

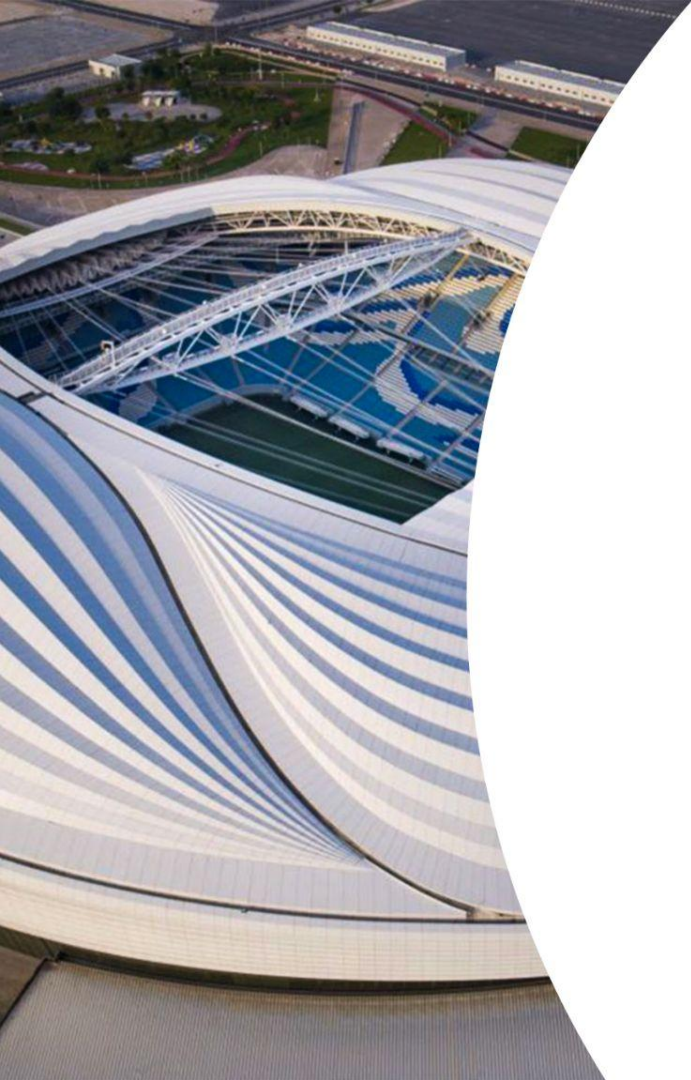


FIFA WORLD CUP
Qatar 2022



CONNECT
MARKETING

SPONSORSHIP
ANALYSIS REPORT



01 Objectives & Methodology

02 FIFA 2022 Overview

03 World of Sponsors: Overview, Analysis & Evaluation

04 Fan's Perspective in Summary

05 Connect Marketing Services Case Studies

HOW

WHAT

WHY

Understand the advantage of sport sponsorship

Understand how to leverage sponsorship and its importance

Analyze the position of brands who didn't sponsor but are being associated with the world cup



Data Gathering

We utilized primary data, using quantitative techniques where we had 97 respondents together with secondary data (sources quoted)



Analysis

Primary data was gathered and analyzed using Survey Monkey. Also, spooled and analyzed data from media tool kit (now Determ)



Expert Analysis

Further validation to the insights derived from our analysis was based on our team's expert experience on sponsorship and research studies and project done on Sport Marketing with Octagon (Sport Marketing Agency)



FIFA 2022 Overview

Traditionally, billions of viewers watch the Fifa World Cup (FWC) and as they concentrate on what is happening on the pitch, the names of some of the world's biggest companies flash behind the players on a rolling, technicolored loop – Budweiser, Visa, Coca-Cola, Qatar Airways, Adidas, McDonalds, Wanda, Vivo, Hyundai Kia.

But Qatar 2022 is different. Many of these brands, particularly those from the West, have become caught in the geopolitical crosshairs of this tournament, balancing their sponsorship with criticisms levelled at FIFA, soccer's world governing body, and Qatar, the host, notably around human right issues..

Although human rights issues have dominated much of this tournament, it doesn't affect FIFA's bottom line. The core product is the football, so the sponsor brands have an easy way out" Chadwick says

This World Cup has drawn in a record-breaking television audience, captivated by the storylines that have unfolded on the pitch, from Saudi Arabia's shock victory over Argentina and Messi's quest for a World Cup trophy, to Morocco's historic run to the semifinals.

FIFA earned a record \$7.5 billion in revenue through commercial deals tied to the 2022 World Cup, \$1 billion more than what it earned from the 2018 World Cup.

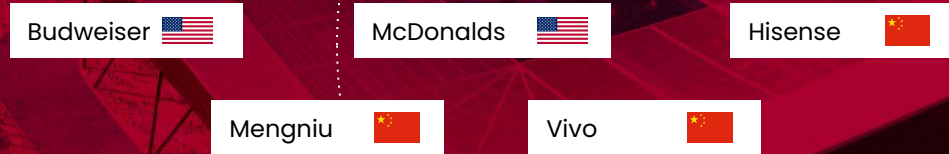


The World Of Sponsors

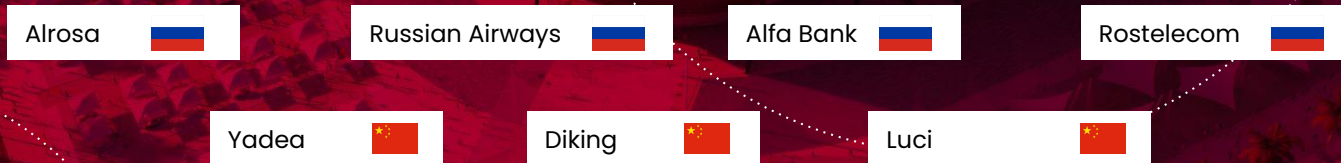
Partners (Slots: Maximum 8)



World Cup Sponsors (Slots: Maximum 8)



Regional Supporters (Slots: Up to 20, Max. 4 per region)



Interesting Highlights



Coca-Cola is the longest-standing sponsor of FWC Football. Though the official partnership started in 1974, the beverage giant has had stadium advertising since 1950



Nike outperformed Adidas, and attained the biggest gap Nike has ever held over its sporting rival having 6 more teams over adidas



In 2022, **FIFA added three new brands to the Official Sponsors list** – Byju's, QatarEnergy, and Crypto.com



The EdTech pioneer Byju's is **the first Indian brand** in the FWC Football sponsorship fray in 2022



At group stage, capacity was filled to **96%**, making it the **second highest cumulatively**



The agreement between FIFA and Qatar Airways is the **largest in the airline's history**.





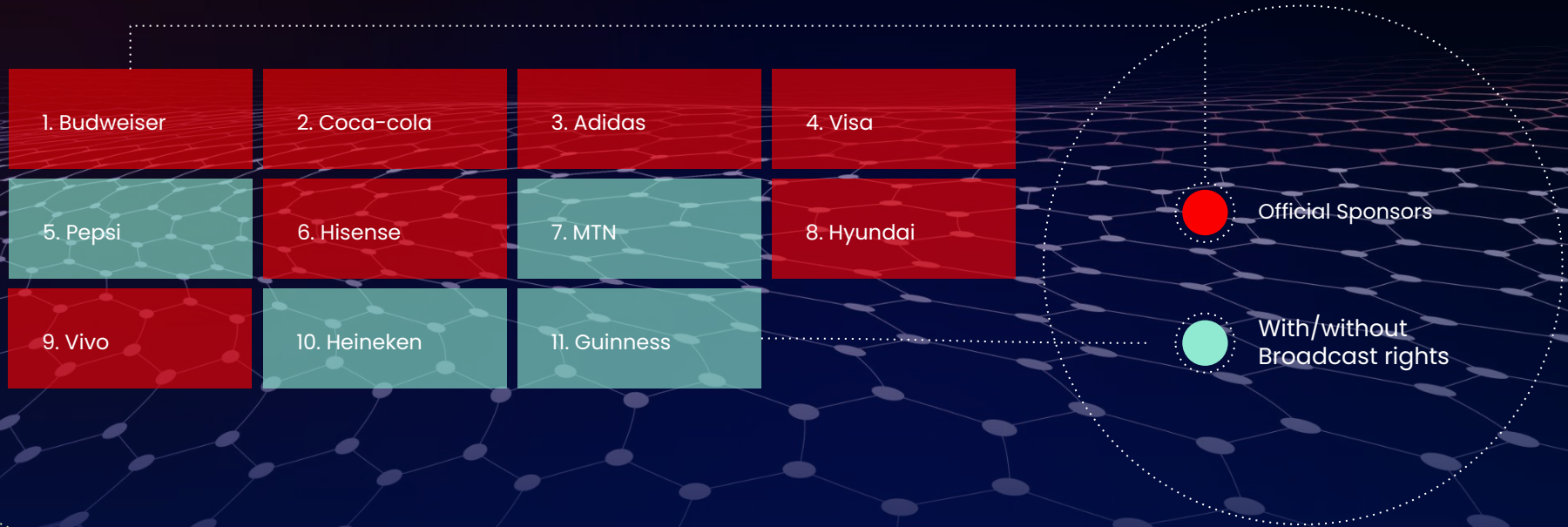
Evaluating The footprint of World Cup Sponsors And Other Right Owners In Nigeria

It's Always About The Fans

Fans are the beating heart of sports. The uniquely passionate and dedicated experience of fandom has long elevated sports above other pastimes and entertainment offerings. And the FIFA World Cup, being the biggest single-sport in the world again reinforces the power of the fans.

The players may be the stars of the show, but without the fans, their energy, fervor, tangible support and wallets, sports matches and championships would all be very different games and particularly of no interest to brands.. **From team tattoos to football-themed haircuts, fans' enthusiasm and spending power are vital to the tournament's- that is, all the stakeholders including the brands' success**

And Here Are the brands associated with the FIFA World Cup 2022 in Nigeria (top of mind)



Source: Connect Marketing Dipstick Survey



BUDWEISER: OFFICIAL SPONSORS SINCE 2007

1



As a response to Qatar's restriction on public drinking, "Drink Wiser, Cheer Better" campaign was launched to encourage fans to alternate regular beers with no-alcohol ones or water, eat before and while drinking, and plan for a safe ride home.



Fan get access to an holders-only Discord channel for an always-on game time where they choose their team and get an exclusive budweiser merch kit



A football legend drove the conversation on what Nigerians believe should be done for the country to be represented in the next World Cup.



BUDWEISER: OFFICIAL SPONSORS SINCE 2007



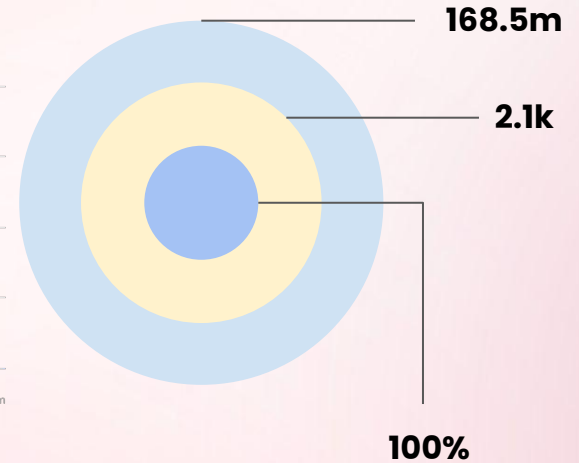
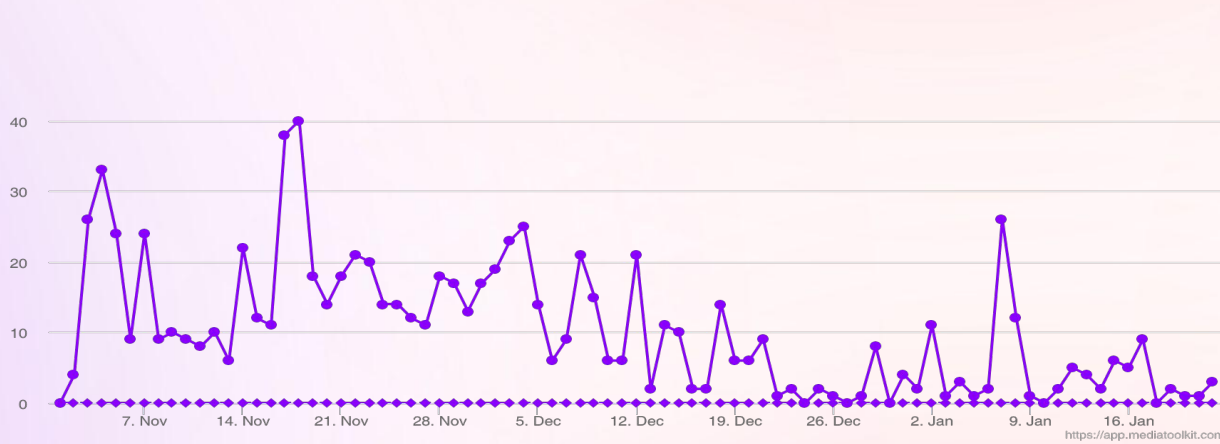
As a build up to the world cup season, budweiser hosted a music and sport festival hosted for Nigerians.



Brand ambassadors in Nigeria were featured in the world cup theme song. They include Ebuka, Ozo and Jimmie.

Brand Association with the FWC being at 62%

Measuring The Impact of the Campaign Activities



Impressions

The beer ban and response campaign with the theme song were major drivers.



Mentions

budXlagos drove the most engagement, including the twitter commentaries with the football legend.



Sentiments

The commentaries geared more towards positive commentaries

What We Can Learn From Budweiser's Playing Tactic

Localized Experience

Global sponsorship needs to be relevant locally across its key markets

Understand Your TA

In localizing, you need to understand the cultural nuance and passion drivers of your Target Audience

Proactive Marketing

You must be ready for anything and be proactive enough to switch your brand from being a victim to a trend setter



COCA COLA: OFFICIAL SPONSORS SINCE 1978

2



This was in partnership with Landmark viewing center where fans to an exclusive viewing experience usher in the tournament



'Believe and Win' campaign that gave reward worth over N400 million to five lucky consumers across the country get an all-expense paid trip to Qatar.



A Fully integrated 'Believe and Win' campaign that ran for 3 weeks being expressed fully across all consumer touchpoints



"Believing is magic" Debuting as part of the brand's 'Real Magic' brand platform celebrating sense of community support.

Brand Association with the FWC being at 42%



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How Coca-Cola Played In Leveraging Its Sponsorship

Localization Is About Culture

Nigerian market is one highly keen on promotional activities and that was done strategically



A Strong Brand Platform Is Key

Having a brand platform that is driven by consumer insight allowed for deeper emotional connection across campaign and market.



Power of Integrated Marketing

A great creative direction is only as good as consumers interaction with it. "Believing is magic" was expressed across all touchpoints



ADIDAS: OFFICIAL SPONSORS SINCE 1970

3



Rooted in football culture, World Cup nostalgia and tournament preparations, the stars showcase their individual rituals and remind fans why the essence of this tournament is so special.



Adidas has unveiled "Al Rihla" the official match ball for the FIFA World Cup 2022 at an event where stars took part in a friendly match alongside some of the best local players.



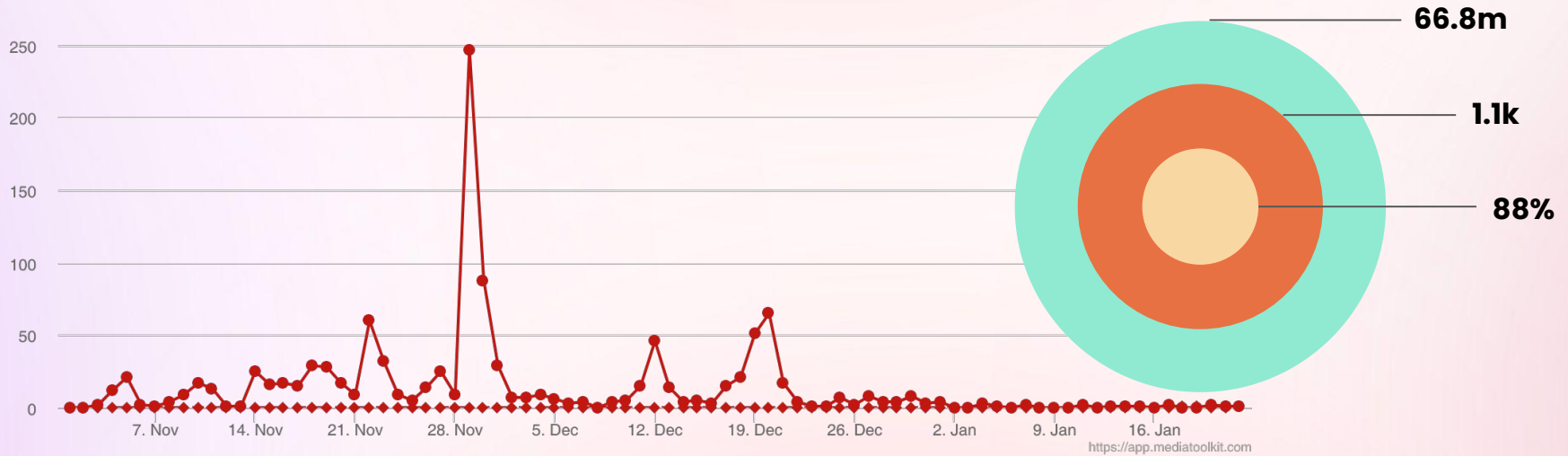
Having sponsored 7 team kits, Adidas introduced new designs including also a new brand logo and a new template.



Adidas partnered with Snapchat to introduce new features that allows fans to enjoy wholesome experiences during the 2023 FIFA World Cup.

Brand Association with the FWC being at 31%

Measuring The Impact of the Campaign Activities



Impressions

The kit designs, snapchat emoji and Messi's win all contributed to it.



Mentions

This was around the new kit design and Messi's win



Sentiments

The comments were majorly positive comments to the brand and its assets

How Adidas Played In Leveraging Its Sponsorship

Reflect Brand Positioning

As a brand positioned as forward-thinking, using technology to deepen its experience was expedient



Leverage brand Assets

Messi other stars being brand ambassadors allowed for a buzz-filled launch of its new designs



Fan Passion Drivers

In football, the love for players is the highest passion driver and this was fully utilized especially digitally

VISA

VISA: OFFICIAL SPONSORS SINCE 2007

4



More than 5,300 contactless-enabled payment terminals available, making this year's the most payment-enabled FIFA tournament ever.



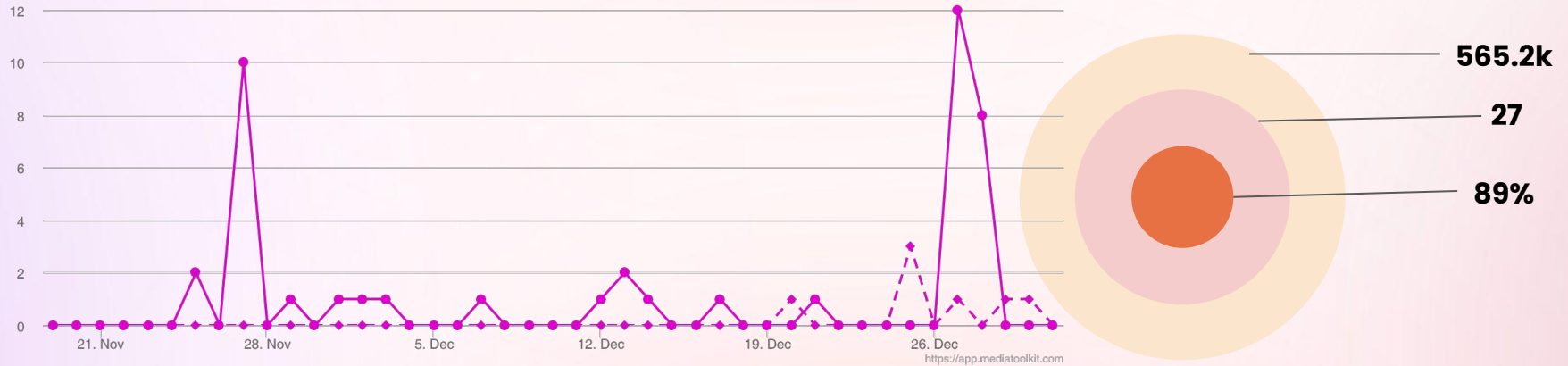
An immersive hybrid experience featuring a pre-event NFT auction. The auction includes NFT art inspired by the iconic goals from five legendary football players.



This was in partnership with Access Bank, UBA and Ecobank, to reward customers for transactions performed with their visa cards ahead of the tournament. This was an all-expense-paid trip to Qatar and win other fabulous consolation prizes.

Brand Association with the FWC being at 22%

Measuring The Impact of the Campaign Activities



Impressions

Partner banks like Access bank and the NFT buzz were major drivers



Mentions

The promotional campaign with banks influenced mentions.



Sentiments

The mentions were mostly positive towards the brand and its campaign

What We Can Learn From Visa's Playing Tactic

Partnership is key

In sponsorship leverage, partnering with stakeholders within your ecosystem



Tie Passion Drivers To Trend

As a digital payment platform, latching on the NFT buzz might be expected but tying to consumer passion was key



Solve The Property's Problem

Contactless payment wasn't just a nice to have, it was a necessity considering the amount of footfall at the stadiums



PEPSI: UNOFFICIAL SPONSOR

5

Leveraging its existing equity around its sponsorship with the Sport Property, UEFA together with ambassadorship deal star players.

Achievement: More digital engagement than Coca-Cola

Brand Association with the FWC being at 22%



Pepsi Max's FIFA World Cup Qatar 2022 campaign sees football icons Leo Messi, Paul Pogba and Ronaldinho taking part in a nutmeg competition against a team of locals.



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How Pepsi Played Its Way To Taking Of The Sponsors' Share

Clear Brand DNA

Remained consistent with who the brand is even to the littlest detail

Clarity on Property Attributes

The World Cup is known to be joyful and agile, that was well executed

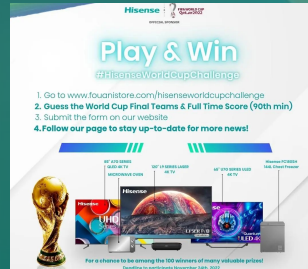
Leverage Fan-Player Love

Just like the kit sponsors, they are aware of the highest passion drivers, the players, and they used that to their advantage.

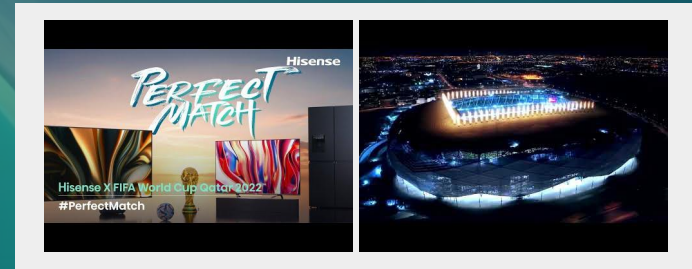
6



"Perfect Match", a global campaign was launched considering its presence across several markets (with emphasis on the hosting country) while also amplifying the brand's essence



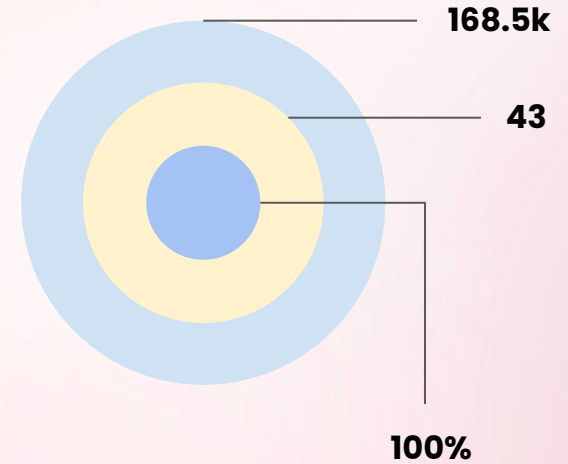
Nigerians to predict the two teams to qualify for the FWC and their score to win exciting prizes
Enter draw to be one of the 100 lucky winners to win valuable prizes



Cascading the perfect match campaign to a tour that was digitally amplified globally thereby positioning Qatar as a sport nation and giving fans an opportunity to be familiar with nation before the tournament

Brand Association with the FWC being at 21%

Measuring The Impact of the Campaign Activities



Impressions

The promotional campaign formed the most of its impression



Mentions

The promotional campaign formed the most of its mentions also



Sentiments

All the sentiments of the promotional campaign were positive

How Hisense Played In Leveraging Its Sponsorship

Strategically Region Focused

In an attempt to expand its presence in the UAE, it centered most of its campaign more in that region



Strategic Fan Promo

It tied its promotions to the most watched stage of the match, Final stage.



Understand The Peculiarities

Seeing the sentiments around Qatar not being a football nation, it supported in influencing the perception positively through the tour

MTN

**MTN
Nigeria
Communications Plc**

Annual financial results for the year
ended 31 December 2022



7

MTN: UNOFFICIAL SPONSOR

With its current sponsorship with the national team and its broadcast ads allowing to run ads during the FWC, it now has a growing equity around football

Brand Association being at 20%

8

VIVO: OFFICIAL SPONSOR

An official sponsor together with its FWC ads that aired but had no local campaign influenced its low brand association

Brand Association being at 12%





9 HEINEKEN: UNOFFICIAL SPONSOR

Having had strong equity as a football beer brand in Nigeria in the past, the "brotherhood" ad further positioned it in the mind of consumers. Together also with its "Dear Football Fans" campaign that ran in the period

Brand Association being at 9%

10

GUINNESS: UNOFFICIAL SPONSOR

With its current UEFA sponsorship and football ads prior to the FWC period

Brand Association being at 11%



What We Can Learn From The Last Four Brands

Be Locally relevant

Though Vivo was an official sponsor yet struggle to be top of mind because there was no local campaign.

Be Strategic

Guinness had the chance of being the budweiser today and even more because of its heritage but wasn't strategic enough

Consistently Go For More

Seeing MTN has this amount equity around football it could have been a Pepsi and more if had consistently latched on it.

Summarizing The Fans' Perspective of Sponsorship



68%

Agree to have a more increased sense of recognition for the brands

64%

Say they are more likely to patronize a sponsor



84%

Sentiments bordered around the players

58%

Sentiments were around the promotional activities by brands

36%

Sentiments were around the human rights comments against Qatar



32%

Brand recall on the world cup sponsorship included unofficial sponsors

55%

Agree to have more increased interest for the brands of recall

39%

Affirm to have followed at least one of the brands on social media





Ready To Win In Your Sport Sponsorship And Sponsorship Leverage Game?

Here Are Our Summary Pillars...

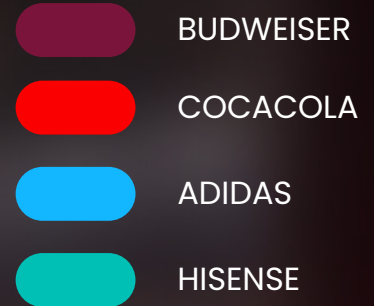
**Position As A
Sport Brand**



**Create Locally
Relevant
Campaign**

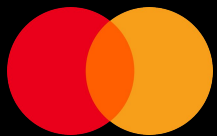


**Build Fan-centric
brand/Campaign
Platform**





How We Bring This To Life



Position as a Sport Brand



Brand Fit

Mastercard is about connecting people to their passions. And football as a sport, ranks among biggest passions of Nigeria. Connect Marketing through activation brings this to life

Relevance

Every year Mastercard provides fans the opportunity to feel the moment and experience a memorable Champions League Final which Connect Marketing creatively executes

Consistency

Asides the UCL final viewing, Mastercard leverages other touchpoints to connect with customer, like in store which we held the Spar Flagship Activation, priceless home surprise which featured JJ Okocha



Create Locally Relevant Campaign



Localised market insight

In bringing to life the world cup activation in Nigeria, we gave selected fans the opportunity to experience the world cup at Brazil and SA (2010 & 2014 respectively) having used both both qualitative and quantitative research locally while aligning with the global direction

Consistency

Asides its World Cup sponsorship it has held since, Coca cola has consistently been in the football scenes locally, hence, having s strong equity to leverage during the world cup. We executed the U-17 grassroot championship, 5 year NFF contract which we executed experiential (2018-19).

Leverage Brand Assets

Leveraged the national team by creating a platform that facilitated increase product usage through sampling. The platform was a friendly match between the Nigeria and Congo that led to the sampling of 8,400 coke bottles and 1,200 Eva bottle water.





Build Fan-centric Brand/Campaign Platform



Indepth Fan Insight

In bringing to life the world cup activation in Nigeria, we gave selected fans the opportunity to experience the world cup at Brazil and SA (2010 & 2014 respectively)having used both both qualitative and quantitative research locally while aligning with the global direction

Leverage Fan-Player Love

In bringing to life the world cup activation in Nigeria, we gave selected fans the opportunity to experience the world cup at Brazil and SA (2010 & 2014 respectively)having used both both qualitative and quantitative research locally while aligning with the global direction

Reflect Brand Positioning

In bringing to life the world cup activation in Nigeria, we gave selected fans the opportunity to experience the world cup at Brazil and SA (2010 & 2014 respectively)having used both both qualitative and quantitative research locally while aligning with the global direction



The background features a dark, textured surface with a glowing orange line that curves across the frame. To the right, there is a large, semi-transparent sphere composed of a grid of small, multi-colored dots (blue, purple, orange, green) that create a sense of depth and movement.

Ready To Get Your Sponsorship Ball Rolling?

Let's Talk! _____

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