING?

"Brands changed their discourse. Most of them were dealing with the emotions of the Brazilians and comforting them. They emphasized, also, the respect for the Brazilian football history and tried to show they were sad just like the Brazilians. After the defeat, companies such as Visa, Itaú, Hyundai, Garoto, and Nike also reduced their posts on social networks".

-São Paulo

"Itaú, the Brazilian bank, and Coca-Cola, probably stood out the most for having adverts which used songs that were very catchy and became very popular amongst people, being referred to often and sticking in people's minds. Itaú even invited members of the public to record themselves singing the song, along with famous musicians, and then made a collage of all the videos, to unite Brazilians in support of the team".

-Rio de Janeiro

### THE FIRST SOCIAL MEDIA WORLD CUP

"Another point is that this was the first social media World Cup and in the country with most of the users of the world. After the knockout by Germany, Brazilian people got very discouraged to join the events around the World Cup. But as soon as the game finished, they began to laugh at this unbelievable score. On social media websites, internet users showed their creativity to play with what happened".

-Rio de Janeiro

### A FRIENDSHIP EVENT

"In general, the fans cheered for their countries, but I realized that, even after they lost, the fans continued to enjoy the country as tourists, and enjoy what was going on around here during the World Cup".

-Rio de Janeiro

Source: Omnicom Media Group Sonar conducted in partnership with FutureFoundation. Fieldwork: 14<sup>th</sup> – 18<sup>th</sup> July, 2014 conducted in Rio de Janeiro and São Paulo.



Click to see memorable campaigns and social media

# TRAVELING TO THE WORLD CUP

## MEET OUR TWO COLLEAGUES WHO EXPERIENCED BRAZIL LIVE:



### Cassie Ng

Research Manager,  
Omnicom Media Group  
Malaysia

Travelled to Rio from  
June 8<sup>th</sup> – 16<sup>th</sup>, 2014

Saw live: Bosnia vs.  
Argentina



### Paul Coleman

Director Strategic Planning,  
OMD EMEA

Travelled to Brazil from  
June 24<sup>th</sup> – July 6<sup>th</sup>, 2014

Saw live: France vs. Ecuador  
and Colombia vs. Uruguay



### What people were talking about?

*“While we were there, everyone was talking about the matches. It was all about who did well in the most recent match, a lot of talk about the players and forecasting who they thought was going to win the next one.*

*“Regarding Brazil, some Brazilians thought the team was the worst that Brazil had ever produced, but others thought that Neymar would be strong enough to carry the team. Generally, though, most thought Brazil would do well.”*

--Cassie

### How was the atmosphere?

*“Absolutely amazing. In Rio, almost everyone is out to have fun. There are lots of tourists around and everyone's there for two things – football and fun. Lots of languages being spoken, lots of cultures, people are generally very friendly. The beach is filled with people playing football, and they are open to anyone playing. It's very easy to just join in a game; just stand by the side and the players will call you in to come join them.*

*“During the opening ceremony, most of the neutrals (including us) sported Brazil shirts and joined in the fun and festivities with the locals.”*

--Cassie

*“Friendly, patriotic,  
open and chatty.*

*“It was amazing – football fan heaven! In terms of advertising...a HUGE disappointment. ALL of my exposure to the major sponsors was in the FIFA FAN FEST (the big screen and area on Copacabana beach). Friendly, patriotic, open, and chatty.”*

--Paul

 Click to see memorable brand interactions

Source: Omnicom Media Group local market analysis. Fieldwork: June 8<sup>th</sup> – July 13<sup>th</sup>, 2014 conducted in Brazil.



MAIN MENU

KEY TAKEAWAYS

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LIVE IN BRAZIL

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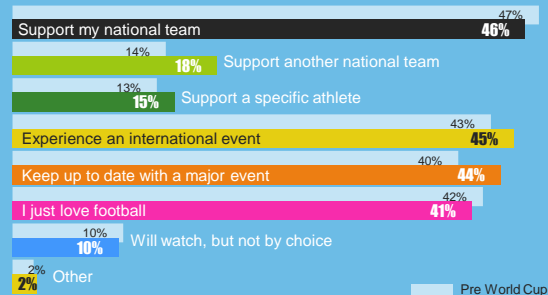
CONTACTS

Brazil  
2014



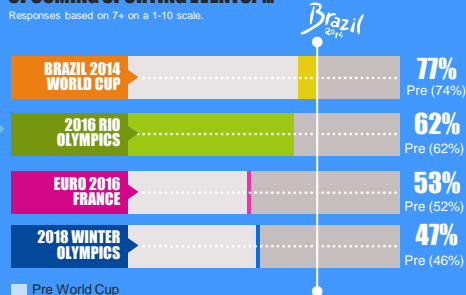
# WHO FOLLOWED THE WORLD CUP?

## KEY MOTIVATIONS FOR FOLLOWING THE WORLD CUP



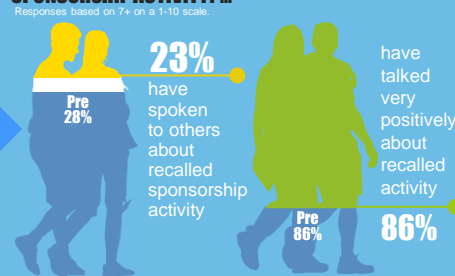
## HOW HIGHLY INTERESTED ARE THEY IN UPCOMING SPORTING EVENTS?...

Responses based on 7+ on a 1-10 scale.

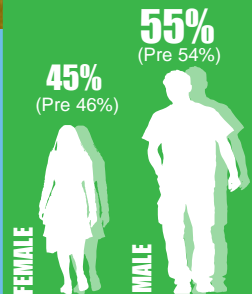


## HOW LIKELY WERE THEY TO TALK ABOUT WORLD CUP SPONSORSHIP ACTIVITY?...

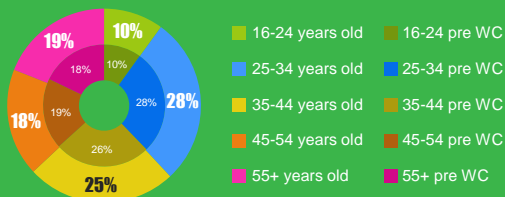
Responses based on 7+ on a 1-10 scale.



## Any interest in football and the World Cup



## AGE OF THOSE INTERESTED IN FOOTBALL

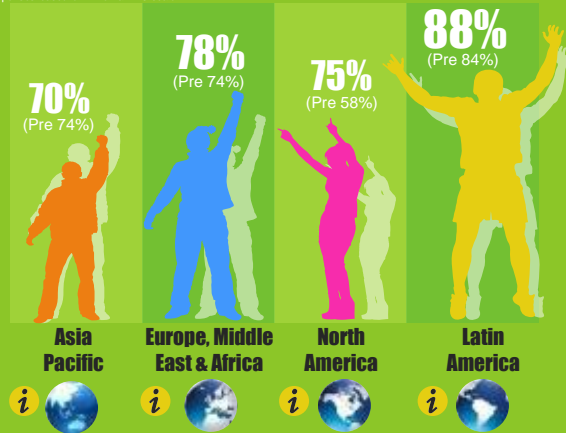


## WHO THEY WATCHED THE WORLD CUP WITH...



## HOW MANY ARE HIGHLY INTERESTED IN THE 2014 WORLD CUP?...

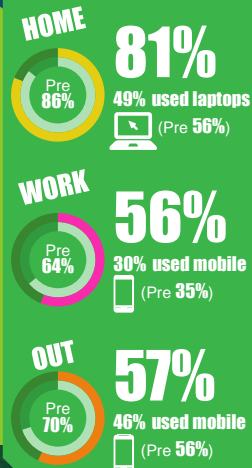
Responses based on 7+ on a 1-10 scale.



## INTEREST IN FOOTBALL



## WHERE PEOPLE FOLLOWED THE 2014 WORLD CUP (excluding watching)



Source: Omnicom Media Group Snapshots based respondents who are non-rejecters of football and the 2014 World Cup. Fieldwork: May 21<sup>st</sup> – 28<sup>th</sup> and July 14<sup>th</sup> – 18<sup>th</sup>, 2014 (N = 3518 across 17 countries, approximately 200 for UK, Germany, France, Spain, Russia, Italy, South Africa, Japan, Korea Republic, China, Indonesia, Thailand, Australia, Mexico, Brazil and Argentina and 300 in USA). Regional samples: EMEA N = 1410 (UK, Germany, France, Spain, Russia, Italy, South Africa), APAC N = 1204 (Australia, Thailand, Indonesia, China, Korea Republic, Japan), NA N = 301 (USA: N = 200 non-Hispanic and N = 100 Hispanic) and LATAM N = 603 (Mexico, Brazil and Argentina).



MAIN MENU

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# WOMEN VERSUS MEN:

What makes them different when it comes to the World Cup

## Interest in football isn't the only thing that is different between men and women following the World Cup.

Despite many women not being as interested in the World Cup as men, still 72% of females stated they were highly interested in Brazil 2014. However, there are some fundamental differences in how they have followed the event. Women enjoy the social aspects of keeping up to date with a major event. They're less likely to follow the World Cup just for the sheer love of football – rather, they enjoy taking part in a global event that unites everyone under a common goal and experience. Contrary to men, their interest increased as the competition went on to the later stages – perhaps a reflection of their social interest in the World Cup and enjoyable family time together watching the matches.

Unlike men, women are less likely to speak about sponsorship. Men are more likely to engage with it and talk more about brands around the World Cup. This is not very surprising as most brands acting around the event have a male bias – sports brands, automotive, technology – so men naturally recall and engage more with them.

But brands shouldn't exclude women altogether from their communications around a sporting event such as the World

Cup. Instead, it is important for brands to embrace the fact that both men and women are watching and interacting with this major sporting event in their own ways. Men will always be interested in the football itself, the technique and the thrill of the game (hence campaigns like Adidas' "The Dream" working quite well for this target audience). Women are more likely to react to messages that focus on the social interaction of the event, such as how the World Cup brings people together. Some campaigns showed distinctive female traits – Coca-Cola and its moments of happiness campaign hinting at how football brings people together being an example. Johnson & Johnson and its positioning around "passion for caring and devotion" is also bound to resonate with women.

Overall, advertising around the World Cup opened up to females as football fans and understood that despite their differences when it comes to how they engage with the event, they shouldn't be left out as they are also an integral part of the World Cup fan base. We expect this trend to be further acknowledged in the football events to come, such as the Euro 2016 in France and the 2018 World Cup in Russia.

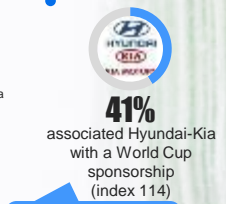
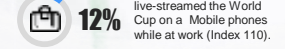
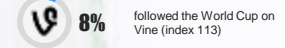
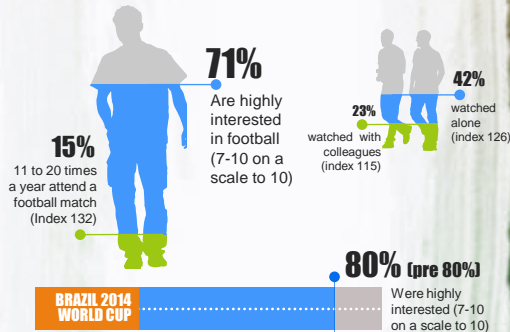
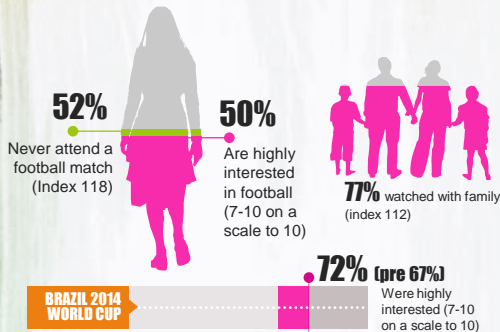
Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: 21<sup>st</sup> May – 13<sup>th</sup> July, 2014 and Omnicom Media Group Snapshots based respondents who are non-rejecters of football and the 2014 World Cup. Fieldwork: 14<sup>th</sup> – 18<sup>th</sup> July. The Index refers to how much more or less likely a segment relates with the statement compared to the overall average. An index of 100 refers to the average, being neither more or less likely to agree.



## WOMEN

VERSUS

## MEN



# FOOTBALL FANS:

Understanding how they engaged with the 2014 World Cup

Across the globe, there are those that enjoy football, but then there are those who are massively interested in football, better known as “Super Fans”.

The way Super Fans engage with the FIFA World Cup is astounding, compared with the rest of the population. They are passionate and enthusiastic in every match they watched. In fact, 94% of football Super Fans were highly interested in Brazil 2014, and the main reason was because they “just love football” (62%). These Super Fans are also interested in football all year round, with 15% attending between 11 and 20 matches a year.

This enthusiastic group, made of 37% of women and 63% men, use TV as the primary device to follow football (80%) and smartphones as their secondary device (46%). Furthermore, 44% will use the press to follow sport news and 33% will listen to the radio as well.

Advanced streaming technology has enabled Super Fans to engage on another level with the World Cup’s matches. Almost 32% of the highly interested football fans are second-screener, of which 60% are chatting with friends about the match.

97% of the fans watched live TV broadcasted matches throughout the World Cup, while 44% of them streamed matches live through smart devices (smartphones, tablets, laptops, etc.). Football enthusiasts also turned to social platforms to follow the World Cup – they are more likely than the general public to turn to Twitter (35%) and Instagram (20%), although 63% still followed using traditional sport newspaper pages and magazines.

With a passion for football already harnessed, Super Fans are more accepting of brands that take part in the World Cup, perhaps even seeking them out. They are the people who will happily engage with brands that provide them with appealing promotions and content related to football. Brands can target how they communicate with these fans, as they can easily become the heart of their campaigns promoting to their own networks of Super Fans.

Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: 21<sup>st</sup> May – 13<sup>th</sup> July, 2014 and Omnicom Media Group Snapshot based respondents who are non-rejecters of football and the 2014 World Cup. Fieldwork: 14<sup>th</sup> – 18<sup>th</sup> July. The Index refers to how much more or less likely a segment relates with the statement compared to the overall average. An index of 100 refers to the average, being neither more or less likely to agree.



## HIGHLY INTERESTED FOOTBALL FANS

94%

Were highly interested (7-10 on a scale to 10)

BRAZIL 2014 WORLD CUP



44% associated Hyundai and Kia, 33% associated Budweiser and 27% associated Castrol as a (prompted) World Cup sponsorship (index 123, index 126 and 127 respectively)



62%

followed just for the love football (index 150)



19%

followed to support a specific athlete (index 133)



26%

watched with colleagues (index 129)



18%

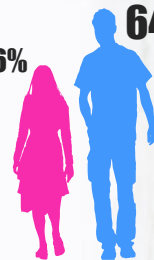
watched with a large group of friends (index 134)



17%

attend 11 to 20 football matches a year (Index 151)

64%



Football fans are more likely to follow football using:



44%

using press (index 123)



31%

listening to the radio (index 122)



45%

using the internet on a mobile device (index 129)

Football fans were more likely to follow the World Cup using:



Using Twitter to:

65%

36%

20%

19%

17%

13%



Using Facebook to:

26%

24%

24%



sport newspapers and magazines (index 127)



Twitter (index 128)



Instagram (index 128)



posted a comment (index 133)



liked an athlete (index 138)



shared a link (index 130)



uploaded and shared photos from a brand (index 121)



shared a video from a brand (index 121)

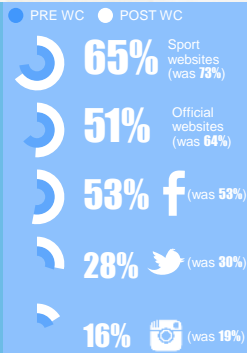
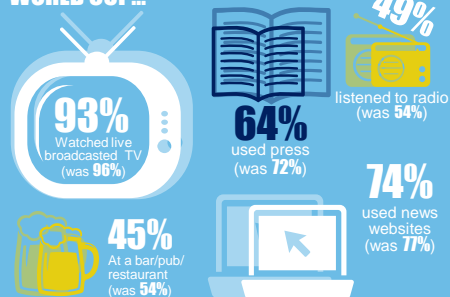


used a FIFA World cup app (index 127)

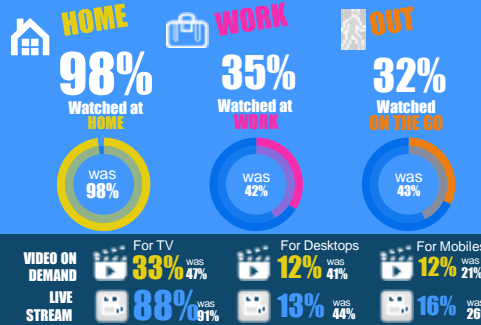
# HOW THEY FOLLOWED THE WORLD CUP?

Brazil 2014

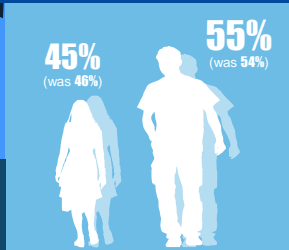
## HOW THEY FOLLOWED THE 2014 WORLD CUP...



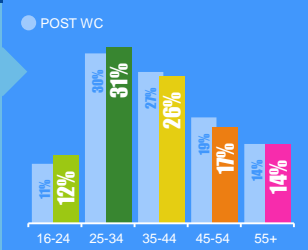
## HOW THEY WATCHED



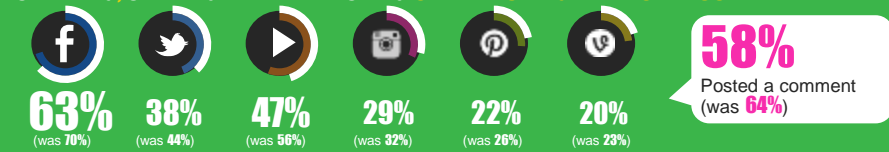
MEN WERE MORE LIKELY TO MULTI-SCREEN WHEN WATCHING THE FIFA 2014 WORLD CUP USING A DESKTOP (58%).



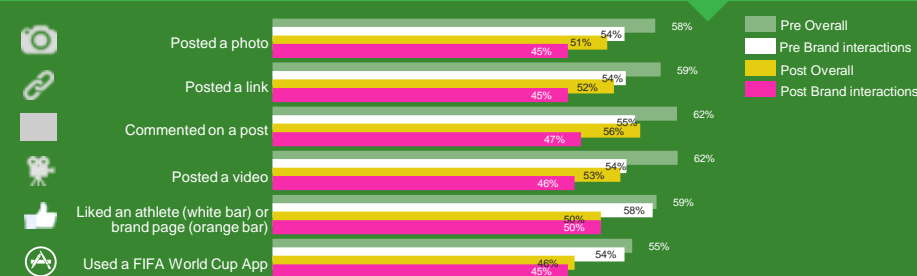
MULTI-SCREENERS (USING ANOTHER DEVICE WHILE WATCHING THE WORLD CUP) WERE GENERALLY 25-44 YEARS OLD.



## CREATING, SHARING AND INTERACTING ONLINE DURING THE WORLD CUP



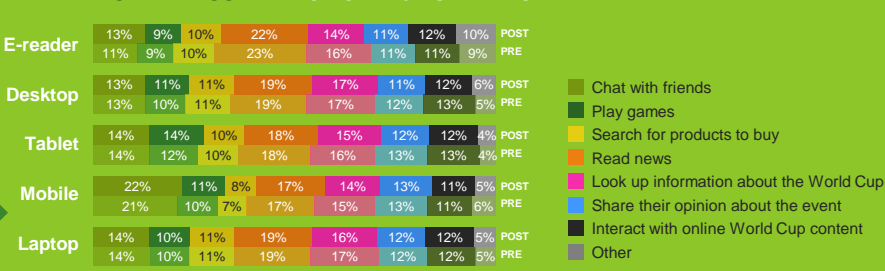
58% Posted a comment (was 64%)



## PEOPLE USED THE FOLLOWING DEVICES WHILE WATCHING THE WORLD CUP



## AND THEY CARRIED OUT THE FOLLOWING ACTIVITIES:



Source: Omnicorn Media Group Snapshots based respondents who are non-rejecters of football and the 2014 World Cup. Fieldwork: 21<sup>st</sup> – 28<sup>th</sup> May and 14<sup>th</sup> – 18<sup>th</sup> July, 2014 (N = 3518 across 17 countries, approximately 200 for UK, Germany, France, Spain, Russia, Italy, South Africa, Japan, Korea Republic, China, Indonesia, Thailand, Australia, Mexico, Brazil and Argentina and 300 in USA). Regional samples: EMEA N = 1410 (UK, Germany, France, Spain, Russia, Italy, South Africa), APAC N = 1204 (Australia, Thailand, Indonesia, China, Korea Republic, Japan), NA N = 301 (USA: N = 200 non-Hispanic and N = 100 Hispanic) and LATAM N = 603 (Mexico, Brazil and Argentina).

# THE WORLD CUP:

Breaking TV records across the globe

Brazil 2014

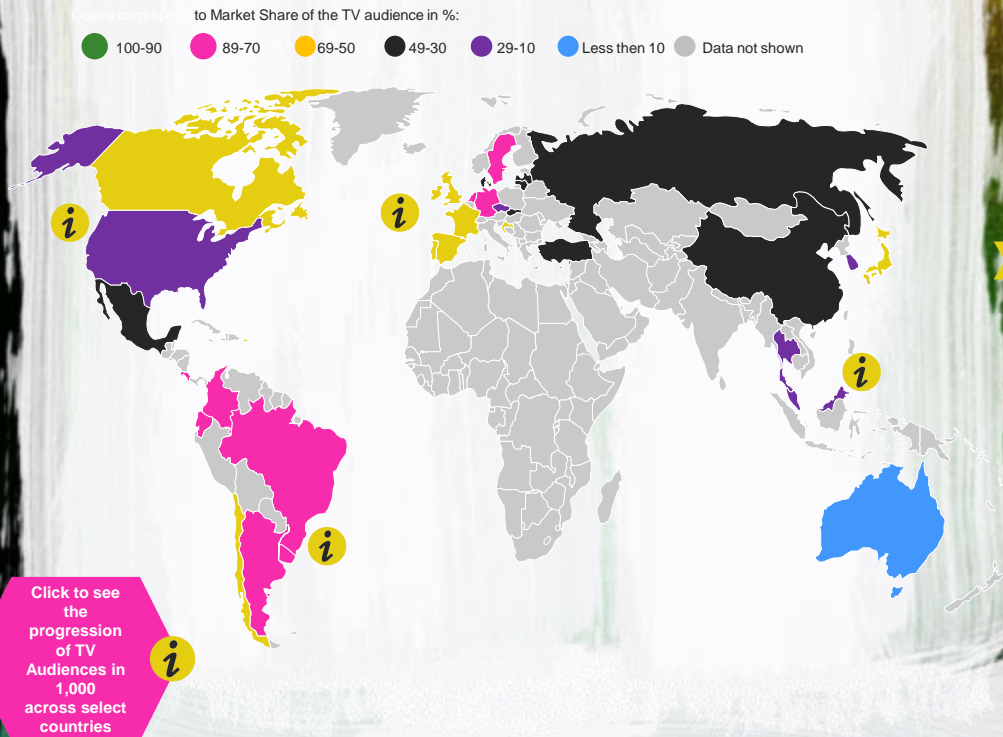
Despite this World Cup being the most social event ever, TV also cemented its role as the main media to follow a sports event – with 93% of fans claiming to have followed the event live on TV.

The group stage had already set the tone for what was to come as records continued to be broken through the knockout stages. The official FIFA figures for the Germany vs. Argentina final haven't been released yet but it's highly likely to surpass the 909m who watched the Spain vs. Netherlands final in 2010. Even countries where football interest is traditionally low have been hit with the World Cup Fever – in Canada, approximately 30.7m people tuned in at some point during the competition, representing 89% of the whole population.

The TV audience records broken in the World Cup 2014 are evidence that despite the rise of social media to engage with the World Cup, TV is not going anywhere. It has its own place and role – TV captures the event as a whole and allows fans to get first-hand coverage of what is happening as well as fuelling the conversations that then go on to take place online. It is the medium to go to in order to see on-pitch drama unfold and feel a part of the event.

In terms of what this means for brands, TV is still key to generate awareness, particularly around sponsors. Pitch advertising has also gained a global dimension when matches are broadcast (overall 91% watched the game on TV, computer or mobile devices). Omnicom Media Group research reveals that as the World Cup progressed most advertising activity recall declined. However, pitch and TV advertising saw the two largest increases at 22% and 5% respectively. The new referee boards sponsored by Swiss watch maker Hublot gained visibility for the brand by being broadcast on TV, with fans then taking the conversation around it online afterwards. Working in conjunction with digital and social media, TV can augment even further awareness and engagement for brands during the World Cup. In future sports events, brands will continue to develop integrated media plans to keep up with the growing importance of the role of digital. However TV is not going to be dramatically affected in the near future, as it augments our digital experience.

## How many people worldwide watched the World Cup Final



Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: May 21<sup>st</sup> – July 13<sup>th</sup>, 2014.



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP –  
LIVE IN BRAZIL

WORLD CUP  
AUDIENCE

FOOTBALL FAN  
ENGAGEMENT

MEDIA

ONLINE &  
SOCIAL MEDIA

SPONSORS &  
BRANDS

CONTACTS

# MULTI-SCREENING:

## How this changes interactions with the World Cup

**TV remains the main way people watched the World Cup – the excitement of watching a live match on TV is like nothing else, except maybe watching it live in the stadium. But there is no doubt that multi-screening is also happening at the same time.**

Thanks to technological advances, this World Cup was the most multi-screened, and 46% and 56% of women and men respectively were watching the World Cup and at the same time interacting with other devices on the subject. Fans turned to Facebook (66%), Instagram (73%) and Twitter (45%) to share their passion, favorite pictures, and comments with their friends as the matches unravelled.

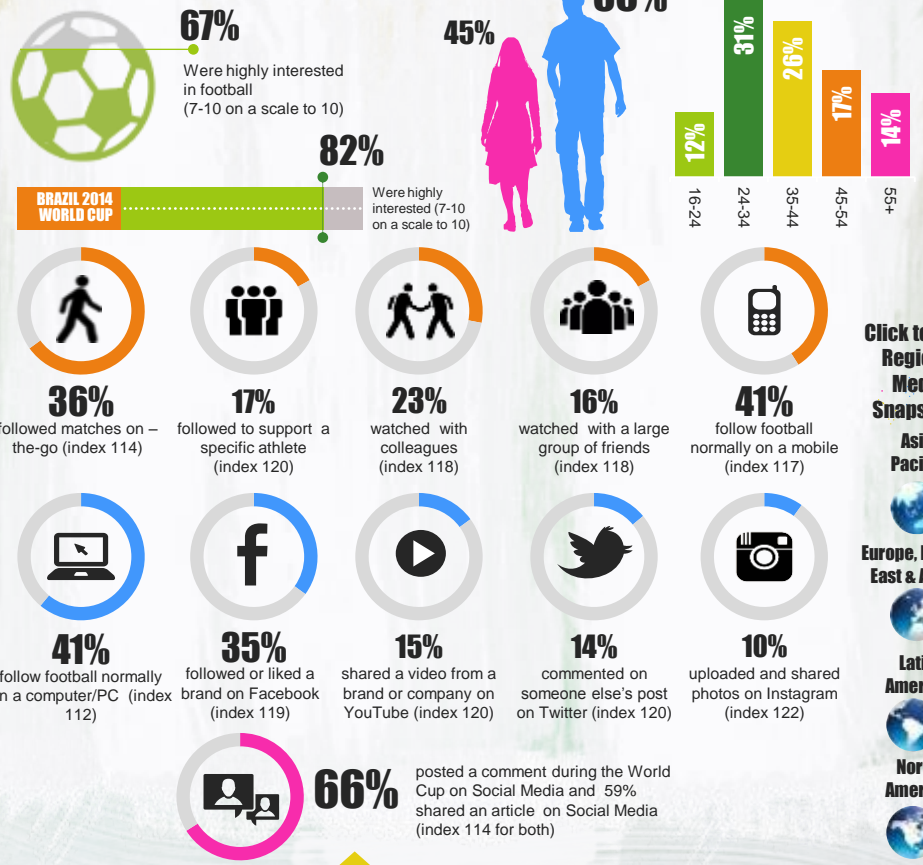
Second screens are taking real-time conversations to a whole new level. Football fans took to Facebook and Twitter to extend and anticipate the “water cooler moment” – no longer having to wait until the following day to discuss events with friends and colleagues. Fans reacted to the Suárez bite and Neymar’s injury as it happened while watching the match live on TV, thanks to social media. Emotional reactions no longer remain local, but become a global conversation – such as the embarrassment of Brazil’s heavy defeat being widely debated on social media and the most talked about sporting event on Twitter, ever, reaching 35.6 million tweets.

Brands that were able to take part in these real-time actions and leveraged these moments in a clever manner, were widely shared and became the ultimate reference of the events. Moreover, when working in tandem with TV, social media has the potential to amplify brand messages at a whole new level, offering new opportunities for consumer and fan engagement.

In the future, the role of social media will become even more omnipresent. Social media will be used more and more by brands to leverage key moments of future international events. However, for brands to be able to engage in conversations with fans at the right moments, there is more stress to plan ahead and anticipate potential scenarios, even the less predictable.



### A SNAPSHOT OF MULTI-SCREENERS



Click to view Regional Media Snapshots

- Asia Pacific
- Europe, Middle East & Africa
- Latin America
- North America

Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: May 21<sup>st</sup> – July 13<sup>th</sup>, 2014 and Omnicom Media Group Snapshots based respondents who are non-rejectors of football and the 2014 World Cup. Fieldwork: July 14<sup>th</sup> – 18<sup>th</sup>, 2014

# BRAND PRESENCE:

How the online social environment has changed sponsorship

**The online social environment has changed the rules, giving sponsors and unofficial sponsors a bigger platform to generate mass awareness and further engagement with consumers around the World Cup. However, which brands have triumphed?**

We gathered more than 83 million results from related World Cup mentions across ten languages (English, German, French, Spanish, Italian, Thai, Simplified Chinese, Portuguese, Russian and Arabic) to obtain continuous feeds of how people were interacting with the event online, as well as what they were talking about and sharing (brands in addition to a World Cup term or equivalent, players, etc.).

Almost 48% of brand commentary came from the Group Stage period (12 - 26 June), 36% from the Knock-out stage (27 June - 11 July) and 16% from the Finals (12 - 13 July). Unsurprisingly, Spanish, German and Portuguese all contributed above average volumes of commentary for the Knock-out and Finals stages, while Italian, French, and Chinese commentary tailed off after the Group Stage.

Looking at sponsors, Adidas garnered most brand mentions with 38% of the share. Nike was the clear winner amongst the unofficial sponsors, and the second most commented brand with 31% of all brand mentions tracked (All sponsors, Nike, PlayStation, Pepsi, Canon, Carlsberg, Nissan, Asics, Ferrero, Unilever, Expedia and GSK).

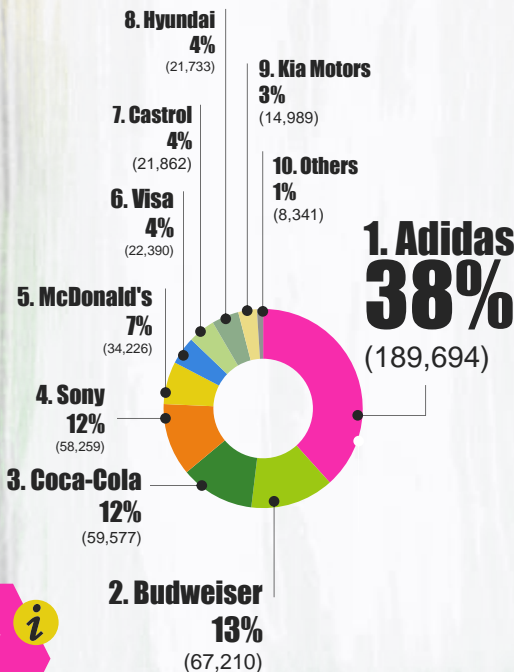
As we entered the knockout stages, the top mentioned brands were Adidas, Nike and Budweiser with a combined 60% share of mentions. The final stage was ultimately won by Adidas, which generated 69% of all brand mention, mainly relating to the Golden Glove and Golden Boot awards.

Overall, the key of success for brands operating in social media was to apply real-time communication strategies, providing continuous and reactive media content that was relevant as the competition progressed.

# 498,281

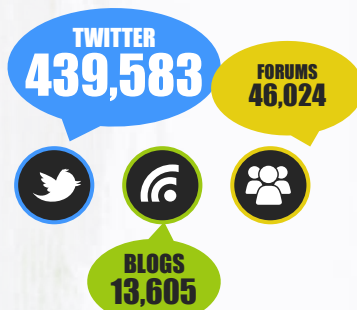
TOTAL SPONSOR MENTIONS

In addition to a World Cup term or equivalent



Click to see other tracked brand mentions

SPONSOR MENTIONS ACROSS SOCIAL PLATFORMS:



TOP #SPONSOR HASHTAGS VERSUS TOP TWEETED @SPONSORS  
In addition to a World Cup term or equivalent

#	Brand	@
16,368	Adidas	173,113
1,559	Budweiser	67,712
713	Visa	32,607
3,114	Coca Cola	19,819
749	Kia Motors	10,084
1,209	McDonald's	9,145
311	Castrol	7,270
546	Hyundai	7,023
1,773	Sony	3,448
44	Continental	2,014
494	Emirates	1,335

Source: Source: Omnicom Media Group Antenna conducted in partnership with repindex Fieldwork: June 12th - July 13th, 2014 conducted in 10 languages (English, German, French, Spanish, Italian, Thai, Simplified Chinese, Portuguese, Russian, Arabic). All Sponsors monitored (Coca-Cola, Adidas, Hyundai, Kia, Emirates, Sony, Visa, Budweiser, Castrol, Continental, Johnson & Johnson, McDonald's, Moy Park, Oi, Yingli).



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP - LIVE IN BRAZIL

WORLD CUP AUDIENCE

FOOTBALL FAN ENGAGEMENT

MEDIA

ONLINE & SOCIAL MEDIA

SPONSORS & BRANDS

CONTACTS

# BRAND VIRAL VIDEOS:

The winners of the 2014 World Cup

# 12,539,831

SHARES ACROSS THE TOP 20 2014 WORLD CUP VIDEOS OF ALL TIME

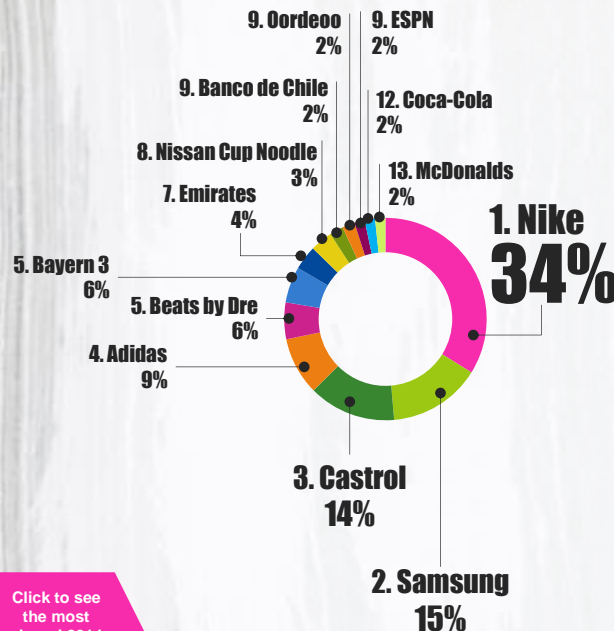
Using the Unruly Viral Video Chart™, which covers 430 billion video views and tracks 24 million shares per day, 2014 World Cup videos were ranked by the number of shares they attracted across Twitter, Facebook and the blogosphere. Stats are based on the most shared Football ads of 2014 to date and were compiled on the 17<sup>th</sup> of July, 2014.

When looking at brand generated content, Nike leads with the views (180,060,338) and shares (2,511,411) as four of their videos reached viral status. Samsung (75,953,384) and Adidas (75,902,570) follow Nike for having the most views; however, when it comes to shares, Samsung ranks third and Adidas eighth. Some brands have managed a top 20 position throughout the World Cup, while others cash in on relevant moments such as Bayern 3, a German radio station, that produced a video after Germany beat Brazil 7:1.

Activia took a different route with advertising funded content of Shakira's "La La La" (Brazil 2014) featuring Carlinhos Brown music video to support the World Food Programme. Although the brand did not create its own content, the video has generated 41% of all viral video shares for the top 21 videos. Overall, the video has been viewed 239,414,671 times creating brand awareness for Activia, as it is mentioned at the beginning and end of the video. This video is predicted to be on course to be the [most shared ad of the year](#).

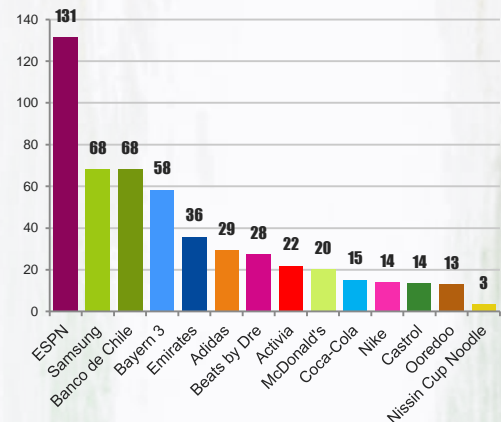
Overall when looking at online videos, we can analyse both views and mentions. However when looking at the shares per view, we can see that the brands that created the most engaging videos were actually ESPN, Samsung and Banco de Chile. The viewers that saw these videos were the most likely to share them across their networks. These viewers became brand advocates – which is the ultimate goal for brands.

## Shares of top brand generated viral videos

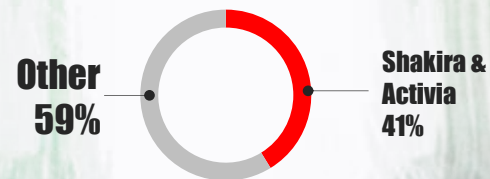


Click to see the most shared 2014 World Cup videos and their progression

## Shares per 100 views



## Shares of top branded viral videos



Source: unrulymedia.com [World Cup 2014 Virals Chart](#). Fieldwork: May 11th – July 17th, 2014.



# HASHTAGS:

## Mentions versus Impressions

# 2,406,622

### TOTAL TRACKED BRAND HASHTAG MENTIONS ON TWITTER

Using [Topsy](#) data, key branded and spontaneous hashtags were monitored for mentions during the World Cup from the 12<sup>th</sup> of June to the 14<sup>th</sup> of July, 2014. Overall, we tracked 1,121,501,806 Twitter mentions, of which 1,533,273 were sponsor mentions, across select hashtags. These hashtag mentions were calculated based on the number of tweets that are unique links or Retweets (i.e., multiple Retweets are only counted once and multiple tweets for a single URL are only counted once).

Adidas had the most branded hashtag mentions, gaining 67% of the share. Budweiser (16%) and Hyundai (7%) were the next two sponsors to garner the most hashtag mentions. When comparing sponsors and unofficial sponsor hashtag mentions, sponsor-branded hashtags accounted for 64% of mentions and unofficial sponsors 36%. Overall, Adidas obtained 43% of total mentions, followed by ESPN (17%) and Nike (11%).

The winning behaviors across branded hashtags include:

- Keeping hashtags simple
- Limiting the number of hashtags created for the brand
- Capturing the sentiment of why people are talking

Moreover, brands that are participating in social platforms should also be aware of spontaneous hashtags (unbranded hashtags that occur naturally) in order to augment their brand's social media impressions. Spontaneous hashtags, including #WorldCup and hashtag flags, accounted for the 119,129,400.

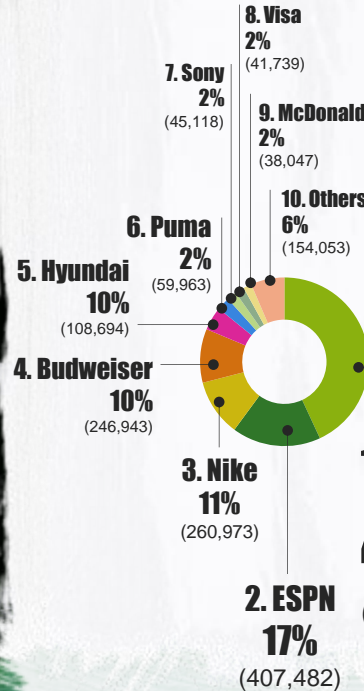
With debates over monitoring mentions, reach, and impressions of hashtags, the main priority should be to maximize the participation of fans using the hashtag (engagement over views). Hashtags gather like-minded posts allowing people to join social groups. Brands create their own groups through branded hashtags, while spontaneous hashtags offer brands an opportunity to go where fans have already gathered – providing targeting and brand-monitoring possibilities.

i  
 Click to see  
Twitter  
mentions  
tracked  
across  
sponsors

i  
 Click to see  
Twitter  
mentions  
tracked  
across  
unofficial  
sponsors

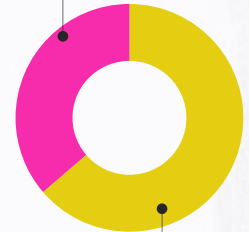
i  
 Click to see  
tracked  
spontaneous  
Twitter  
mentions

### HASHTAG MENTIONS ACROSS BRANDS



### COMPARISON ACROSS ALL TRACKED SPONSOR AND UNOFFICIAL SPONSOR HASHTAG MENTIONS

Unofficial Sponsors  
**36%**  
(873,349 mentions)



Sponsors **64%**  
(1,533,273 mentions)

Source: Source: Topsy.com Fieldwork: June 12th – July 14th, 2014 across a select set of hashtags. Branded hashtags include: #Aliin, #Ballin, #ManOfThe Match, #RiseAsOne, #BudHotel, #PuppyPredictor, #becausefutbol, #MyWorldCup, #FryFutbol, #OneStadium, #SonyFootballChallenge, #VivoElMundial, #QuercEstar, #Bolt11, #VisaFanBassano, #VisaFanFacts, #WinWithBolt11, #PowerToYourMouth, #CocaCocaCola, #becomeafan, #KiaWorldCup, #TeamMoyPark, #soccerlove, #AllUnderOneSun#believe, #riskeverything, #AskZlatan, #StarBelieving, #goalface, #gotolined, #GALAXY11, #SellaEngland, #GameBeforeTheGame, #FutbolNow, #LiveForNow, #WinFromWithin, #PassTheLove, #innerSteel, #HugHeadFirst, #BrazilianNoShow, #carsberggameface, #ABrasilConCorona.



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KEY TAKEAWAYS

THE WORLD CUP –  
LIVE IN BRAZIL

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FOOTBALL FAN  
ENGAGEMENT

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ONLINE &  
SOCIAL MEDIA

SPONSORS &  
BRANDS

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# PLAYERS:

How can brands manage to gain the most from their player sponsorships

## Players are becoming a more important aspect of sport sponsorship

During the World Cup, many brands (official and unofficial sponsors) make the most out of their sponsored athletes in their campaigns expecting to benefit from their reputation and popularity. A player's performance can have influence on how successful their contribution is to a campaign, which is especially risky if a company only relies on one player.

Players have the ability to change the tone people view ads in, due to reflection of their actions and performance, making it crucial for brands to react quickly. After the incident of Suárez biting Chiellini, Adidas stopped all marketing activity involving Luis Suárez for the World Cup in order to avoid a negative impact on the brand. For example, they replaced an ad featuring Suarez's teeth, located near Copacabana Beach, with one of Brazil right-back Dani Alves, even though it had become a World Cup attraction where tourists were lining up to take photos that showed them being bitten by the star.

The safer option is for brands to sponsor more than one player across different teams to maximize the likelihood of staying the course of the tournament. However, brands can also take advantage even when their featured players don't make the event. For example, EA Sports FIFA featured Landon Donovan in their ad making light of not taking part in the World Cup or Nike's #AskZlatan campaign featuring Zlatan Ibrahimović whose team did not qualify.

However, having many players does not always guarantee that any will make it beyond the round of 16, as Nike knows. Nike's "last game" campaign featured several footballers, all of which were not present in the final match – Nike still claimed 12% of online brand share of voice, although they might have done better if the players of "their" team had performed better and won more games. The safe option still requires brands to think ahead in order to maximize their players' sponsorship no matter what happens.

Source: Omnium Media Group Antenna conducted in partnership with repindex Fieldwork; June 12th – July 13th, 2014 conducted in 10 languages (English, German, French, Spanish, Italian, Thai, Simplified Chinese, Portuguese, Russian, Arabic) using World Cup terms and equivalents.



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## TOP 5 PLAYERS



Lionel Messi



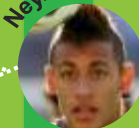
2,070,000



Luis Suárez

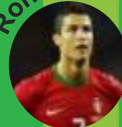
1,909,000

Neymar



1,578,000

Ronaldo



831,000

James Rodriguez



794,000



Click to view  
Players Social  
Media Profiles

Asia  
Pacific



Europe, Middle  
East & Africa



Latin  
America



North  
America



# SOCIAL MEDIA:

Creating new levels of and opportunities for engagement

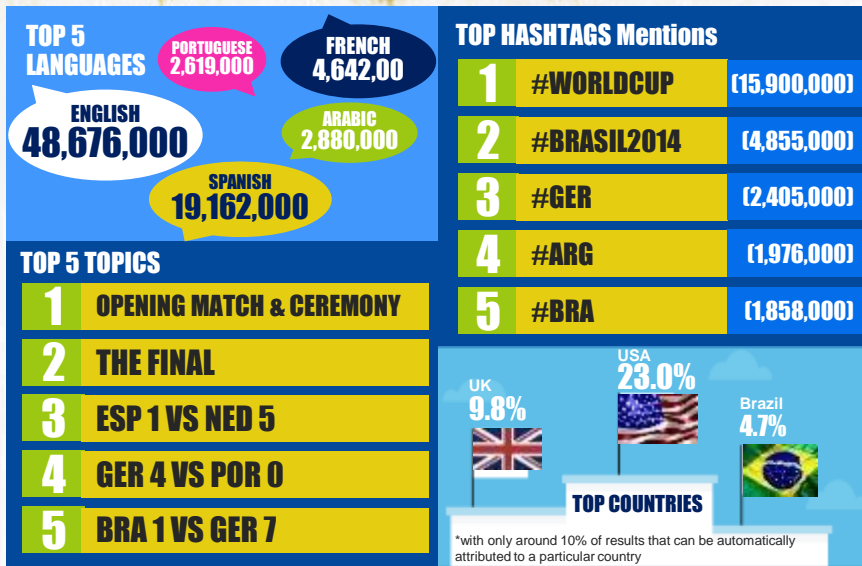
## Social media gives power

Social media gives an opportunity to see people's real-time reactions to events. Regarding the World Cup the statistics prove that people are more excited to discuss the outstanding pitch events, such as the Netherlands' resounding victory against Spain on Day 2 (ESP 1 – NED 5) or the spectacular win of Germany against Brazil in the semi-final (BRA 1 – GER 7). However, the biggest single talking point over a short period of time goes to Luis Suárez for biting Chiellini (ITA) on the 24<sup>th</sup> of June, receiving more than 500,000 mentions in 2 days alone and a 7.7% peak in Italian comments related to the World Cup.

Regarding social media activity by country, German and Russian fans showed little interest in the opening game and ceremony (5.3% and 2.8% respectively) and Russians commented little on the Final (3.2%) – saving their voice for the Russia games peaking on the 17<sup>th</sup> of June (RUS-KOR – 5.5%). The Thais love a big occasion, with 9.4% of their commentary coming on the opening day and 10.1% on the Final – the most of all the languages tracked on both days. French, German, and Italian commentary all peaked on days their teams were playing. The French and Italian commentary in particular dropped off significantly after the Group stage, as their teams no longer participated. Arabic commentators had peaks in commentary when Algeria was playing.

Overall, it can be truly said that social media has created new levels of engagement providing new opportunities for interaction between brands and consumers. People like to share and to be heard, and social media gives them an opportunity to add their voice to the event, as well as brand activities. Fans are also able to modify, share, and create content that is of interest to them. Brands do not just inform any more, but “collaborate” with the audience.

Source: Omnibom Media Group Antenna conducted in partnership with repindex Fieldwork: June 12<sup>th</sup> – July 13<sup>th</sup>, 2014 conducted in 10 languages (English, German, French, Spanish, Italian, Thai, Simplified Chinese, Portuguese, Russian, Arabic) using World Cup terms and equivalents.



Click to view Social Media Overview

- Asia Pacific
- Europe, Middle East & Africa
- Latin America
- North America



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP – LIVE IN BRAZIL

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# MEDIA CONTENT IS THE FUTURE:

## Golden rules for real-time engagement

### TV may still be the main vehicle to watch the games, but the real-time conversations are taking place on social media

Facebook and Twitter enjoyed a significant boost in activity during the World Cup, with both social networks breaking records of engagement. While on one hand it reflects the increased usage of social media overall, when looked at in conjunction with record-breaking TV audiences, one can safely say this World Cup has been the most engaging ever. In order to capitalize on this trend, brands should plan and be prepared to be relevant and engaging on a fast-paced environment like social media.

#### Don't be caught off guard – be prepared!

Some brands have already recognised the need to act fast and have taken measures in advance with the aim to be fully prepared for unexpected events. With this in mind, Adidas prepared an enormous real-time operation to back up all of their sponsored national teams – 9 out of 32 in the competition – depending on each team's performance. If a brand does not prepare for the unpredictability of an event such as the World Cup, it can easily backfire. The Singapore government's anti-gambling ad being a good example of this – the campaign featuring a boy with the copy "I hope Germany wins. My dad bet all my savings on them," was widely mocked for encouraging, rather than deterring, gambling.

#### Embrace User Generated Content

The smashing defeat Brazil suffered against Germany reinforced the fact that social media users are not shy at generating content (such as memes) to satirise unusual situations. In situations where user-generated content also affects brands, there is an opportunity for brands to join the buzz and reclaim a share of the conversation.

#### React in real time and be relevant

This World Cup has been marked by extraordinary events giving brands the perfect opportunity to augment their impact on football fans. Snickers' reaction to the infamous Suárez bite is a great example, reinforcing the importance of reacting in real time on social media, as well as being relevant to the situation.

#### Act Local, Think Global

Social media is a great vehicle to engage with vast target audiences in a relevant and engaging manner. However, one must not forget that contrary to other media there are no geographical barriers and some local content may not be appropriate on a global scope. A good example of this was KLM's tweet after the Netherlands defeated Mexico stating "Adios Amigos!" with a photo of an icon sporting a moustache and a sombrero. The tweet was soon deleted after Mexican fans expressed their outrage, including Mexican actor Gael Garcia Bernal.

Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: May 21<sup>st</sup> – July 13th, 2014.



#### REACT IN REAL TIME AND BE RELEVANT

Snickers is an example of how to grab an opportunity in real time and its "next time you're hungry" tweet around the Suárez biting incident registered an impressive 48,000+ shares, generating exposure for the brand.



#### BE PREPARED

Adidas put together a "Content Bible" containing 1,000 images and 160 videos ready to be used in reaction to key game developments. This led to the creation of a hour-by-hour calendar of the whole tournament containing possible different reactions to different moments, allowing the brand to react in real time in an engaging and relevant manner.



#### EMBRACE USER-GENERATED CONTENT

In the UK, when ex-Manchester United defender Rio Ferdinand wore a double-breasted blazer with a bright orange tie while commenting on the World Cup Final for BBC, social media exploded with comments and memes associating the player and his attire to easyJet.



#### SOCIAL MEDIA IS BECOMING MORE IMPORTANT DURING SPORTING EVENTS

Facebook announced that 350 million users created 3 billion interactions (likes, comments, posts) and Twitter registered 672 million World Cup tweets being shared.

# POINTS OF VIEW

FROM SOCIAL MEDIA EXPERTS

**i** CLICK ON THE SOCIAL MEDIA EXPERTS FOR THEIR POINTS OF VIEW



**ANDREW SAMMS**  
Senior Sales Lead  
**Twitter**



**JEN LOUIS**  
Global Creative Strategy  
Facebook Creative Shop  
**Facebook**

Brazil  
2014

Source: Twitter Data and Facebook Sports. Fieldwork: July 4th – 18th, 2014.



MAIN MENU

KEY TAKEAWAYS

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LIVE IN BRAZIL

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# FACEBOOK AND TWITTER TALK FOOTBALL



## FACEBOOK AND THE WORLD CUP

The tournament was a unique moment for Facebook, which measured the highest level of conversation for any event in history. From June 12 - July 13, 350 million people joined the conversation on Facebook, generating 3 billion interactions (posts, comments, and likes) related to the World Cup. 88 million people generated 280 million interactions for Sunday's Final between Germany and Argentina, which makes the match the single most talked-about sporting event in Facebook history.

Who was talking about the World Cup?

1. Men 18-24 (22% of total World Cup buzz)
2. Men 25-34
3. Women 18-24
4. Women 25-34
5. Men 35-44

Top 5 countries in terms of unique people posting about the World Cup from the 12<sup>th</sup> of June to the 13<sup>th</sup> of July:

1. Brazil: 55 million people
2. USA: 48 million people
3. Mexico: 19 million people
4. Indonesia: 18 million people
5. India: 14 million people



How fan loyalty changed during the World Cup

Top five player posts:

1. Neymar and Silva selfie on [June 21](#).
2. Cristiano Ronaldo posing with melon carving of his likeness on [June 21](#).
3. Lionel Messi sharing a photo of himself with Neymar on the field, and wishing him a speedy recovery on [July 4](#).
4. David Luiz wishing teammate Neymar well on [July 5](#).
5. Lionel Messi sharing a post-victory shot from the locker room after defeating the Swiss on [July 1](#).



## TWITTER AND THE WORLD CUP

Whether the crowd was reacting to a big goal, predicting the outcome of the next match, or discussing the latest injury or controversy, fans came to Twitter to discuss the games 672 million times.

Top five most Tweeted matches:

1. Brazil vs. Germany on the 9th of July: 35.6 million Tweets
2. Germany vs. Argentina on the 13th of July: 32.1 million Tweets
3. Brazil vs. Chile on the 28th of June: 16.4 million Tweets
4. Netherlands vs. Argentina on the 9th of July: 14.2 million Tweets
5. Brazil vs. Colombia on the 4th of July: 12.4 million Tweets

Top five Tweet per Minute (TPM) moments throughout the World Cup:

1. Germany defeats Argentina to win the World Cup Final on the 13th of July: 618,725 TPM
2. Germany's Sami Khedira scores assisted by Mesut Özil in July 8 semi-final vs. Brazil: 580,166 TPM
3. Germany's Mario Götze scores game-winning goal in World Cup Final on July 13: 556,499 TPM
4. Germany's Toni Kroos (@ToniKroos) scores his second goal of July 8 semi-final match vs. Brazil: 508,601 TPM
5. @ToniKroos scores bringing the score to 3-0 in the July 8 semi-final match vs. Brazil: 497,425 TPM

Most mentioned players:

1. Neymar Jr.
2. Lionel Messi
3. Luis Suárez
4. Cristiano Ronaldo
5. Arjen Robben
6. Oscar



To see the progression of posts during World Cup matches on [Facebook](#), [Twitter](#), and [Facebook versus Twitter](#).



Global interaction of fan support



See roar of the crowd for the #WorldCup Final

Source: Twitter Data and Facebook Sports. Fieldwork: June 12<sup>th</sup> - July 13<sup>th</sup>, 2014.



MAIN MENU

KEY TAKEAWAYS

THE WORLD CUP -  
LIVE IN BRAZIL

WORLD CUP  
AUDIENCE

FOOTBALL FAN  
ENGAGEMENT

MEDIA

ONLINE &  
SOCIAL MEDIA

SPONSORS &  
BRANDS

CONTACTS

# BRAND ACTIVATIONS:

The World Cup isn't just about football, it's also about great advertising

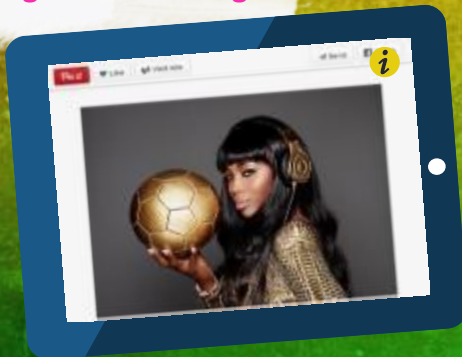
## Advertising is an indispensable aspect of big events such as the World Cup

For many people the World Cup is a chance to enjoy watching international world-class football matches and supporting their national teams. Meanwhile, the World Cup, which attracts a vast audience, is a great opportunity for brands to be affiliated with. World Cup brand activations play a pivotal role to enhance excitement around the event among fans gaining loyalty, as a result. In fact, both official and unofficial sponsors have been able to take advantage of the 2014 World Cup to increase their brand awareness and engage with fans.

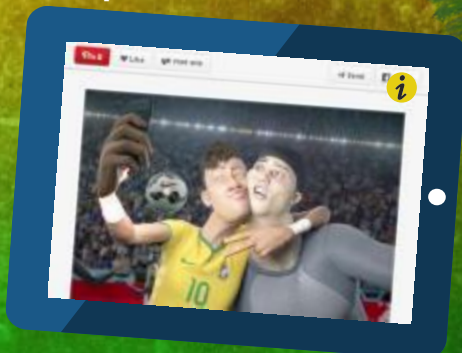
All brands, sporting or not, are trying to gain more awareness over the others whether they are sponsors or unofficial sponsors – a competition of its own. Throughout the competition, we have seen brands try different strategies from conservative measures, such as competitions and in-store promotions, to risky behaviour, including fast-turn-around digital content and pushing content/PR boundaries.

Overall, sponsors remained the most associated brands as official World Cup sponsors compared to their main competitors across both [spontaneous](#) and [prompted](#) recall.

Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: May 21<sup>st</sup> – July 13th, 2014.



Special Prize for Germany Team from Naomi Campbell and Dr. Dre – Golden Headset.



Unofficial Sponsor Nike Trounces Adidas for World Cup Video Views.



Adidas, Rewe, Weber Grill, Gillette, Bifi und VW are the personal sponsors of Thomas Müller.



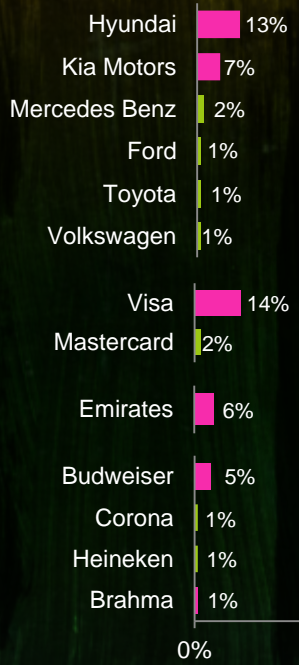
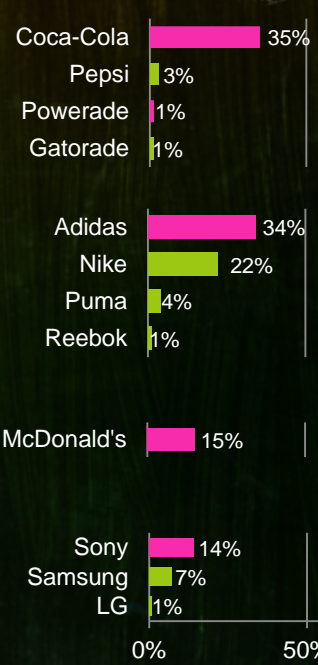
#becausefutbol campaign of Hyundai.

Click to view Brand Activations

- Global
- Asia Pacific
- Europe, Middle East & Africa
- Latin America
- North America

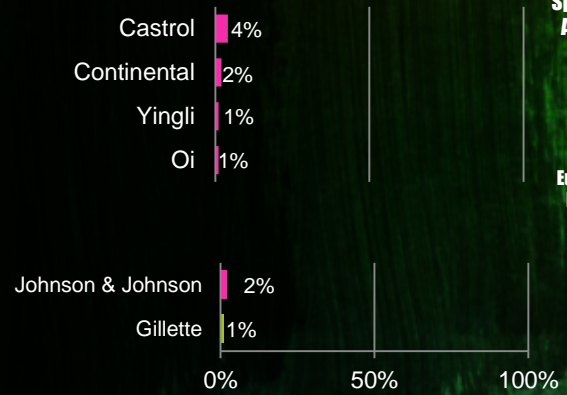
# SPONTANEOUS AWARENESS

Comparing official sponsors and competitors



## Spontaneous recall

Official Sponsor (Pink)  
Unofficial Sponsor (Green)



Click to view Spontaneous Awareness

- Asia Pacific
- Europe, Middle East & Africa
- Latin America
- North America

Source: Omnicom Media Group Snapshots based respondents who are non-rejecters of football and the 2014 World Cup. Fieldwork: July 18<sup>th</sup>, 2014 (N = 3518 across 17 countries, approximately 200 for UK, Germany, France, Spain, Russia, Italy, South Africa, Japan, Korea Republic, China, Indonesia, Thailand, Australia, Mexico, Brazil and Argentina and 300 in USA).

Q17. Which brands do you associate with supporting or sponsoring the FIFA 2014 World Cup? Please write below as many brands as you can remember or write "None" if you don't recall any.



# PAID AND EARNED MEDIA:

The 2014 World Cup winners used social media to their advantage

Brazil 2014

## Paid and earned media; there is no longer one without the other.

The 2014 World Cup showed us that TV remains the main screen because people want to experience the event live. Even though brands are still using traditional media channels to reach their target audiences, we have also seen many brands embrace the online environment too. Brands are looking for ways to make their paid media turned into earned in order to increase their brand presence.

TV ads are being placed on YouTube to reach more audience and expand their influence not only on TV, but also on personal devices like mobile, tablets, and computers.

Campaign websites and hashtags are becoming more popular in TV commercials and OOH advertising connecting online and offline marketing together (i.e. McDonald's ran a rotation of messages including [gol.mcd.com](#), while Adidas displayed #AllIn or nothing on the digital billboards across the pitch to encourage fans to interact with their brands during matches). Fans have also ensured that even ads that have no digital component can also be found online, for example the [Adidas's Suárez poster](#) and an [easyJet](#) press ad that have been shared on Twitter by fans.

With more platforms to engage and an ever increasing presence of brands around these global events, it is becoming more important and indispensable for integrated marketing communications. Winning brand behaviors of integration have included:

- Having social at the core of their campaigns
- Connecting their brand to their sponsorship
- Using PR events to generate more social content and buzz
- Promoting their brand through their celebrity endorsements

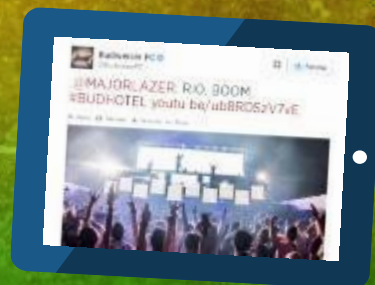
By turning to social media, brands are increasing their reach and providing more opportunities for consumer engagement. This transition might sound easy, however brands must change from just selling products and services to promoting lifestyles and relevant messages.

Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: May 21<sup>st</sup> – July 13th, 2014.



### HAVE SOCIAL AT THE CORE OF YOUR CAMPAIGNS

All of Adidas World Cup content has been brought together by the hashtag #AllIn reinforcing their "All in or nothing" message and making it easy for fans to engage with their content on any platform.



### USE PR EVENTS TO GENERATE MORE SOCIAL BUZZ

Engage fans online with photos and updates of PR events, such as the BudHotel, [Hublot palace](#) and [the World Cup Louis Vuitton trophy case](#), to generate more social buzz and audience interactions.



### CONNECT YOUR BRAND TO THE SPONSORSHIP

Worldwide, McDonald's tied their FIFA World Cup sponsorship to its brand, stores, and products. Using their iconic French Fries as a central component, McDonald's offered fans ways to join in the World Cup fun online, as well as in stores.



### PROMOTE YOUR BRAND USING YOUR CELEBRITY ENDORSERS

Celebrity endorsements have large followings and can introduce your brand to new people or provide another channel for fans to interact with your brand.

Click to view Sponsorship Recall

Global



Asia Pacific



Europe, Middle East & Africa



Latin America



North America



MAIN MENU

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# LEVERAGING THE WORLD CUP:

How brands are increasing their awareness beyond the event

Brazil 2014

## The sponsorship balancing act

With high media exposure and a broad audience, the World Cup has enhanced customer acquisition and retention for brands which actively leveraged the World Cup fever. However, for many brands, the World Cup is not their only focus during this period or they know that the World Cup hype lasts only a limited time, so they are eager to find ways to leverage their sponsorship. As a result, brands have tried to keep a balance between their sponsorship of the World Cup and their overall brand image.

- Catering to local audiences while having a global voice: Brands have focused their messaging in order to engage local target audiences more closely and effectively, however maintaining a common global presence.
- Having separate social accounts for different interests: For global and established brands which already have a large number of fans, a separated social media account for the sponsorship helped them to better target their communications to different sets of fans. Key campaign messages posted on both sides encourage the migration of fans and interest among different channels. For example, [Adidas](#) also has [Adidas Football](#) and [Adidas Soccer](#), as more targeted channels for the World Cup. Adidas football catered to World Cup fans, while the Adidas account covered a broader range of topics including football, basketball, tennis, etc.
- Using a campaign that extends beyond the World Cup: With brand awareness and audience bases soaring during the World Cup, brands also used their World Cup sponsorship to promote products or other campaigns at the same time hoping to convert new consumers as a result.
- Linking content to the brand: For some sponsors the football link to their brand is not necessarily an easy jump, however when brands make the link it is easier to gain brand followers.

With increased brand awareness for sponsors of the World Cup, the main task remains to convert World Cup enthusiasts that interact with brands to brand enthusiasts.

Source: Omnicom Media Group Insights across 81 Markets. Fieldwork: May 21<sup>st</sup> – July 13th, 2014.



### HAVE SEPARATE ACCOUNTS FOR FANS WITH DIFFERENT INTERESTS

Johnson & Johnson created a separate Facebook page "Care Inspires Care" for the World Cup in addition to its Johnson & Johnson page, which has 621,461 fans who are mainly American (88.9%). The "Care Inspires Care" page attracted 3,121,720 fans who are mainly Brazilian (84.4%), while the Johnson & Johnson page continued to mainly cover other global campaigns and customer education posts to an American audience.



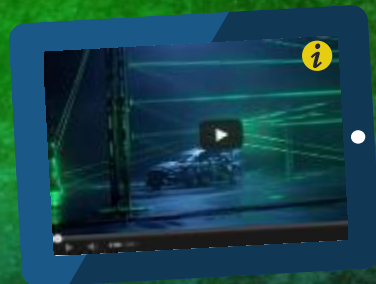
### USE A SIMILAR MESSAGE TO AN EXISTING BRAND CAMPAIGN

Coca-Cola continued promoting "sharing happiness" throughout their World Cup sponsorship, including the unveiling of their Happiness Flag.



### CATER TO LOCAL AUDIENCES

In partnership with OMD and Facebook, McDonald's launched a "real-time" marketing program across 37 European countries, and interest was so strong from other markets that it was adopted in countries around the world. Within Europe, OMD optimized the campaign by market depending on the performance on the pitch (e.g., higher support for Germany when they won a match). Additional paid media support and organic posts further drove interest around the world.



### LINK CONTENT TO THE BRAND

Castrol launched the Footkhana, which relates to the style of its other Castrol videos providing new fans an easy transition to become brand followers.



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## YONG SHEL VEI

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The background features a stylized, low-poly representation of the Brazilian flag in shades of green, yellow, and blue. A soccer ball is visible in the bottom right corner, and there are various colorful paint splashes (orange, red, pink) scattered across the lower half of the image. The word 'Congresso' is partially visible at the top.

# Brazil

2014

## IMPACT REPORT

July 29th, 2014 | Post-Newsletter

