



2018 FIFA WORLD CUP
DIGITAL MEDIA & MARKETING PLAN

TABLE OF CONTENTS

- 01 WHY THE 2018 FIFA WORLD CUP2
- 02 THE INFLUENCE OF WORLD CUPS3
- 03 THE OBJECTIVES4
- 04 CONTENT STRATEGY5
- 05 DEEP DIVE INTO CONTENT STRATEGY7
- 06 EXAMPLES OF CONTENT STRATEGY14 & 18
- 07 PROJECT TIMELINE19



OUR PROMISE

TO DELIVER **FORWARD-THINKING,**
GROWTH HACKER DIGITAL STRATEGIES TO
BRING FIFA'S US AUDIENCE CLOSER TO THE
WORLD'S GAME AND INSPIRE NEW SOCCER
FANS TO JOIN THE EXCITEMENT IN THE RUN
UP TO THE **2018 FIFA WORLD CUP** IN RUSSIA



WHY THE 2018 FIFA WORLD CUP



MAKE UP FOR THE ABSENCE

The unfortunate crashing out of the USMNT will leave many fans upset. However, there's never a lack of entertainment at the World Cup with exciting stars & match-ups, most certain to engage the American soccer fans

DIGITAL WORLD CUP

The biggest sporting event on the planet that draws more than a billion people in viewership across the globe, is set to become perhaps the most social (digital) World Cup in history. With everyone's attention drawn to Russia, next year's WC is a great opportunity for Yahoo Sports to capitalize and grow its soccer base

YAHOO (WC) FANTASY

Who doesn't love fantasy especially when it's World Cup season? Data and fantasy can bring a few level of insight and engagement to next year's FIFA World Cup. The goal is to engage fans outside of the games and create a social experience with friends and family



THE INFLUENCE OF THE WORLD CUPS

1. DOMESTIC IMPACT (MLS):

- General Sentiment hinted that the MLS has the **2014 FIFA World Cup** to thank in part for the **surging popularity of domestic soccer**. The same report showed MLS social conversations in 2015 were up over **64%** from social chatter in 2013, one year before the World Cup was played in Brazil

2. MILLENNIAL ATTENTION:

- **65%** of the people who participated in the conversations about the 2014 World Cup were men between **18-34 years of age**

3. ATTRACT WOMEN

- Influenster surveyed **10,000 US women** during the 2014 WC, and 61% of respondents chose social media as their favorite source for updates

4. GROWTH IN VIEWERSHIP

- Through 32 matches, World Cup games averaged **4.3 million** viewers on ESPN. That's up **50%** from the nearly **2.9 million** for matches in the 2010 World Cup

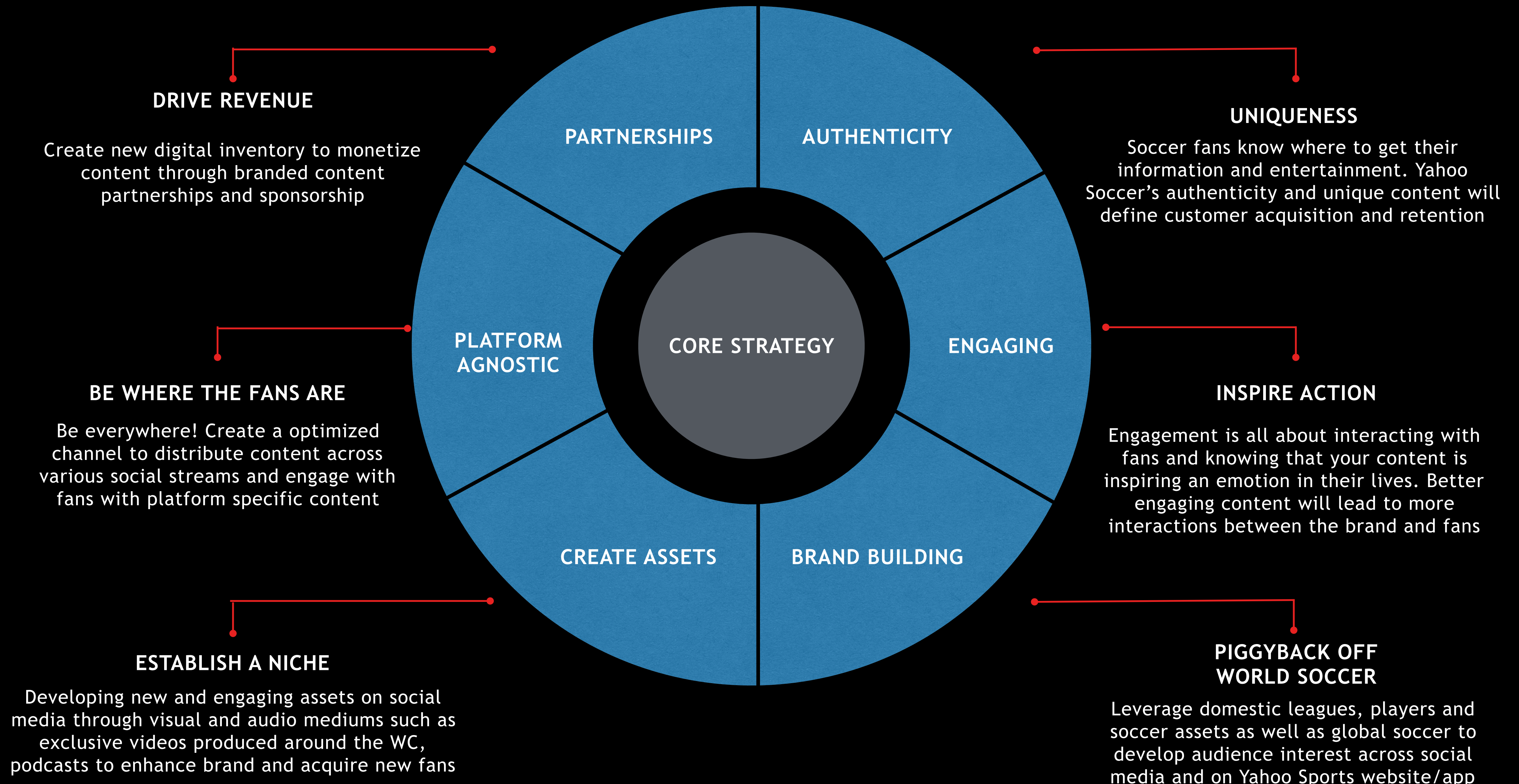


THE OBJECTIVES

- 1 Build an authentic voice – enhance visibility and presence among soccer fans
- 2 Build a social following that translates to Yahoo Sports app users
- 3 Leverage the American soccer market to establish and strengthen relationships with brands and properties
- 4 Enhance sponsorship and revenues through content
- 5 Reach marketing and commercial deals locally in strategic markets
- 6 Establish Yahoo Soccer as a fan-friendly (entertainment + news) and business friendly brand on digital media



CONTENT STRATEGY

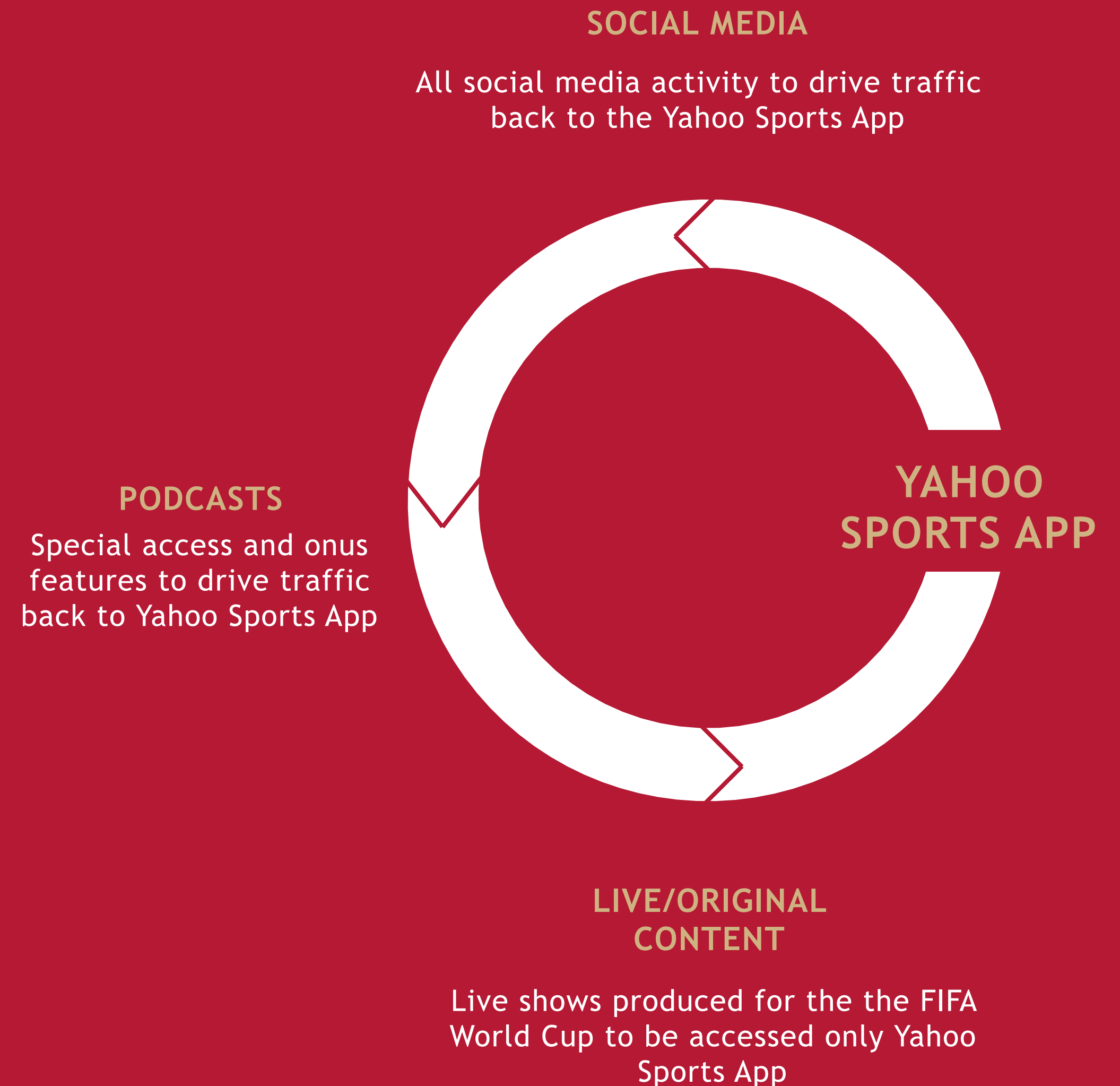


CONTENT STRATEGY

LEVERAGE SOCIAL PLATFORMS AND ORIGINAL CONTENT TO DRIVE AUDIENCE BACK TO YAHOO SPORTS APP

HIGHLIGHTS AND TEASERS ACROSS SOCIAL MEDIA TO LURE FANS TO YAHOO SPORTS APP AND DRIVE ENGAGEMENTS

- Leverage soccer content and assets from across the globe and the U.S. to promote the World Cup
- Create new media assets to promote Yahoo Sports App



CREATE DEDICATED SOCCER CENTRIC SOCIAL MEDIA CHANNELS

TARGET SOCCER AUDIENCE IN AMERICA AND WORLDWIDE THROUGH SOCCER SPECIFIC CONTENT

- Launch **Yahoo Soccer** as an independent property across Facebook, Twitter, Instagram, Snapchat and YouTube
- Exclusive soccer content from around the globe, with special focus around the 2018 FIFA World Cup
- Opens doors to content partnerships with Dugout, Copa90, BR Football, Sporf, Odds bible, Lads bible and other soccer only media initiatives



WEEKLY SOCCER EDITORIALS

WEEKLY EDITORIALS ABOUT THE BEAUTIFUL GAME FROM FORMER PLAYERS AND COACHES

DETAILED ANALYSIS OF WEEKLY SOCCER GAMES, BUSINESS OF SOCCER, TRANSFERS AND OTHER RELEVANT SOCCER STORIES OF INTEREST TO FANS IN AMERICA

- Invest in hiring globally recognized ex-soccer players and coaches to analyze the game and develop an authentic unbiased voice about the game
- Following a Sunday newspaper style editorial release to engage the 'fanatics', the stories could feature talking points from domestic soccer POV - American players, profiling the current landscape of soccer, MLS, USL as well as discuss business of soccer from around the globe
- A weekly teaser to be released across social media platform such as Instagram and Facebook to build curiosity and buzz around the Sunday release - something bold or a quote or an interesting line from the article to keep fans on their toes



LEVERAGE THE RESURGENCE OF AUDIO TO PRODUCE WEEKLY SOCCER PODCAST

INTERVIEW THE GENIUS MINDS BEHIND SOCCER TEAMS AND THEIR SUCCESS ON AND OFF THE PITCH

- Recognize and highlight the some of the work and minds being the soccer teams and leagues
- Think: AS Roma's Head of Digital, Paul Rogers and how AS Roma has successfully built a dedicated fan following in the US, Cris Nyari from Bayern Munich can talk about the German club's digital media strategy to build partnerships in America or how Atlanta United turned into one of MLS' biggest success stories of 2017
- Leverage key people in the soccer industry and their brand to reach a wider audience
- **DRIVE TRAFFIC BACK TO YAHOO SPORTS APP:** Fans with Yahoo Sports App to receive exclusive bonus features on the podcast and hear content unavailable through social platforms
- Sell 'Presenting sponsor' space to brands



STORIES FROM WORLD SOCCER

ABUNDANCE OF CONTENT FROM WEEKLY GAMES FROM ACROSS THE WORLD AND WITHIN THE U.S.

FOLLOW STORIES AND MATCHES FROM LEAGUES AROUND THE WORLD TO KEEP FANS ENGAGED

- Abundance of content from weekly match-ups, stats from the past fixture and post the game, pictures and quotes from press conferences and interviews to posts from social media accounts of players and managers
- Leverage soccer from around the world to attract soccer fans which in turn helps in the build up to the World Cup in Russia
- Leverage archival material to engage fans on social media and drive traffic to Yahoo Sports app by posting stories featuring videos such as fan-posted goals, behind the scenes, training videos (all material that is user generated)



PARTNERSHIPS STRATEGY

ENHANCE RICHNESS OF CONTENT WITH PARTNERSHIPS AND COLLABORATION

LEVERAGE THE AMERICAN INTEREST IN SOCCER TO COLLABORATE WITH BRANDS INTERESTED IN APPEALING TO A NICHE DEMOGRAPHIC OF FANS IN THE COUNTRY

- Create unique assets and inventory for media brands such as Copa90, Bleacher Report etc to producer exclusive content for Yahoo Sports around the FIFA World Cup
- Developing in-house sponsored content (videos) that cover stories and journeys of American soccer fans
- Partnerships on a global scale: Tie up with clubs and national teams for exclusive content in exchange for say Yahoo Brazil/LatAm or America i.e. to reach their target markets



PARTNERSHIPS STRATEGY: CONTENT RIGHTS HOLDERS

LEVERAGE VIDEO CONTENT FROM RIGHTS HOLDERS ACROSS THE GLOBE TO SERVE FANS

FOLLOW STORIES AND MATCHES FROM LEAGUES AROUND THE WORLD TO KEEP FANS ENGAGED

- Soccer fans do not subscribe to all soccer channels carrying the sport and tying up with content right holders say NBC or Fox will help fans consume video content massively over Yahoo websites, apps and social media
- Analyze fan viewing patterns and data to make decisions about future partnerships and rights distribution



PARTNERSHIPS STRATEGY: BRANDED CONTENT

COLLABORATE WITH BRANDS TO PRODUCE BRANDED CONTENT LEADING UP TO THE WORLD CUP

ENGAGING STORYTELLING THROUGH BRANDS AND PARTNERS

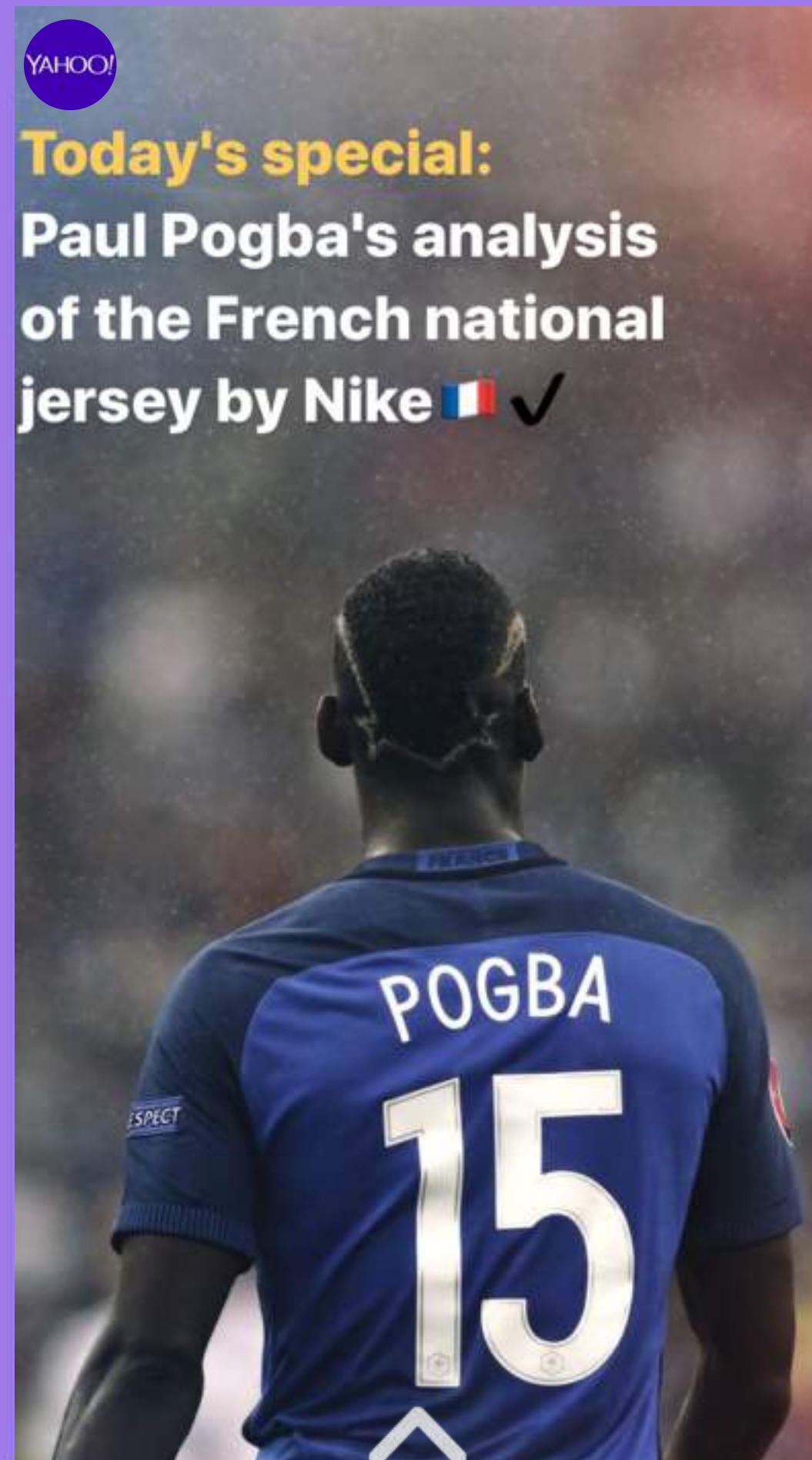
- Leverage 2 Nike/Adidas or sponsored soccer stars to create trick videos, crossbar challenge. Create a storyline where one country's athlete competes with another (World Cup centric content)
- Editorials and behind the scenes videos around jersey design, shoe design, or how products evolve
- Open doors for other brands outside of apparel to create content with players within their portfolio to tap into the American soccer market

EXAMPLES OF SPONSORED CONTENT

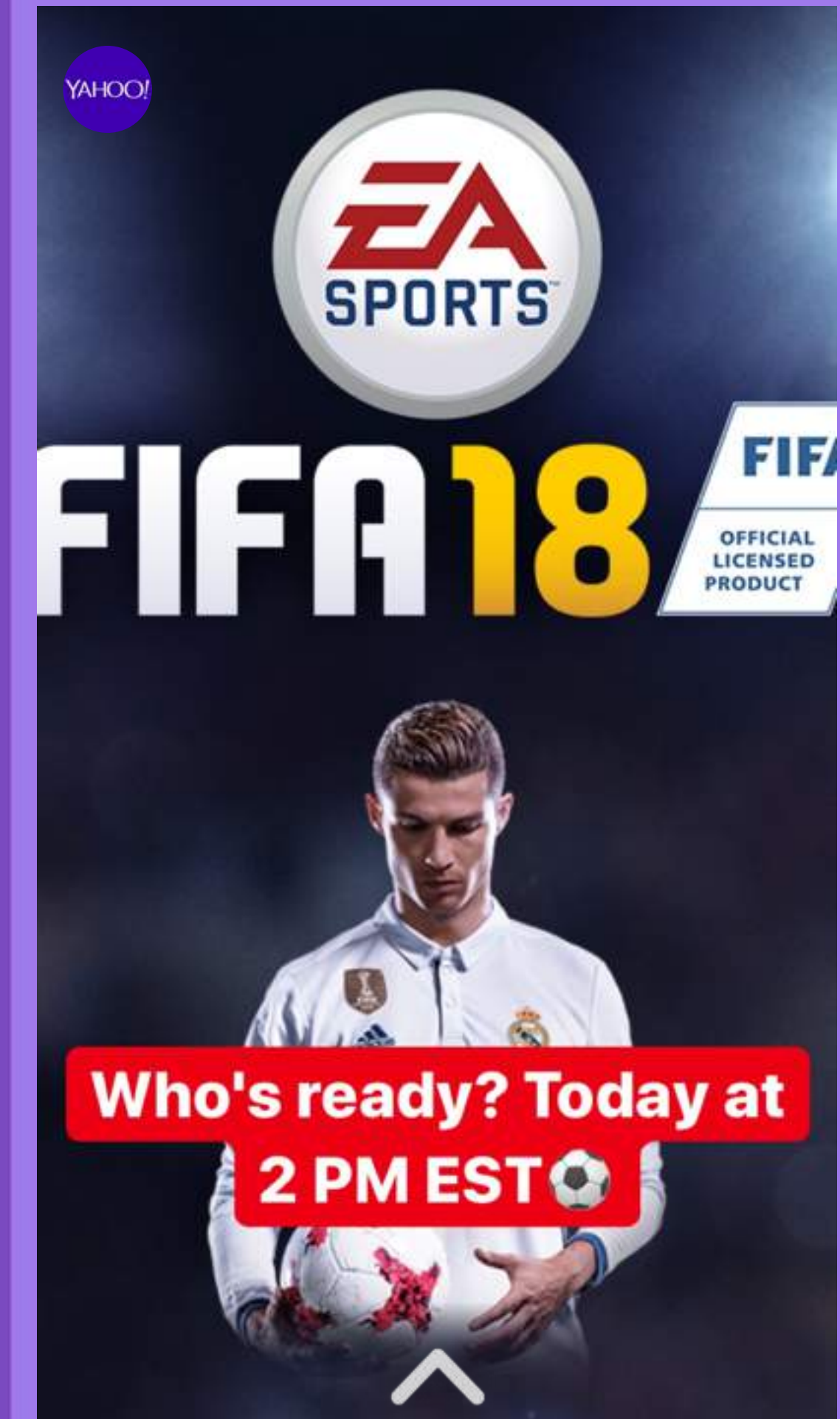
- BRANDED CONTENT



- BRANDED CONTENT VIA PLAYERS



- LIVE COMPETITIONS BETWEEN FANS/PLAYERS OR eSPORT ATHLETES



THE BUILD UP TO THE FIFA WORLD CUP

A 6-PHASE APPROACH BEGINNING IN JANUARY 2018 AND RUNNING ALL THE WAY TO THE KICK-OFF IN RUSSIA IN JUNE

CONTENT STRATEGY INVOLVING DAILY POSTS (WITH RELATIVE HIGH FREQUENCY OF DISTRIBUTION) ACROSS INSTAGRAM, FACEBOOK AND TWITTER PRIMARILY, WITH RELEVANT HASHTAGS

1. JANUARY

- Month of history and stats: Beginning January 1, 2018, we countdown to the World Cup (165 days). One post every day till June 15th (start of the tournament) featuring something about the past World Cups i.e. celebrating the history and journey of the FIFA World Cup till date. For example: Facts, Numbers, 'Did You Know'

2. FEBRUARY

- Month of Love: Social media posts highlighting stories of love related to soccer. From stories of player romances, to fans traveling thousands of kilometers to meet their idols to players' loving their pets, these make up interesting content which gives soccer fans a chance to know players and stories revolving around the game
- For instance: Alexis Sanchez's (Chilean soccer player) love for his two dogs or the fan who sold his car to buy tickets to meet his favorite idol

3. MARCH

- Month of Madness: Content around how far fans have gone to watch a game, meet a player, play a game. Build out short form video interviews of fans from across the globe (perhaps with the help of media companies such as Copa90) featuring unique and 'weird' stories



THE BUILD UP TO THE FIFA WORLD CUP

4. APRIL

- Month of fun and crazy: Posts featuring funny pranks, interviews, press conferences, goof-ups on training ground, behind the scenes, unfortunate incidents on the field, both from past FIFA World Cups and world of soccer eg: Funny tackles, top own goals (content from previous World Cups)

5. MAY

- The month before the start of the World Cup to feature posts including analysis, stats, images, quotes, videos and stories revolving one team per day i.e. feature all 32 teams from May 1-June 2
- **Launch Yahoo World Cup Fantasy:** Essential to engage fans through the fantasy platform. Opportunity to provide insights and data to fans through social media.

6. JUNE-JULY

- The months of the World Cups. Stay on top of the game through news, data (stats), buy fan generated content (entertaining, behind the scenes)

Other content that engage fans:

- Guess the player (using blurred images, key stats about the player etc)
- Throw Back Thursdays (#TBT): videos featuring World Cup moments
- Goal of the week (opportunity to sell sponsorship i.e. presenting sponsors)
- Save of the week (opportunity to sell sponsorship i.e. presenting sponsors)
- Talking point of the week (from world soccer)
- Fantasy Tip of the day (beginning in May 2018)
- Feature local talent of the week: Profiling American youth soccer stars and their stories



YAHOO SOCCER FANTASY

LAUNCH SOCCER FANTASY ON YAHOO FANTASY APP TO ENGAGE FANS BEFORE & DURING THE WORLD CUP

FANTASY PLATFORM TO LET FANS SOCIALLY CONNECT WITH THEIR FRIENDS AND FAMILY

- Engage in cross-platform and social media promotion for Yahoo Soccer's World Cup Fantasy app
- Leverage Yahoo Fantasy platform to drive revenues and social engagement
- Produce a sponsored section ' <Brand X Presents> Daily Scorer', a segment aimed at rewarding fans with maximum points for specific challenges for instance: Highest scoring defense, midfield or player whose bench accumulated most points etc

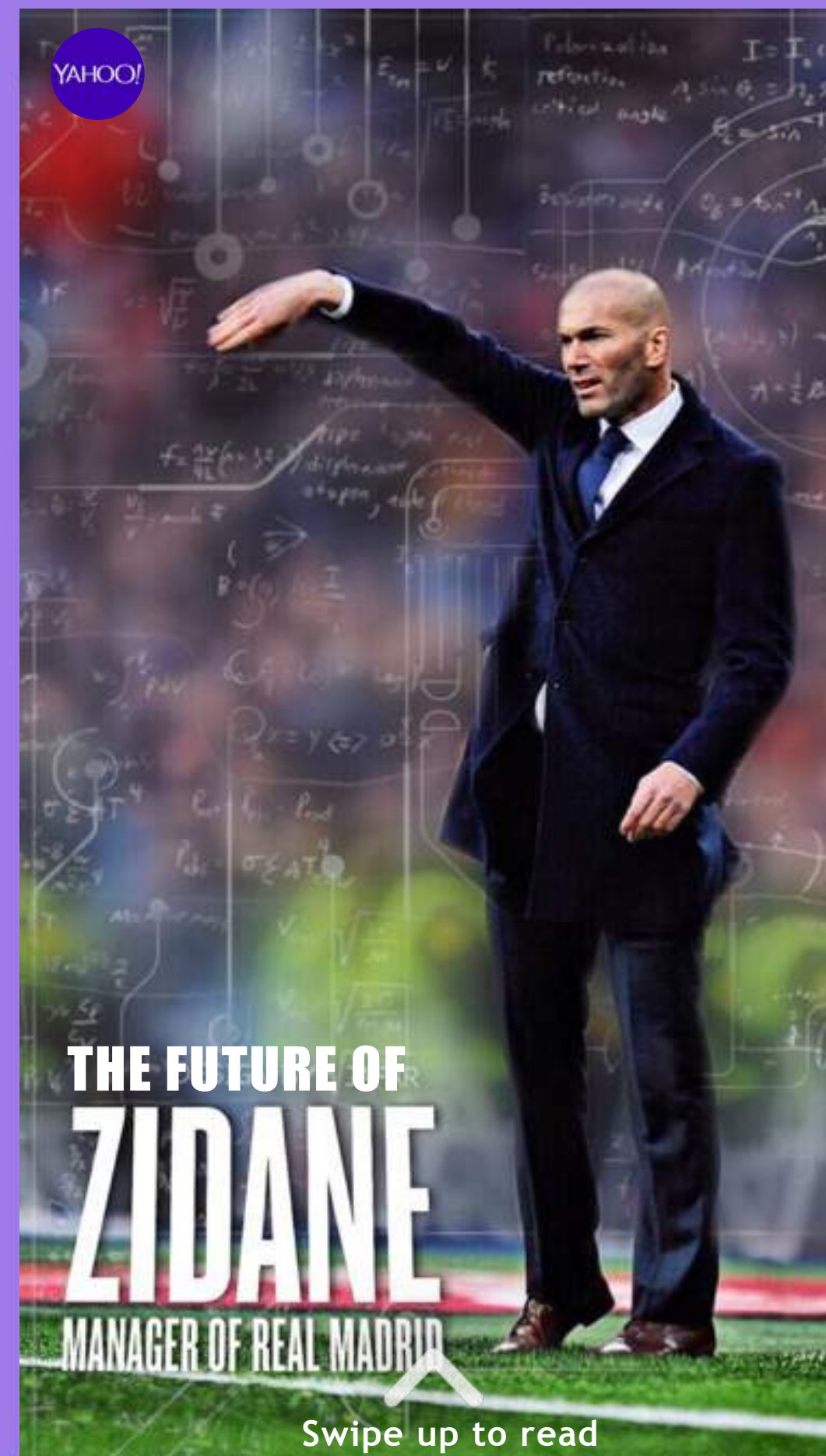


EXAMPLES OF THE 6-PHASE APPROACH

- Player interviews



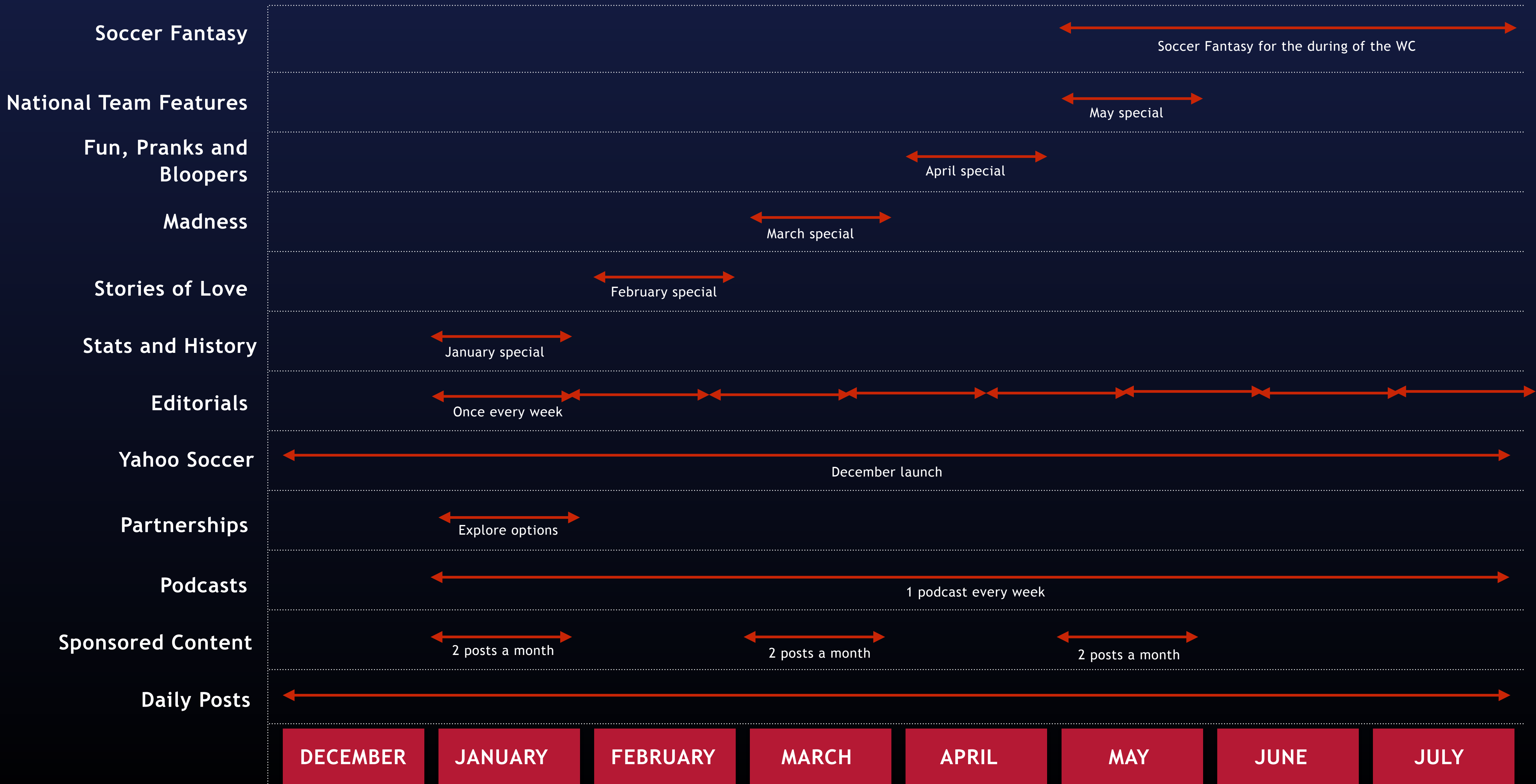
- Guest editorials



- Daily engagement



PROJECT TIMELINE





SOCIAL FELLOW TEST
AKASH BHAT
917-521-9966