THE WORLD CUP-AN OVERVIEW

The 2010 FIFA World Cup was the 19th FIFA World Cup, the world championship for men's national association football teams. It took place in South Africa from 11 June to 11 July 2010. **South Africa spent close 52 billion dollars on the event.**

The matches were played in ten stadiums in nine host cities around the country, with the final played at the Soccer City stadium in South Africa's largest city, Johannesburg. Thirty-two teams were selected for participation via a worldwide qualification tournament that began in August 2007. In the first round of the tournament finals, the teams competed in round-robin groups of four teams for points, with the top two teams in each group proceeding. These sixteen teams advanced to the knockout stage, where three rounds of play decided which teams would participate in the final.

In the final, Spain, the European champions, defeated third-time finalists the Netherlands 1–0 after extra time, with Andrés Iniesta's goal in the 116th minute giving Spain their first world title, the first time that a European nation has won the tournament outside its home continent. Host nation South Africa, 2006 world champions Italy and 2006 runners-up France were eliminated in the first round of the tournament.

FIFA expects the world cup to generate revenue to the tune of 3.4 billion dollars for the organization, the highest ever.

THE SPONSORS

FIFA introduced a three tier sponsorship system with the levels being FIFA Partners, FIFA World Cup Sponsors and National Supporters.

Only six companies can join FIFA's official partnership, which grants rights to sponsor entire football games organised by the international football organisation during the eight-year period, whereas eight companies can become official sponsors for World Cup finals.

**FIFA Partners**

Partners received exclusive marketing assets and international rights to various FIFA activities including the World Cup and other competitions and this was the top tier. FIFA's six partners are Adidas, Coca-Cola, Emirates Airlines, Hyundai-Kia, Sony and Visa and they paid an annual fee in the range of US$24 to US$44 million.
A list of World Cup sponsors:

- Anheuser-Busch InBev’s Budweiser
- BP Castrol
- Continental tires
- McDonald’s
- MTN
- Mahindra Satyam
- Seara
- Yingli Solar

These companies pay anywhere from US$10 to US$25 million in annual fees to acquire the rights to the event at a worldwide level and ensure secondary media exposure and category exclusivity.
National supporters

National Supporters, BP Africa, FNB, Neo Africa, Prasa and Telkom, have the right to promote an association with FIFA World Cup in the host country. They pay US$4.5 to US$7.5 million for category exclusivity, domestic media exposure among other things.

( NOTE-BP PULLED OUT, WHILE AGGREKO AND ULTIMATE SOUTH AFRICA JOINED LATER)
LEARNINGS FOR MARKETERS FROM WORLD CUP 2010

While numerous organizations embraced the opportunity to expose their brands during the most-watched sporting event in the world, some of those marketers chose to position their brand more strategically than others by engaging with their audiences through integrated marketing campaigns across multiple channels.

Particularly, compared to the previous 2006 event, marketers had many more opportunities to reach audiences online. During the last World Cup, Facebook still only allowed access to college and high school students and Twitter was just launching in July of that year.

Even before the event began, Hubspot and the head of new media for FIFA predicted that this year’s World Cup would be the biggest event in social media yet, and that many would watch and/or catch scores by monitoring social networks.

1. **Be your own publisher**
   
   Several brands utilized YouTube as a way to expand reach.
   
   - **Anheuser-Busch InBev** created a digital reality show, “Bud House”, which featured 32 fans representing the 32 World Cup nations living together for a month, similar to a “Big Brother” setup. As a result, Budweiser was one of the top branded video channels on YouTube during the tournament, and surpassed its goal of 5 million views.
   
   - **Nike** launched a video on YouTube, **Write the Future**, instead of paying for a World Cup commercial (a first for the brand). The video received more than 15 million views on YouTube alone.

2. **Capitalize on big news/events to gain momentum for company announcements**
   
   - **Twitter** got in front of a huge, targeted audience by announcing its new location-based service, **Twitter Places**, during the opening games of the World Cup. Twitter was able to test the product easily by having one central location, the South Africa stadium, where they could target a large amount of people willing and interested in both watching the games and tweeting about them. Timing was key for Twitter, as they made the announcement of the function, available in 65 countries, when the World Cup was already one of Twitter’s top-trending topics.

3. **Empower your brand evangelists.**
   
   - Many of the soccer players discussed the tournament and supported their country on Twitter in between games. While tweeting or posting on social networks is banned in some professional sports, this conversation helped spread news about the tournament, players’ countries and other news in South Africa.
   
   - The players also got a sense of the passion and pride from their fans, no matter where their fans were located. This “backchannel” made for a deeper, more engaging experience and increased awareness exponentially.
4. **Combine off- and online marketing and PR efforts into a cohesive strategy**

- One organization that failed to capitalize on the World Cup was the country of South Africa. Even though South Africa hosted an event that attracted an average international TV audience of around 400 million viewers per match and more than 700 million viewers for the World Cup final, **the country missed a major opportunity to increase its online presence and build relationships with new, relevant audiences.**

- Although Google’s **Keyword Tool** reported an average of 3 million global searches conducted per month (this year) for “World Cup 2010”, none of the South African websites ranked in Google results. Had South Africa prepared its online presence (i.e. optimizing the government’s website, publishing content about the event and establishing feeds on its site) before hosting the World Cup, the country’s website could have received more traffic, thus reaching new audiences about tourism and country news.

**HOW DID THE MEDIA IMPACT THE MARKETING**

As the media landscape continually evolves, brands need to ensure they are best placed to exploit new trends, and this is especially important over global events such as the World Cup. If brands are to fully understand the value that big cultural events such as the World Cup can provide, they need to understand how consumers are changing their media behavior. It’s the brands who take the time to understand this relationship that will be grab the real opportunity to engage with their consumer on levels never before seen. Brands will be able to measure this engagement which will provide a compelling case for new forms of marketing and sales promotion.

**Brands can’t buy credibility they need to earn it**

Evidence suggests that official sponsors have been less successful than non sponsor brands that have run tailored World Cup campaigns.

**Nike is a great example of this.** Through its extremely effective ‘Write the Future’ campaign, it dominated the social media landscape prior to the World Cup. **Their primary competitor, Adidas, who is an official partner of FIFA,** has certainly been left trailing way behind in the fame stakes as well as online popularity ratings. Between May 7th and June 6, there were twice as many references to Nike online (about 14 million views) related to the World Cup than for Adidas (just over 2 million views). (SOURCE-NIELSEN)

**Budweiser**, who paid a heavy price for the global sponsorship rights of the World Cup, was also trounced by their rival **Carlsberg**, in terms of online chatter volumes. (SOURCE-NIELSEN)

**BOTTOMLINE**- Consumer focused campaign that motivates and inspires involvement is far more likely to build deeper levels of engagement and popularity than simply employing an awareness only vehicle such as official sponsorship.
TV creates fame for a deeper online engagement

The mutually beneficial relationship between TV and online consumption has been leveraged powerfully by a number of brands.

Nike used TV to create a ‘tipping point’ of popularity by tactically buying spots for their 3 minute ad in the big matches, but they also benefitted from the ‘long tail’ exposure which the 30s cut-down ads as fans were driven online to see the longer version in all its glory. This is in stark contrast to Adidas who made huge cut backs on TV spend and relied purely on social media to spread their content - a mistake that looks to have cost them in the long run.

The prevalence of online consumption over the World Cup - one third of British football fans have watched the plethora of matches online - is likely to accelerate the use of TV in combination with online video content.

**BOTTOMLINE**—The online format offers greater efficiencies for brands looking to engage mass audiences with long form content.

**Real time only works when it’s relevant**

The appetite for real time experiences, such as ‘live’ data being used by UK gambling sites to promote live odds for the games during half time, is very much on the increase. During the England game, Carling ran a ‘brand’ ad where the main character read out the final score over USA and further proving this isn’t purely a product related tactic.

**BOTTOMLINE**—It’s an interesting tactic which has opened up new possibilities for real time engagement via TV, yet brands have to bear in mind that this approach only works when it is relevant and appropriate to the real time experience.

**Twitter is the new cultural barometer**

It seems everyone from the fans to the journalists are used twitter to experience the tournament, apart from the players themselves who were banned from tweeting 90 minutes before and after their games! Twitter had also introduced a dedicated World Cup hash tag which was a great example of how the service is starting to make commentary easier to source. Twitter is now making a serious presence in social commentary and can be an effective means of gauging response and reaction to cultural events for brands looking for tactical as well as more strategic territories to associate their brand with.

**“THE BUZZ FACTOR”**

- Online buzz occurs when a topic moves into social networking conversations on the Internet. In this case, Nielsen studied English-language World Cup-related messages on blogs, message boards, groups, videos and image sites, including Flickr, YouTube, Facebook and Twitter. It studied 10 World Cup sponsors with global footprints, as well as 20 of their rivals that are not sponsors.
Ahead of the World Cup, companies like Nike Inc and Carlsberg stole attention from companies spending millions of dollars to be official World Cup sponsors thanks to ad campaigns meant to associate their brand with the event, a practice called ambush marketing.

However as the event moved along the sponsors came to the front of discussions and were generating a lot more of the ‘buzz factor’

**Bottomline** - With the exception of NIKE and to a certain degree CARLSBERG most competitors to the sponsors were not able to sustain their marketing campaigns. **The need is to sustain the campaign.**

**Which brands made an impact during the World Cup? What can the others brand learn from them?**

Research undertaken by consumer insight specialists Engage Research, with partners GMI and Framework, during the course of the FIFA World Cup, revealed that brands which had developed an ongoing relationship with football had fared better in consumer perception terms than brands which had sought to leverage the tournament for short-term promotional activity.

**The findings of the study : (UK specific study)**

- Carlsberg, the official beer of Team England – but not itself a World Cup sponsor – was more readily linked with the tournament by UK consumers than official sponsor Budweiser. 36% linked Carlsberg with the tournament compared with 31% for Budweiser, and to ground that in a harder measure, those making such a link had higher purchase intent for the brands. **Carlsberg, which**
reportedly launched a £30 million World Cup campaign including 2.5 million promotional packs, was helped by a highly patriotic advertising campaign featuring, among others, Stuart Pearce, Sir Trevor Brooking, Dame Ellen MacArthur and World Darts Champion Phil ‘The Power’ Taylor. Carlsberg was reported as having seen sales increase by 68% in the week before the World Cup began.

- Budweiser utilised social media heavily as part of its campaign, including Bud United, an online World Cup reality television show, where housemates were evicted in line with their national team from the tournament. Almost 1 million people signed up to the brand’s Bud United Facebook page. Budweiser also released a limited edition World Cup aluminium bottle.

- **Not faring quite so well was Kit Kat**, with only 8% of respondents linking the brand with the World Cup, putting up an apparent two fingers of their own to Nestlé’s £10 million football-themed “Cross Your Fingers” campaign. The ‘Cross Your Fingers’ campaign offered consumers the chance to win £1,000 every day from May 3rd until June 11th and was reportedly the company’s largest investment in promotion. Television advertising was supported by in-store point-of-sale and digital marketing, including unique on-pack codes, which could be entered on the brand’s website.

- McDonald’s, an official World Cup sponsor, topped the survey of various FMCG brands with 53% brand association. McDonald’s not only sponsored FIFA’s World Cup Fantasy Football game, which resided on the official FIFA web site, it also ran its World Cup Escort Programme giving more than 1400 children from 47 different counties the chance to walk onto the pitch holding the hand of one of the players. Its advertising campaign focused on the normal football fan rather than the more dramatic football-led advertising of other brands and always made the restaurant an intrinsic part of the promotion, including how McDonald’s restaurants could be a natural meeting place for fans – and non-fans – to meet up, win, lose or draw.

- In the battle of the soft drinks giants Pepsi failed to dent Coca Cola’s close association with major global sporting events including the World Cup, despite a lavish television advertising and on-pack campaign featuring international football stars Lionel Messi, Kaka, Frank Lampard, Thierry Henry and Didier Drogba. Only 19% of respondents linked Pepsi with the World Cup compared with 51% for Coca Cola, a long term FIFA World Cup partner.
For Coca Cola it was a case of less is more. Much of the brand’s activity was comparatively low-key, with advertising led by a montage of World Cup goal celebrations. This was supported by activity including The FIFA World Cup Trophy Tour; a Coca-Cola Football Camp, where 250 teenagers from around the world gathered at a special football camp hosted by Coca-Cola in Pretoria tournament, and Coca-Cola giving young football fans around the world the chance to be official flag bearers and lead the teams out on to the pitch before the matches.

**BOTTOMLINE** - The consumer is quite savvy and recognises the difference between brands that opportunistically latch onto an event like the World Cup for short term gain and those that are perceived as actually investing in a national team or a national game, for which an event like the World Cup promotions seem a natural and logical extension.

**AMBUSH MARKETING??DID IT WORK THIS TIME AROUND?**

Ambush marketing is a marketing campaign that takes place around an event but does not involve payment of a sponsorship fee to the event. For most events of any significance, one brand will pay to become the exclusive and official sponsor of the event in a particular category or categories, and this exclusivity creates a problem for one or more other brands. Those other brands then find ways to promote themselves in connection with the same event, without paying the sponsorship fee and without breaking any laws.

**DUTCH BREWERY BAVARIA** used women fans to advertise its beer at the world cup. (official sponsor - Budweiser)

**BUDGET AIRLINE KULULA** (south Africa) felt FIFA's wrath when the world football authority blocked their ad in which it said that it was the 'unofficial national carrier of the you-know-what'. (official sponsor - emirates)

**IN BOTH THE ABOVE CASES ACTION WAS TAKEN BY FIFA AGAINST THE TWO COMPANIES.**