



**Akash Bhat**

## **THE IMPACT OF WORLD CUP SPONSORSHIPS**

Half-Time Report on What Makes The World Cup Tick

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**\$2,513,890**

is spent on World Cup sponsorship  
everyday

**3.4 BILLION**

fans will tune into watch this year's  
World Cup

**913,691 FANS**

engage with World Cup sponsors everyday

**ON AVERAGE 0.36**

engagements earned by sponsors for  
every dollar spent

**UMBRO LEADS**

the way with 4.7 engagements per dollar





## The PSYCHOLOGY of sponsorships

When it comes to sales funnel, it's hard to determine the direct measure and impact of the sponsorship. It isn't a direct lead or sales generator, but works on a subtler psychological level.

Most important, the emotional association. An event with the magnitude as the World Cup, there is a large following of emotionally attached and loyal fans. Sponsors buy into this, as consumers relate to the excitement they experience from the football, with the brand.

This, coupled with sheer scale of the event, the sponsorships gain massive exposure boosting brand familiarity and therefore increasing the likability among consumers as well as impacting a brand's

A lot has changed since the last World Cup

FIFA reported that **280 million** people watched online and on mobile during the 2014 World Cup. However, that was just the beginning of the smartphone explosion, since then it's been **reported** that global

THIS YEAR'S WORLD CUP WILL BE VERY DIFFERENT

NOT just for fans and teams, but also the SPONSORS

The real question is – who is getting the best engagement from their sponsorship?

access to the internet has increased by 8.1 per cent and access to a smartphone has increased by nearly 13 per cent.

To put that into context ...

since the last World cup, an additional 700 million people have come online equivalent to **2x** the population of the U.S. and an additional **1 billion** people have gained access to a smartphone



## MONITORING THE 2018

### WORLD CUP SPONSORS

In this report, the focus is on how many engagements each brand gains, to measure the sponsorship impact.

However, it's uncertain how the World Cup fits into the sponsors' business strategies. They could be more focused on one or more of the following to gauge their impact. Just because a sponsorship has a low number of engagements per dollar, doesn't mean it isn't successful.

#### You can also measure

- Brand awareness
- Brand sentiment
- Purchase intent
- Social impact
- Share of voice

#### BRAND AWARENESS

A major brand sponsorship, should have a positive impact on the brand awareness. Before an event analyze the conversation around your brand – social mentions, levels of website traffic

#### SOCIAL IMPACT & SHARE OF VOICE

Sponsorships are a great way to increase social following, and that helps drive engagements and eventually revenue (subjected to effective marketing campaigns). Perhaps the most important aspect of sponsorships is Share of Voice (SOV), which is the percentage of conversations you own in an industry. Compare competition before and after the campaigns to see growth due to sponsorships

#### PURCHASE INTENT

Ultimately, the goal of sponsorships is to drive revenue i.e. sales. Therefore, measuring purchasing intent through social media channels is important more than before. Learning how fans behave before, during and after purchase will help understand the psyche of consumers.

#### BRAND SENTIMENT

As a brand evolves over the course of a campaign, it's vital to boost and expect sentiments to emerge. It is therefore important to understand the type of sentiment and increase positivity around a brand's image among fans.





# 32

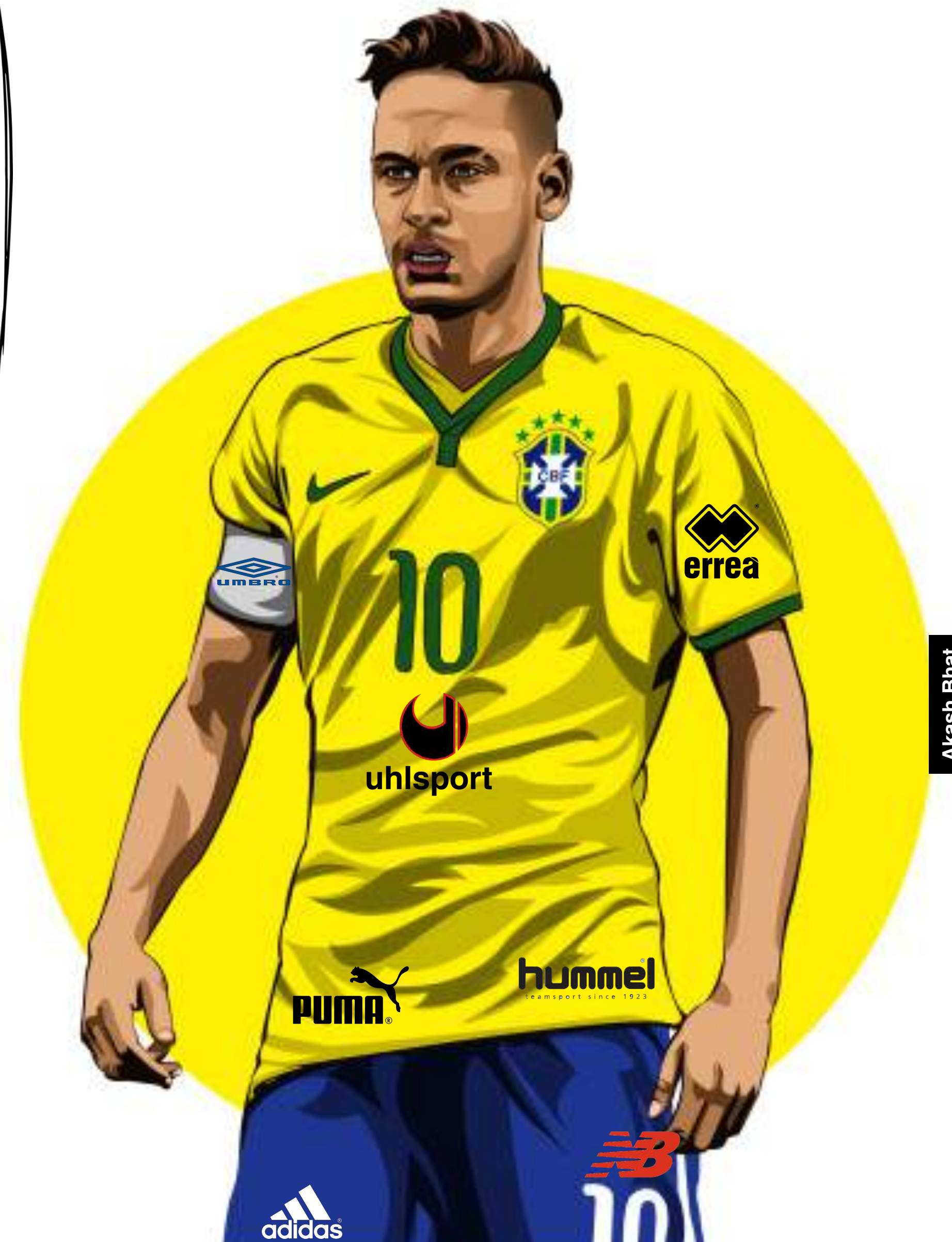
AND

# FIGHT

INTELLIGENCE

SPONSORS

## THE KIT SPONSORS



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THE KIT SPONSORS







**THE KIT**

**SPONSORS**





One of the biggest mention drivers for the kit sponsors is UGC - User Generated Content. Thus far, the kit sponsors have totaled 127,852 mentions between them.

Once the tournament started, fans from around the world started sharing selfies in their favorite team kits, meaning these were images with sponsors logos i.e. brand exposure.

Even when fans aren't talking about the kit sponsors, the images account for positive brand image and engagement.

Here's something the brands know of and can expect during the World Cup. 27.2 per cent of total mentions (expected value) are images with no supporting text mention. That's what is called incidental mentions.

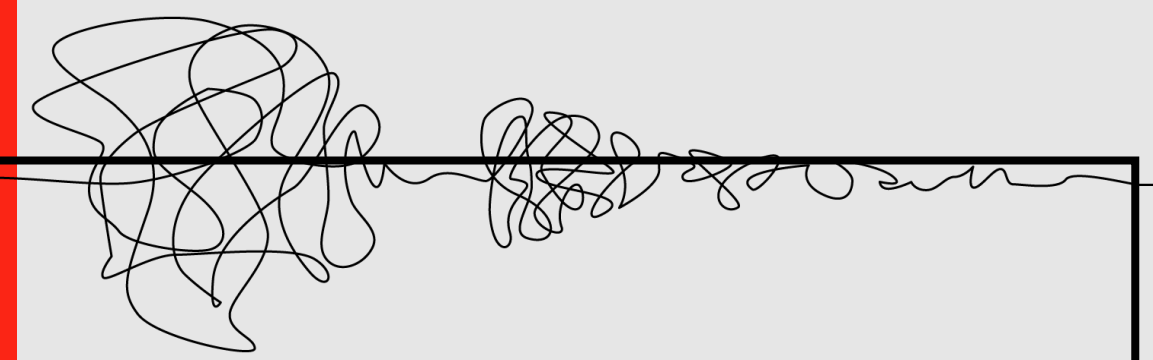
### THE KIT SPONSORS





ENGAGEMENT PER DOLLAR

0.32



Adidas is not only the World Cup sponsor but also the majority kit sponsor, partnering with 12 of the 32 teams in this year's tournament.

In addition to the \$80 million per year it pays FIFA, Adidas also spends close to \$58 million for Germany, \$46 million for Spain and \$14.5 million for Russia in kit sponsorships.

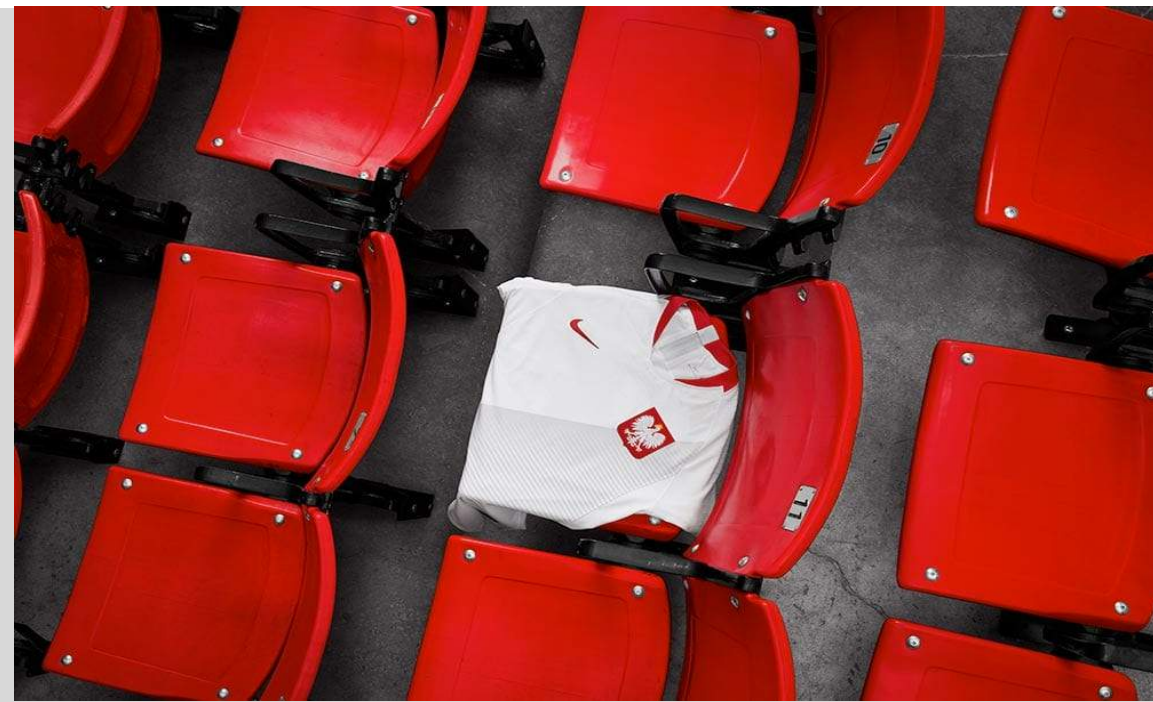
\$325 million

Let's estimate the other 8 teams at the highest cost possible i.e. \$14 million, we could be looking at a yearly spend of over \$345 million

Here's where it makes some bucks - it draws a lot of mentions from the World cup awards. The Golden Boot, Golden Glove and Golden Ball have gained 38,508 mentions thus far, and is expected to rise four fold the end of the World Cup.

# ADIDAS






ENGAGEMENT PER DOLLAR

**0.34**



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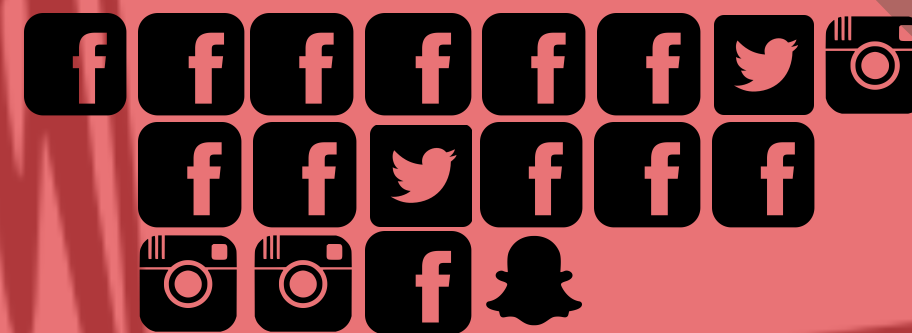
Even though Nike sponsors fewer teams than Adidas, its portfolio boasts of significant teams. Their biggest sponsorship deals comprise of France (\$49 million), England (\$40 million) and Brazil (\$36 million). Taking in to account the other 7 teams at a \$10 million estimation, Nike could be spending anywhere

between \$195-200 million in kit sponsorships.

Nigerian kit was a smash hit for Nike, selling over **3 million** in pre-orders, generating **\$258 million** in sales alone. In addition to this, the kit received 19.6 per cent of overall brand mentions on social media

Total Engagements<sup>1</sup>

**2,012,488**



1: Talkwalker Analytics





TOTAL ENGAGEMENTS

469,438

1.29

ENGAGEMENT PER DOLLAR



Puma has just four teams in the World Cup, as their biggest investment, ~~Italy~~ (\$33 million), failed to qualify. Estimating an average spend of \$3 million per team (based on Senegal's deal), Puma is spending close to \$12 million on kits at the World Cup





# new balance



0.18

ENGAGEMENT  
PER DOLLAR

New Balance is heading down the influencer marketing route for their campaign. Their docu-series, "Make it to Moscow", features YouTube stars - Theo Baker, Charlie Morley and Jemel One Five along with Russian Vlogger Alex Zhuravlev.

On the sponsorship side, it's estimated that the company is relatively paying much lesser than its competition, shelling out roughly half a million dollars for Panama and Costa Rica in the World Cup.





ENGAGEMENT  
**4.70** PER DOLLAR

This is Umbro's final tournament as Peru's kit sponsor as Marathon will take over as the National team sponsor in August 2018. The new deal is worth **\$9.5 million** over 4 years (\$2.4 million per year). This is believed to be a 400 per cent more than what Umbro's deal, valued around just **\$480,000** per year.

In the lead up to the World Cup, there were 1,146 engagements from combined mentions of Umbro and Pepsi, due to their 'Art of Football' partnership. Umbro has historically yielded value in

sponsorships in the long run, or through collaborations.

# UMBRO



# PERU

PAOLO GUERRERO

TOTAL ENGAGEMENT  
**67,963**



TOTAL  
ENGAGEMENT

469,438

hummel



It's all hush-hush here. Hummel and Denmark haven't disclosed any numbers regarding their kit sponsorship over the years. We're therefore going to use a guesstimate from the numbers discussed previously.

With just one team in the World Cup, Hummel is playing the hashtag game really well - piggybacking off their fanbase's #ShareTheDream hashtag, Hummel is riding on crowd support to align with brand efforts. With 33 per cent of #ShareTheDream mentions including #TeamHummel and

#HummelSport, the brand's strategy is going strong on social media.

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MADE BY  
DENMARK



**DANISH  
DYNAMITE**  
THE STORY OF FOOTBALL'S  
GREATEST CULT TEAM

ENGAGEMENT

0.95

PER DOLLAR







**errea**

**FIRE AND ICE**

The original contract from 2002 between Errea and Iceland only involved supply of equipment. But as Iceland claimed up the FIFA rankings, Errea capitalized on its meteoric rise. Going by unofficial rumors and guesstimates, the deal could be worth half a million dollars.

**0.74**

**ENGAGEMENT PER DOLLAR**

Errea's social channels are not just football focused. After all, they also provide kits for other sports, and therefore not completely World Cup centric. With posts on Volleyball, and championship football, anyone who discovers Errea during World Cup, will find other sports to engage with.





# uhlsport



ENGAGEMENT

1.38

PER DOLLAR

There's no data available about Uhlsport's deal with Tunasia.

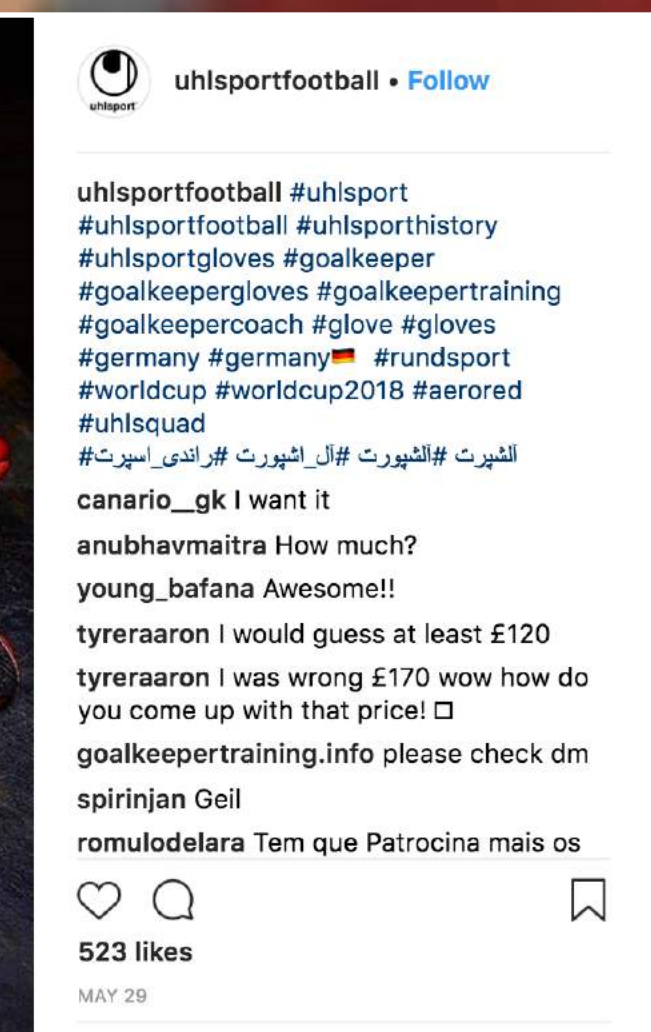
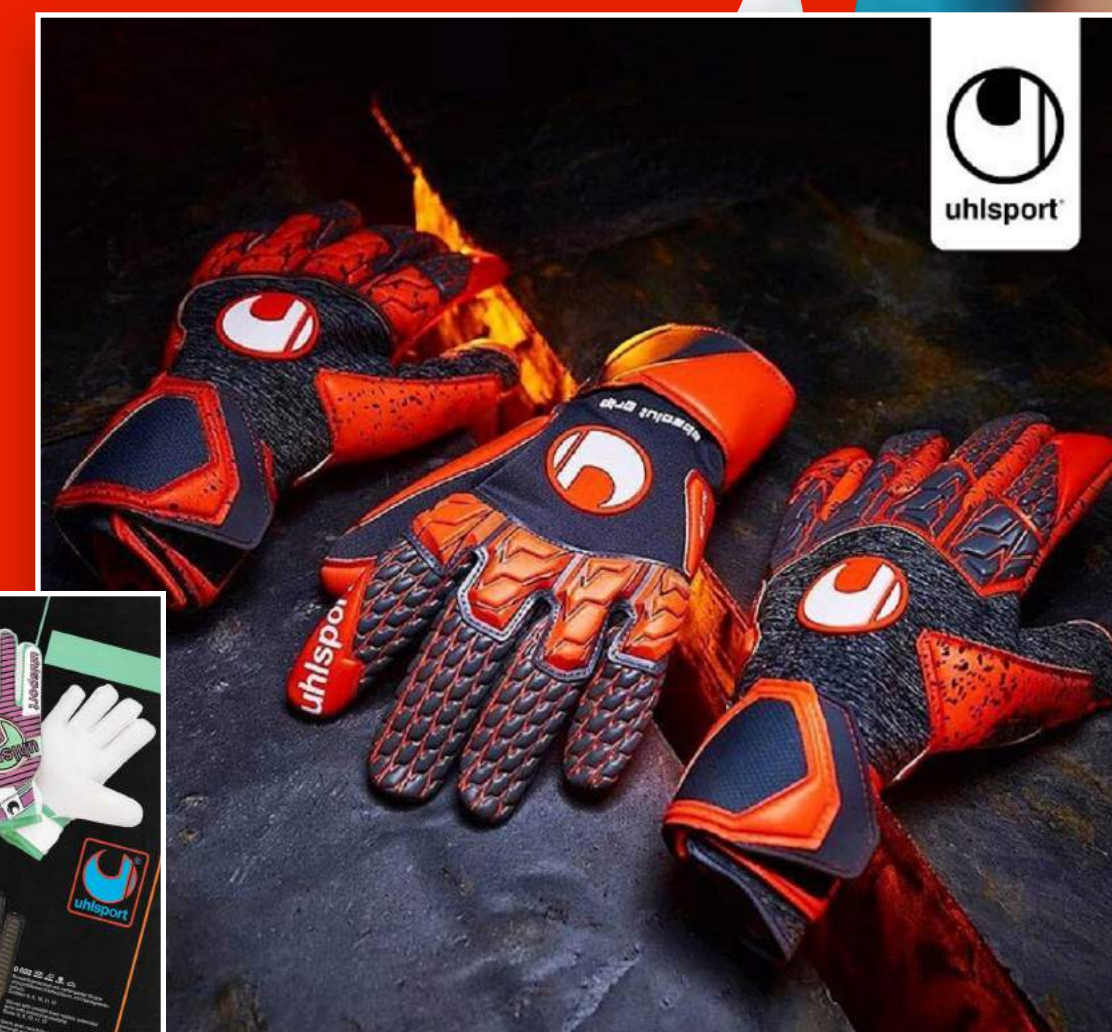
Here's where things get interesting - Uhlsport doesn't just sponsor Tunasia. They are particularly proud about their goalkeeping gloves, and focus on individual player sponsorships, as many as 135 players.

Their focus at the World Cup is on promoting goalkeeping, their best SAVES and their gloves.

One of their most popular and engaged posts was the one that featured Hannes Halldorsson, the Icelandic goalkeeper who denied Lionel Messi's penalty in their first group game at the World Cup, who was wearing Uhlsport gloves.



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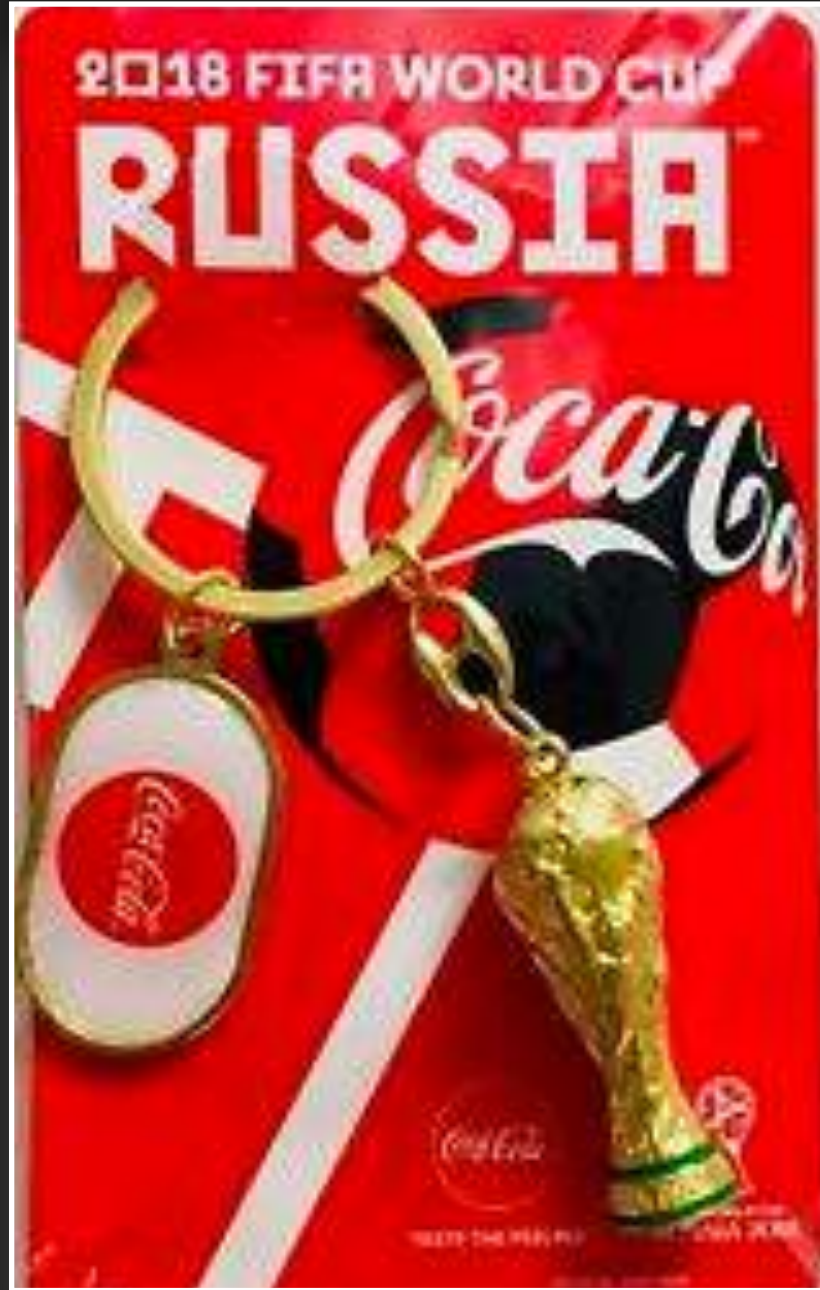




GAZPROM



COCA COLA



HYUNDAI



MCDONALD'S



BUDWEISER



VIVO



VISA



QATAR AIRWAYS



HISENSE

# PARTNERS

WORLD CUP

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We see new names on the list after **Continental**, **Castrol**, **Johnson & Johnson**, **Sony** and **Emirates** all ended their partnership in the span of two years following the World Cup in Brazil. This year's competition will see the Asian companies – **Vivo**, **Hisense** and **Mengniu**, stepping in for the opportunity to share their product with a global audience.







Spends \$40 million per year | \$110,000 per day

# BUDWEISER



**fifaworldcup** • Follow  
Paid partnership with budweiser  
Rostov Arena Stadium , Ростов Арена

fifaworldcup Congratulations to @ch14\_ - the @Budweiser #ManoftheMatch for #KORMEX! ¡Felicitaciones, Javier! #WorldCup #Mexico #Russia #Chicharito #Rostov

Load more comments

alex\_arango350 @theblazingglory It just goes to show what can happen in 4 years. Teams that have dominated the pitch in the past are no longer as good. It's what keeps the game interesting imo.

usaidbinrehan.08 Congo 🇨🇩 best player 🙌

nelly\_potrillo @gucciman831 lol now mexico is in South America if they were in South America mexico will never make it to the worldCup

nelly\_potrillo @callmealex10 because

386,280 likes  
JUNE 23

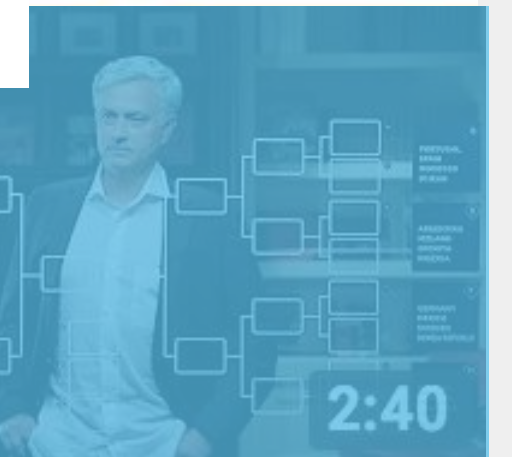
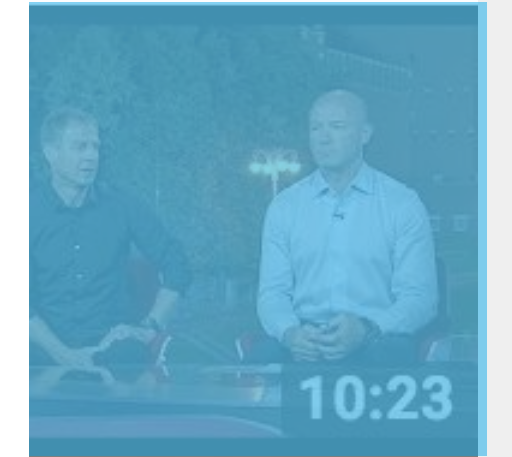
Add a comment...

According to Reuters, Budweiser is expected to spend \$160 million over the course of a 4-year partnership with FIFA. It doesn't compare much with their ad-spend (of \$5 million) for the Super Bowl but it definitely gives Anheuser-Busch an opportunity to globally market their Budweiser brand.

827,579

TOTAL ENGAGEMENTS

Budweiser has crafted a well planned marketing strategy around social by sponsoring the Man of the Match awards handed after every game. **BY GETTING THE KEY PLAYER IN FRONT OF THEIR BRAND SIGNAGE AND BOARDS**, Budweiser is leveraging FIFA' social media channels to boost engagements with fans, and it's **WORKING!** They have managed to get in 8.58 engagements per mention since the start of the tournament.



Budweiser Global | 2018 FIFA World Cup #LightUpTheWorldCup

26,000

202

16

0.68

ENGAGEMENT PER DOLLAR

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Budweiser  
Published on May 8, 2018





ENGAGEMENT  
PER DOLLAR

0.16



The secret to generating impact from a sponsorship is fan engagement, and that explains McDonald's FIFA Fantasy game sponsorship, which began in 2006. It's effective and works well as #WorldCupFantasy has been mentioned over 2,576 times, and once you're hooked onto the game, there's no missing the barrage of ads from the brand.

Spends \$26 million per year | \$71,000 per day



McDonald's  
Spent \$26 million





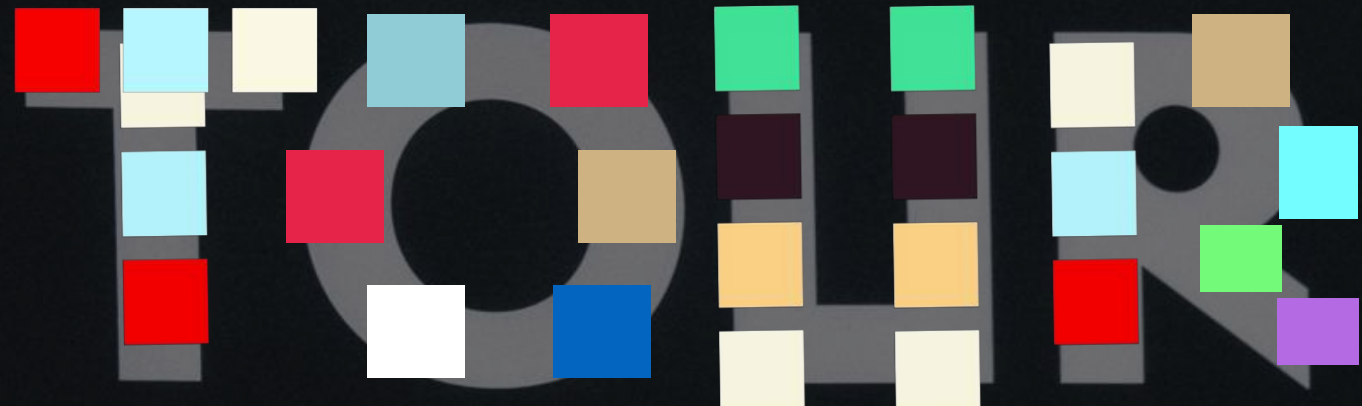
Coca-Cola has a long history with the World Cup, having been a sponsor since 1978. Their last sponsorship deal that we have details of, is from 2005, for \$48 million per year for 8 years. With inflation, we can be looking at something around \$53 million per year.

Historically speaking, Coca-Cola know hows to get their money's worth through activations. For instance, they sponsor the World Cup Trophy Tour, offering fans a chance to interact with the brand, and therefore create a positive brand image.

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Spends \$53 million per year | \$145,000 per day



Their partnership with BTS in Europe and FOX Sports in the US has successfully generated 557,000 mentions while engaging over 2.2 million fans.

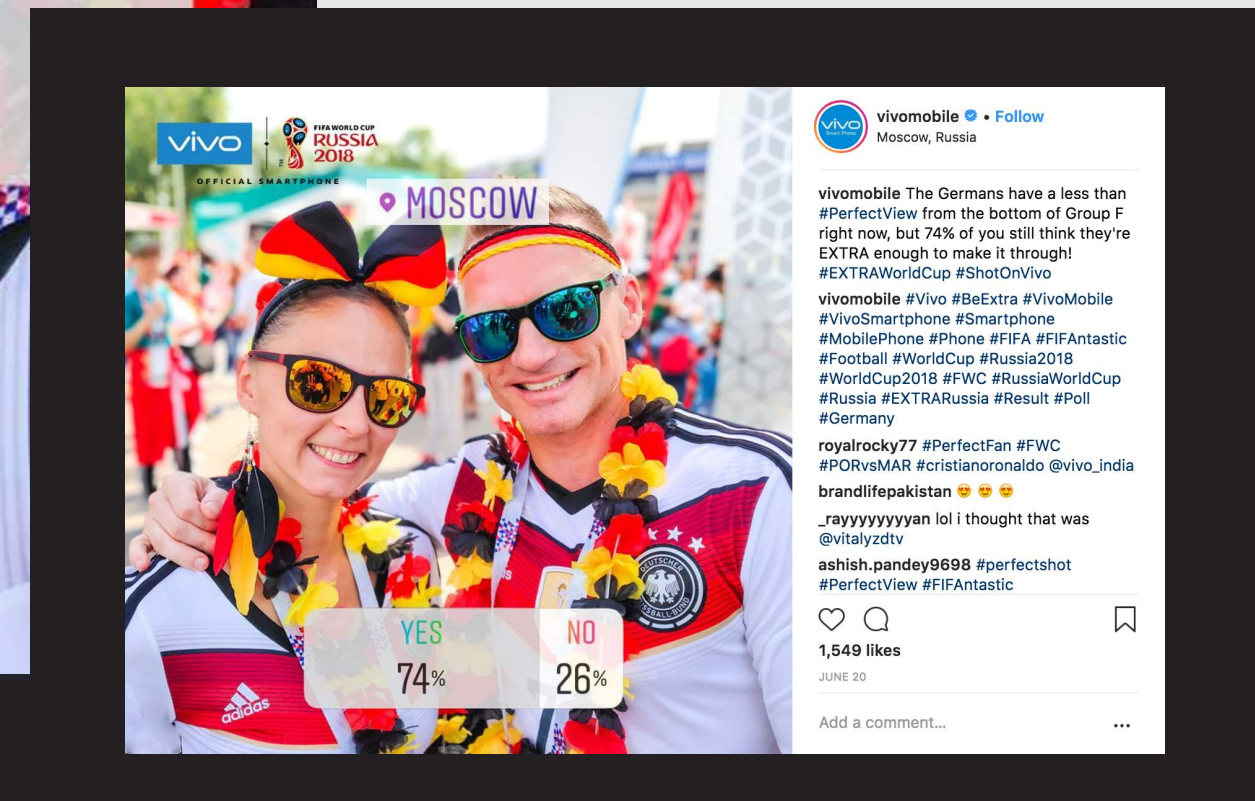
TOTAL ENGAGEMENTS

**0.79**  
ENGAGEMENT  
PER DOLLAR

**1,253,314**







Spends \$76 million per year | \$210,000 per day

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# VIVO

The mobile phone manufacturer Vivo paid around \$460 million for a 6-year deal, amounting to an average spend of \$76 million per year. According to Talkwalker, VIVO sponsorship seems to be paying off. With 5.1 times as many VIVO images detected alongside mentions of the World Cup than any other VIVO sponsorship.

0.16

ENGAGEMENT PER DOLLAR



ENGAGEMENT  
PER DOLLAR

0.04

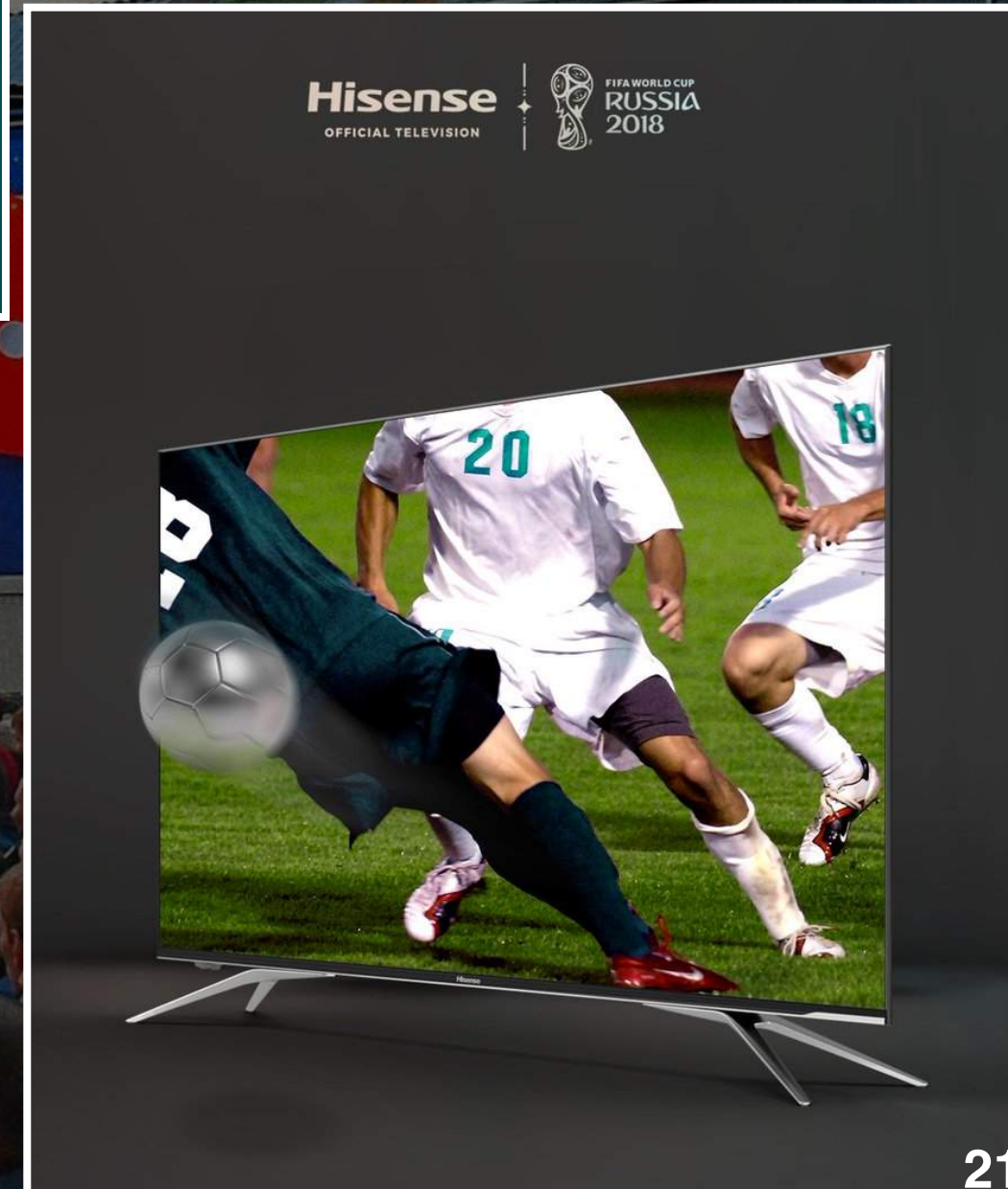
Spends \$47 million per year | \$129,000 per day

The deal between FIFA and Hisense was undisclosed to the public, but experts estimate it around the region of \$45-50 million per year.

Hisense have turned to influencers and content creators to help boost their presence during the World Cup. Their See the Incredible Tour Show on Facebook is hosted by Lloyd Griffiths, who is a perfect brand ambassador for Hisense. In addition to this, the brand has managed to bring in the likes of Benedict Cumberbatch, Michael Owen, Robert Pires and Luis Figo as footballing and celebrity guests.

With over 2100 combined mentions of #SeeTheIncredible and #BenedictCumberbatch, Hisense's social media game is gaining some traction.

# Hisense





# VISA



OPENING  
14 June 18:00

SEMI-FINAL  
14 June 21:00

FINAL  
14 June 21:00

Local kick-off times for Kaliningrad: Kaliningrad UTC+5, other venues UTC+3

Visa signed an 8-year deal worth \$113 million, equating to around \$14 million a year, and probably worth \$17 million with year on escalations.

Spends \$17 million per year | \$45,000 per day

Getting the right brand ambassador is key to a marketing campaign's success, and with Zlatan Ibrahimovic, there's little that can go wrong. Despite not featuring in the World Cup this time, Zlatan is a huge hit among fans is one of the most recognizable faces in world football. One of their many initiatives, Visa produced #PlayLikeZlatan, a campaign series with witty takes on Zlatan's confidence.

With Zlatan himself sharing these posts on his social channels, Visa has accumulated massive engagements and positive sentiments in the lead up to the World Cup.

0.16

ENGAGEMENT PER DOLLAR





Doha

0.16

ENGAGEMENT  
PER DOLLAR



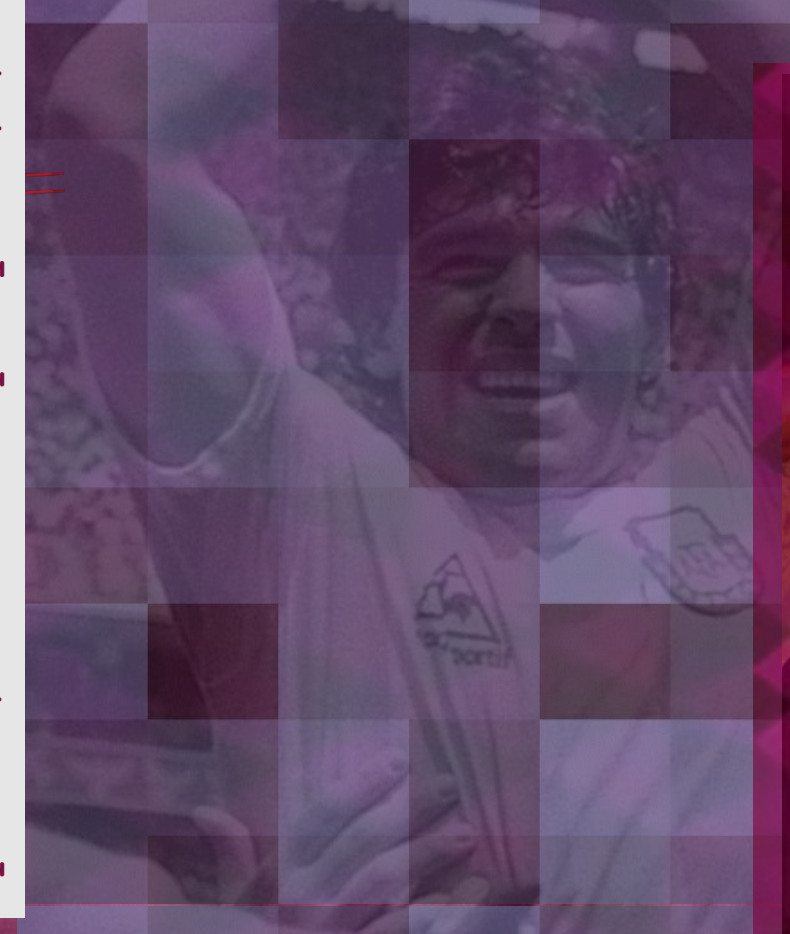
Qatar Airways is the latest sponsor to invest with FIFA, having come on board in 2017 (setting the foundations for the World Cup in Qatar in 2022). Although nothing was made official, FIFA announced that this deal was one of the largest sponsorship in the history of Qatar Airways. They replace Emirates as a sponsor, whose previous deal worth \$157 million lapsed in 2014.

If this deal is worth any where close to that, we can be looking at a \$14 million per year payout.

Qatar brought in Nicole Scherzinger to create a World Cup anthem - Dancing in the Streets, and the videos itself has over three and half million views on YouTube.

While the #TogetherWeDream has gather over 826 mentions with 402,000 engagements.

Spends \$14 million per year | \$38,000 per day







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