

# FIFA World Cup

Final Global Analysis

SAMPLE



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# World Cup – Key Findings From Around the Globe

## Similarities in conversation exist across international markets

- **Team and player favorites, as well as disappointments, are hot topics across the globe.**
  - Over time conversation shifts away from matches and players to other hot topics including Paul the Octopus, the “curse” of the Nike “Write the Future” ad, and bad referee calls.

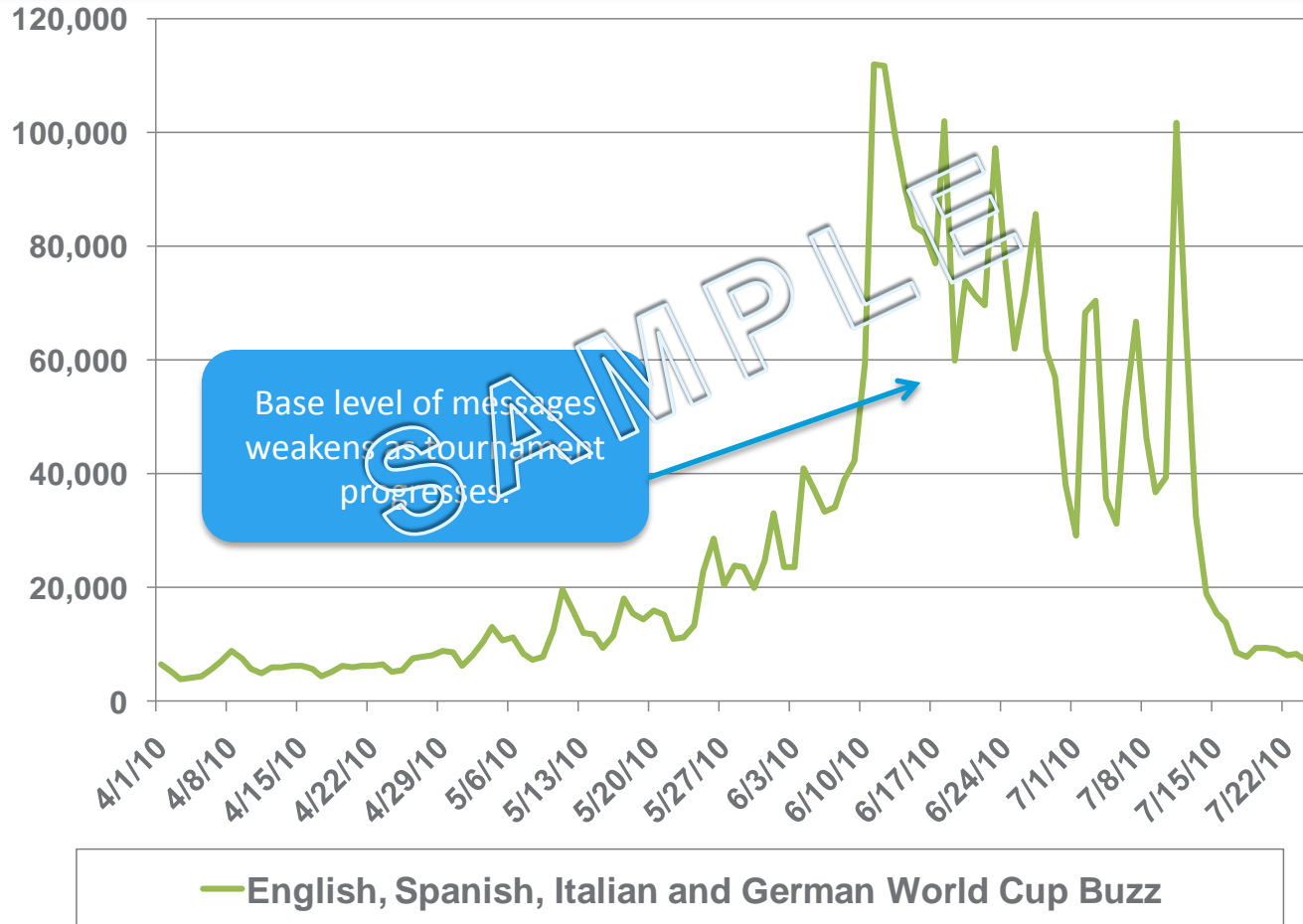
## Distinct differences in international conversation also exist

- **In most countries, buzz is highest around early matches, then tapers off**
  - However, in Spain, buzz erupts to its highest level on the days surrounding their World Cup victory.
- **Amount of focus on local teams varies**
  - Buzz in Italy, Germany, Spain and South Africa is more focused on their local team than in the UK, Australia or the USA.
- **The share of voice among global sponsors varies by country, but Adidas, Coca-Cola, Sony, McDonald’s and Hyundai consistently lead**
  - In unique situations, other global sponsors earn greater levels of buzz.
    - In South Africa, cellular phone service provider MTN is a top ranked advertiser due to an **announcement to slash rates** during the World Cup, although consumers complain that rates still aren’t low enough.
    - In China, football fans are surprised to see Chinese company Yingli Solar as a sponsor since there is no Chinese team represented in the tournament.



# World Cup buzz is strongest the first two days of the tournament, then tapers off before spiking the day of the final.

Total World Cup Buzz Occurring in English, Spanish, German & Italian  
(4/1/2010 – 7/24/2010)

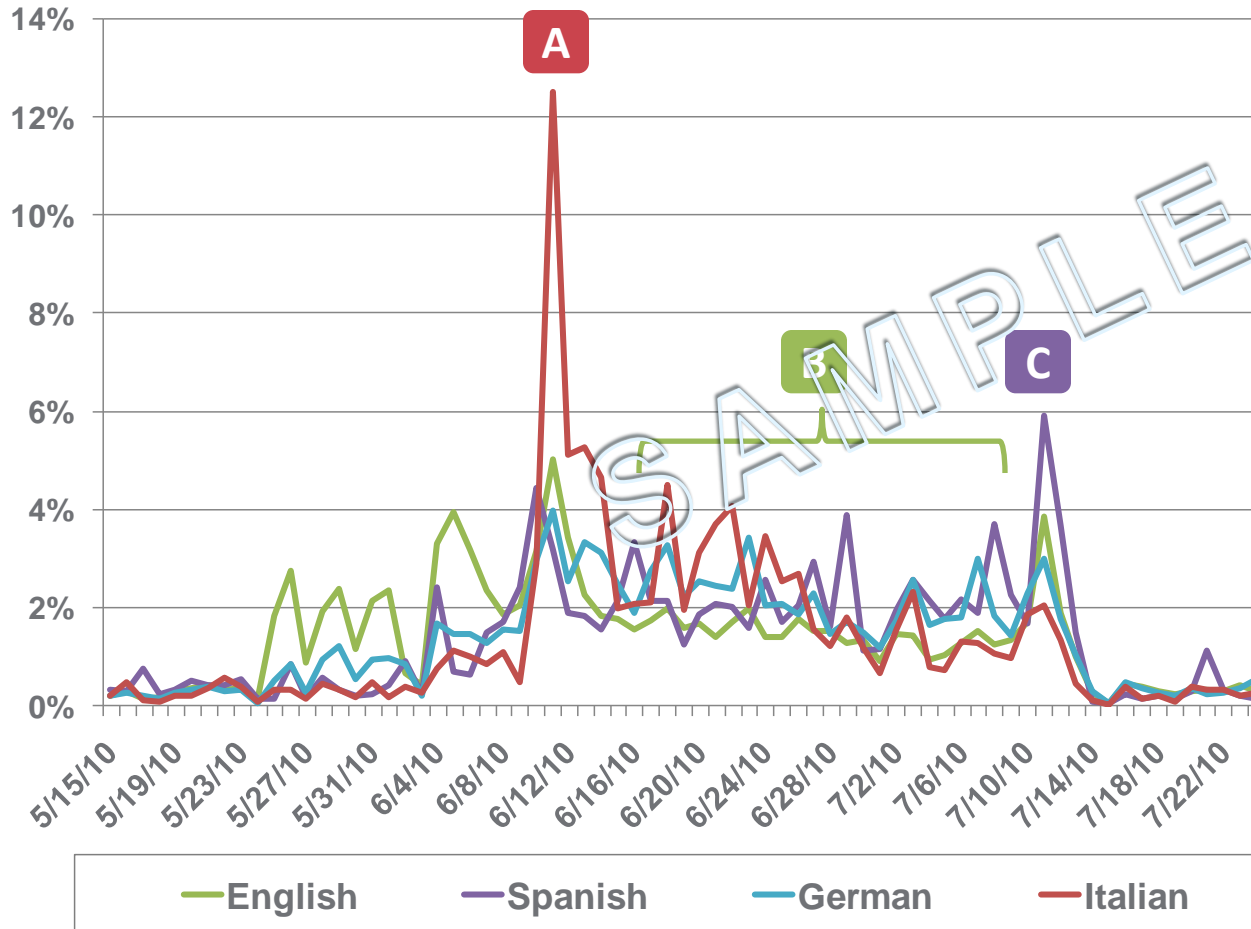


Buzz volume is presented as the number of messages about the World Cup occurring on boards, blogs, groups, Facebook, Twitter and YouTube.



# Volumetric disparity exists among consumers tweeting in different languages

% of Total World Cup Discussion on Twitter for Each Language  
(4/1/2010 – 7/20/2010)



- A** Italian buzz is strongest the day the World Cup begins, then significantly tapers off.
- B** English buzz is lower for knockout round games, but spikes for the World Cup final, and the first two days of tournament play.
- C** Spanish tweets peak to their highest levels due to the excitement over Spain's final match and World Cup win.

Buzz volume is presented as the daily percentage of total World Cup buzz on Twitter occurring between May 15, 2010 and July 24, 2010.



# The global sponsor with the highest buzz share varies across countries, but Adidas, Sony, Coca-Cola, McDonald's and Hyundai consistently remain on top.



Share of Buzz Among Global World Cup Sponsors in Each Country

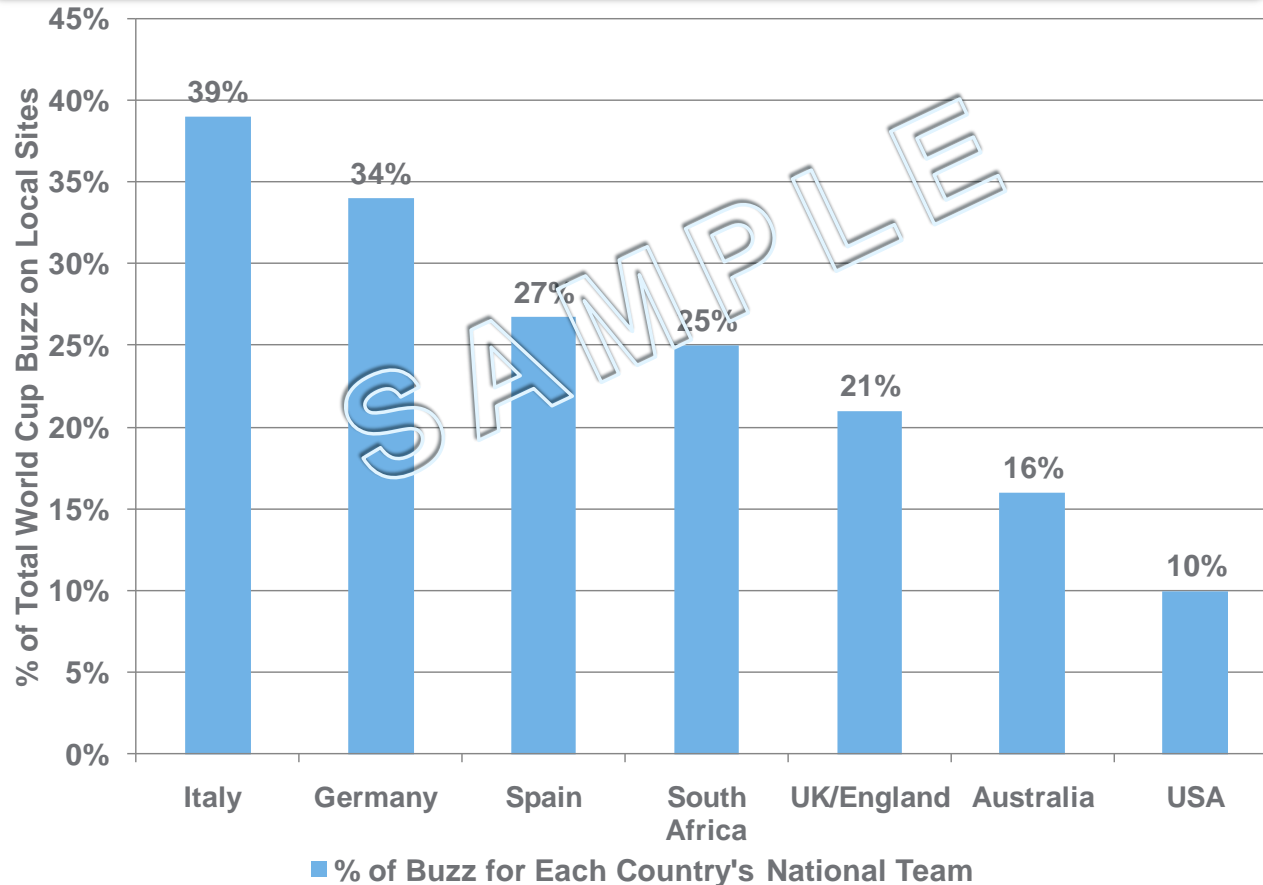
	United States	South Africa	United Kingdom	Germany	China	Australia	Spain
<b>Adidas</b>	<b>41%</b>	12%	18%	<b>30%</b>	14%	<b>21%</b>	<b>35%</b>
<b>Coca-Cola</b>	20%	<b>23%</b>	13%	14%	<b>24%</b>	14%	19%
<b>Sony</b>	16%	10%	25%	25%	4%	19%	19%
<b>McDonald's</b>	5%	3%	<b>28%</b>	8%	15%	12%	14%
<b>Hyundai/Kia</b>	5%	13%	4%	8%	9%	19%	6%
<b>Castrol</b>	5%	1%	2%	1%	2%	6%	2%
<b>Visa</b>	4%	10%	2%	3%	5%	5%	3%
<b>Budweiser</b>	3%	6%	4%	5%	5%	3%	1%
<b>MTN</b>	1%	20%	0.2%	1%	1%	0%	0%
<b>Yingli Solar</b>	0%	0%	0%	0%	20%	0%	0%
<b>Emirates</b>	0%	0%	0%	0%	1%	0%	0%
<b>Continental Tyres</b>	0%	0%	0%	2%	0%	0%	0%

Buzz volume is presented as the share of voice that each global World Cup sponsor earns between May 7, 2010 and July 24, 2010. Based on a panel of sites for each country. Data is sorted from highest to lowest according to US discussion.



Italians and Germans focus a greater portion of World Cup buzz on local teams, sharing both support, and criticism. Comparably, team USA is less of a focal point in US buzz.

**Buzz for Each Country's National Team Within Local Sites  
(4/1/2010 – 7/24/2010)**



Buzz volume is presented as the percentage of total World Cup buzz within each country's local dataset occurring between April 1, 2010 and July 24, 2010.





# United States

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# Executive Summary – United States



Adidas builds a successful video campaign based on its “[Star Wars Cantina](#)” and “[The Quest](#)” series of commercials.

- The first capitalizes on the universal recognition of the famous Star Wars movie scene, and includes both soccer and pop culture stars, while the second utilizes effects and imagery that consumers liken to “a movie trailer.”
- The familiar movie scene, juxtaposed with current popular personalities provides a compelling reason to share and discuss the “Star Wars Cantina” video outside of the World Cup context.

Nike’s “Write the Future” campaign is praised as the most watched internet advertisement, [surpassing former record holder](#) “Earl and Tiger” in the first week after launch.

- The ad earns continued exposure as fans follow the fortunes of each team and player, and ultimately spark rumors of a “curse,” as each player fails to meet their high expectations.
- The Nike ad’s predictions make re-watching the commercial, analyzing the performances of its stars, and discussing it amongst other potential consumers part of the fun.

Controversial officiating contributes more to social media buzz than World Cup’s sponsors.

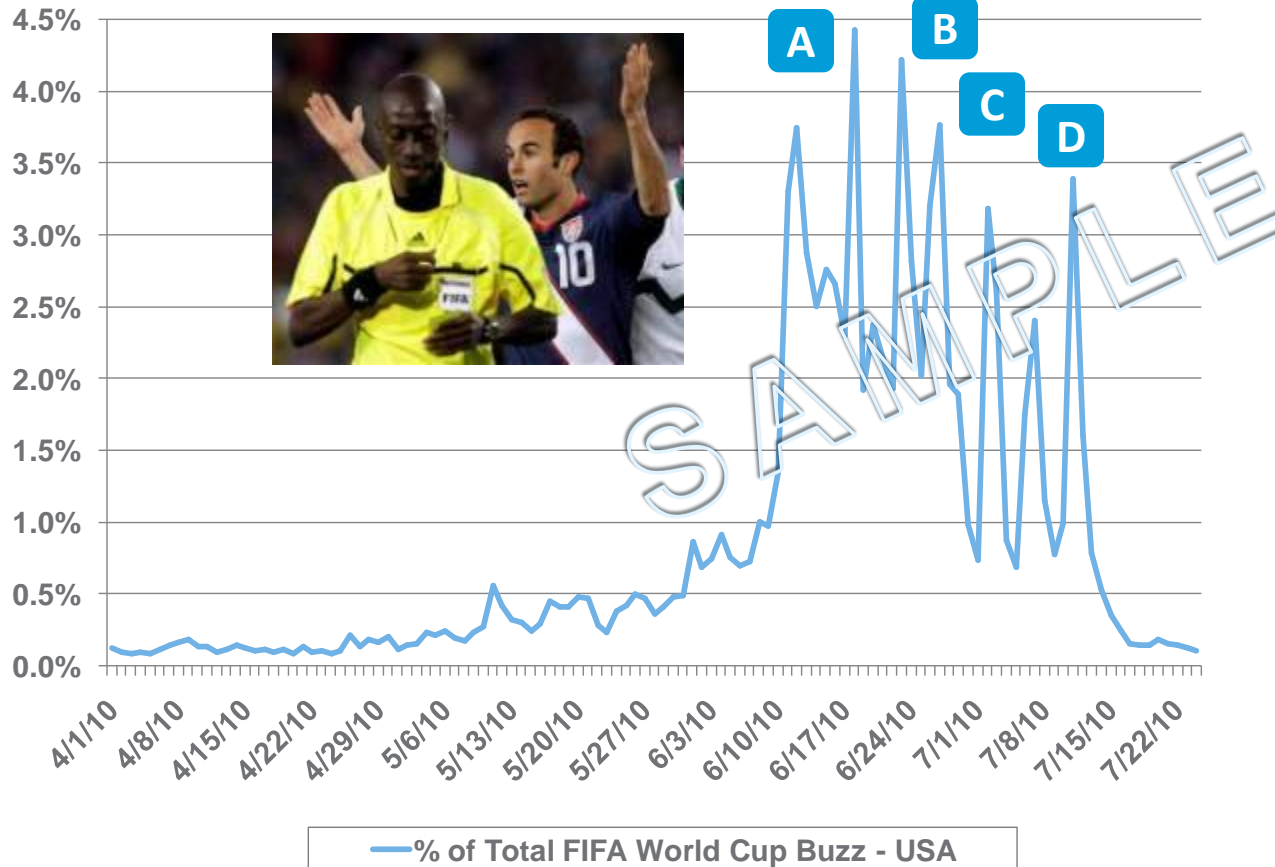
- A disallowed goal in the U.S. vs. Slovenia game, and again when an English goal was missed in its match against Germany spark debate among fans about the use of instant replay to settle such issues.
- In addition to competing with the exciting gameplay, the large number of matches, length of the tournament, and relatively lower amount of ad space available during each game, brands encounter more difficulty driving virality and social engagement.



# Early Tournament Controversies Outshine Uneventful Final



**% of Daily USA FIFA World Cup Discussion  
(4/1/2010 – 7/24/2010)**



- A** The June 18 match versus Slovenia draws the most buzz after a controversial officiating decision nullifies the winning U.S. goal.
- B** A thrilling goal by Landon Donovan in the final minutes of injury time propels the U.S. past Algeria.
- C** The U.S. Team's early game weakness is exploited again by Ghana in the second round match.
- D** The all-European World Cup final fails to draw as much hype as any of the U.S. first round or second round matches.

Buzz volume is presented as the percentage of total World Cup buzz within the US dataset occurring between April 1, 2010 and July 24, 2010. Based on a panel of US sites.



# Adidas Commands Most Attention



Rank	Brand	Share of Buzz Among Official Global Sponsors (5/7 – 6/16)	Share of Buzz Among Official Global Sponsors (6/17 – 7/24)	Share of Total Buzz Among Official Global Sponsors (5/7 – 7/24)
1	Adidas	35%	48%	41%
2	Sony	29%	14%	16%
3	Coca-Cola	12%	15%	20%
4	McDonald's	8%	4%	5%
5	Hyundai/Kia	6%	3%	5%
6	Budweiser	5%	3%	3%
7	Visa	3%	4%	4%
8	Castrol	2%	8%	5%
9	MTN	1%	1%	1%
10	Continental Tyres	0%	0%	0%

- With 48% of all sponsor buzz from 6/17 to 7/24, and 41% of buzz over the whole World Cup period, Adidas outpaced the nearest brand by 20%.
- Sony's buzz dips from 29% early in the World Cup to just 14% after 6/17, as Coca-Cola and Castrol both experience modest gains.
- Brands such as Emirates Airlines, Yingli Solar, Seara, and Mahindra Satyam receive little buzz, and are excluded from this chart.



Buzz volume is presented as the share of online buzz across the major World Cup sponsors and advertisers as it relates to the World Cup. Based on a panel of US sites.



# Castrol Magnatec Ad Most Substantial Gainer



Rank	Brand	% Share of Team Sponsor Buzz (5/7 – 6/16)	% Share of Team Sponsor Buzz (6/17 – 7/24)	% Total Share of Team Sponsor Buzz (5/7 – 7/24)
1	Nike	53%	33%	37%
2	Budweiser	26%	22%	25%
3	McDonald's	8%	15%	12%
4	Castrol	5%	18%	17%
5	Visa	5%	12%	9%
6	Pepsi	3%	0%	1%
7	AT&T	0%	0%	1%
8	Dick's	0%	0%	0%
9	Gatorade	0%	0%	0%
10	Jose Cuervo	0%	0%	0%

- Castrol's Magnatec ad focuses on fans around the world preparing their vehicles for a trip to watch the World Cup.
- Although Nike's "Write the Future" ad won the majority of buzz in the first period, it drops by 20% in the second half of the time period.
- Budweiser, McDonald's, and Visa build on early tournament buzz or maintain relatively even buzz levels throughout the tournament.



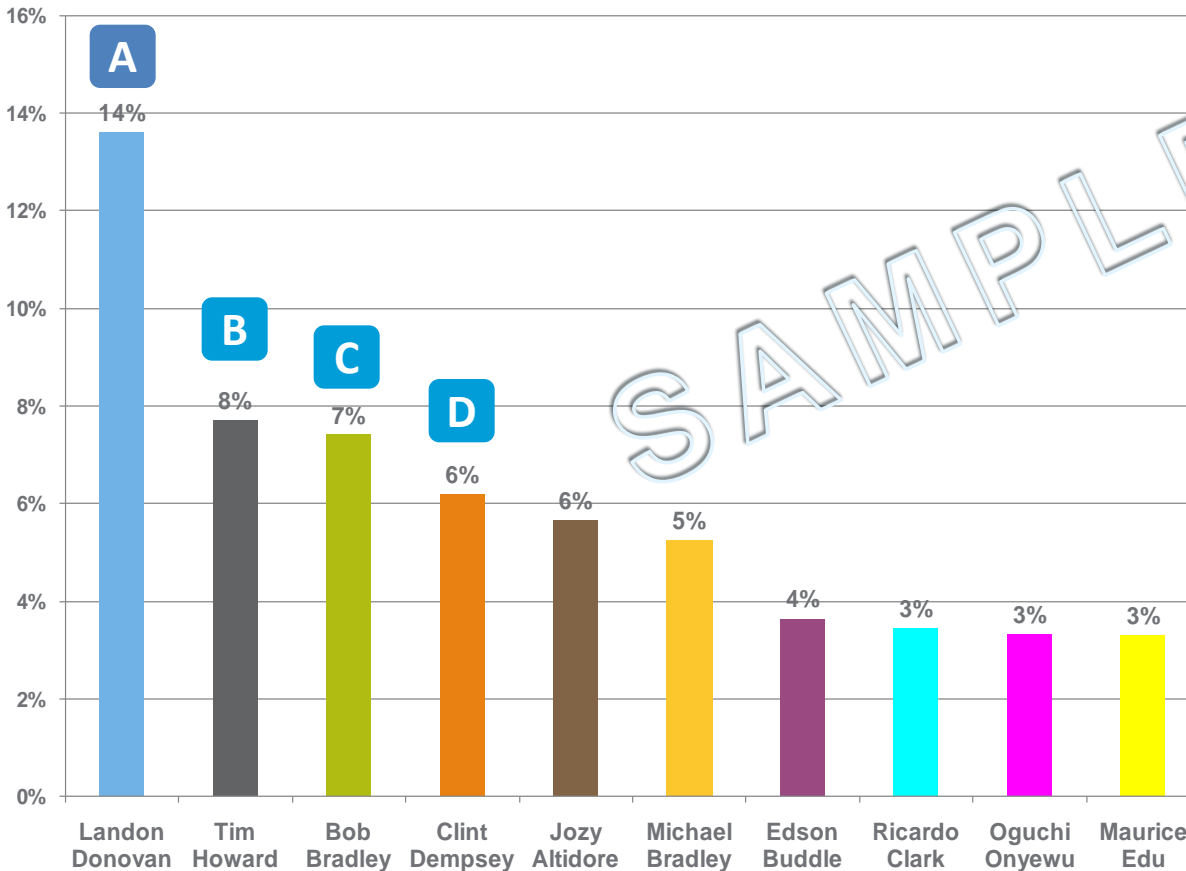
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# Donovan's Popularity Surges After Late Game Heroics



% of Total USA FIFA World Cup Discussion  
(4/1/2010 – 7/24/2010)



- A** Landon Donovan finally lives up to expectations with important goals in two of three U.S. group matches.
- B** Buzz about Tim Howard remains steady, early game goals are blamed on poor overall team defense rather than his individual effort.
- C** The U.S. Team's slow starts in the first round of the World Cup left many questioning Bob Bradley's tactics, and afterwards wondering if the coach would return again in 2014.
- D** Dempsey's unlikely equalizer against England gains him notoriety at the expense of English keeper Robert Green.

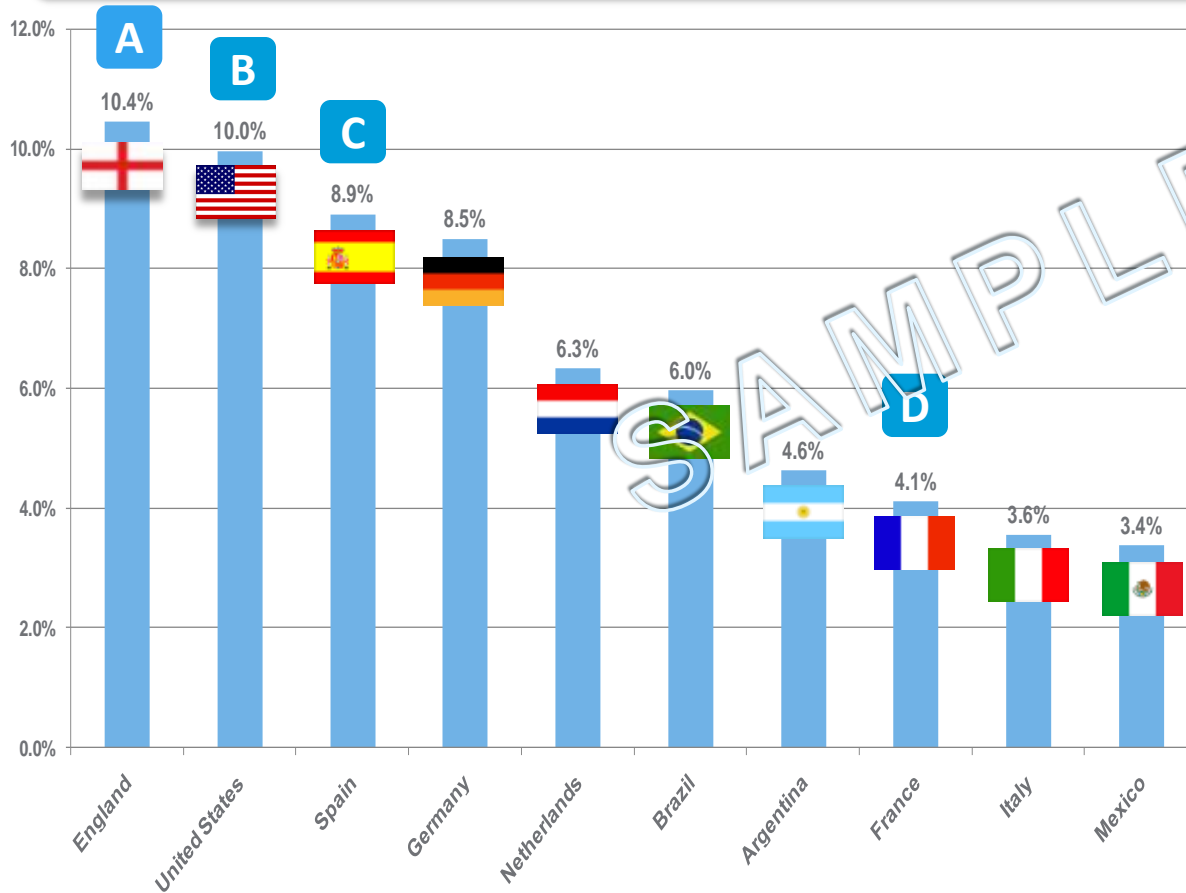
Buzz volume is presented as the percentage of total World Cup buzz within the US dataset occurring between April 1, 2010 and July 24, 2010.



# Blown Calls Keep England, U.S. in Conversation



% of Total USA FIFA World Cup Discussion  
(4/1/2010 – 7/24/2010)



- A** After a goal by Englishman Frank Lampard is missed by officials, the world is left to wonder how the match with Germany might have been different had it been counted.
- B** The England goal, combined with other officiating missteps in matches featuring the U.S. and other countries forced scrutiny on the World Cup referees.
- C** Spain's victory in extra time boosts the nations buzz, but fails to help it overtake England and the U.S. in overall share of voice.
- D** Although failing to win a single match, the drama surrounding the French team after its training session boycott keeps them amongst the most discussed countries.

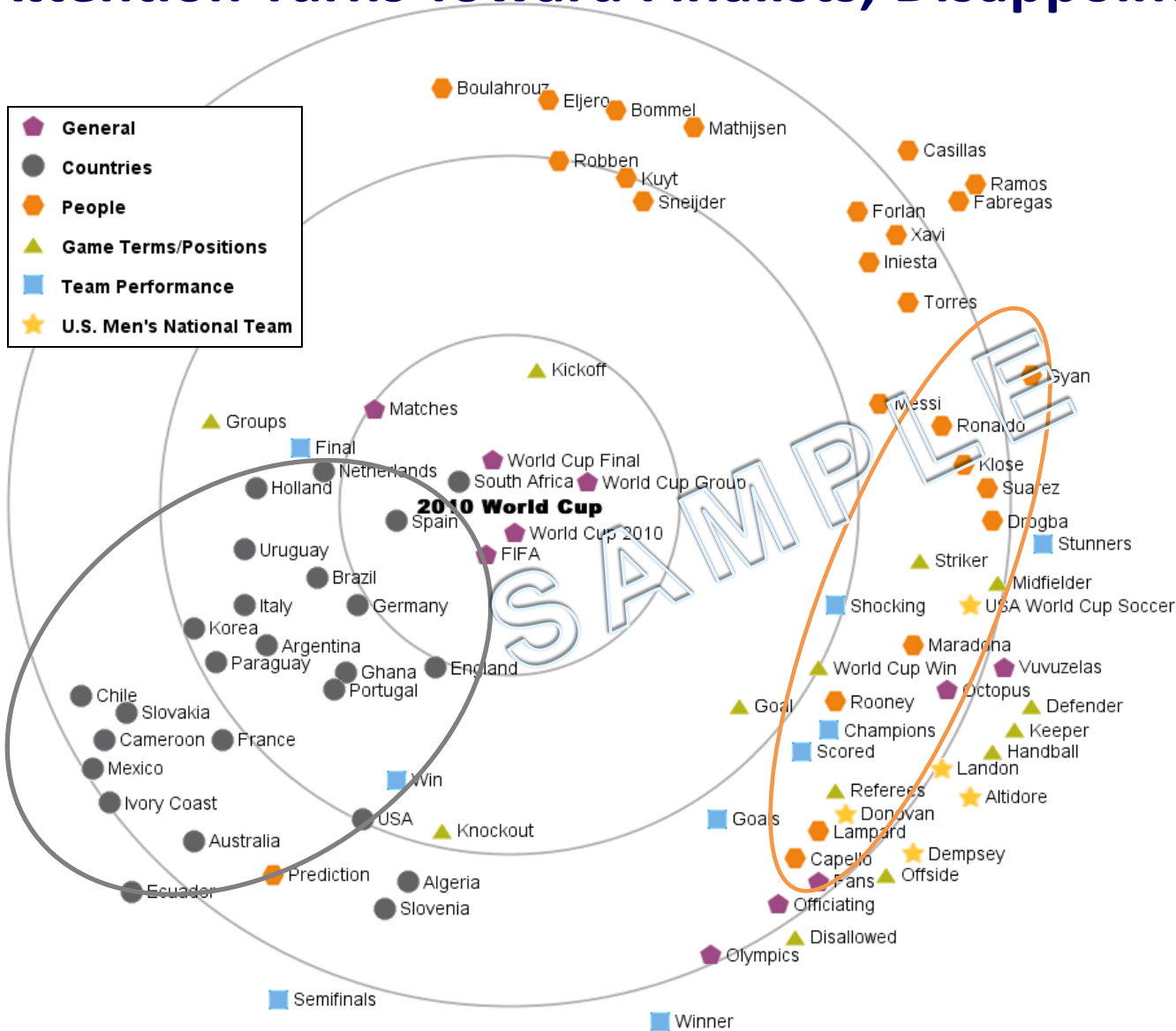
Buzz volume is presented as the percentage of total World Cup buzz within the US dataset occurring between April 1, 2010 and July 24, 2010.



# Attention Turns Toward Finalists, Disappointments



- ◆ General
- Countries
- People
- ▲ Game Terms/Positions
- Team Performance
- ★ U.S. Men's National Team



World Cup Finalists, Spain and The Netherlands draw the greatest buzz, alongside some of the first round disappointments including Italy and France.

Although Landon Donovan, Jozy Altidore and Clint Dempsey remain fan favorites, international superstars such as Messi and Ronaldo maintain their popularity throughout the tournament.

Dutch players such as Sneijder and Robben, although on the losing side of the World Cup final, are more closely correlated to the World Cup topic than Spanish stars Iniesta and Casillas.

Timeframe: June 17 – July 24, 2010

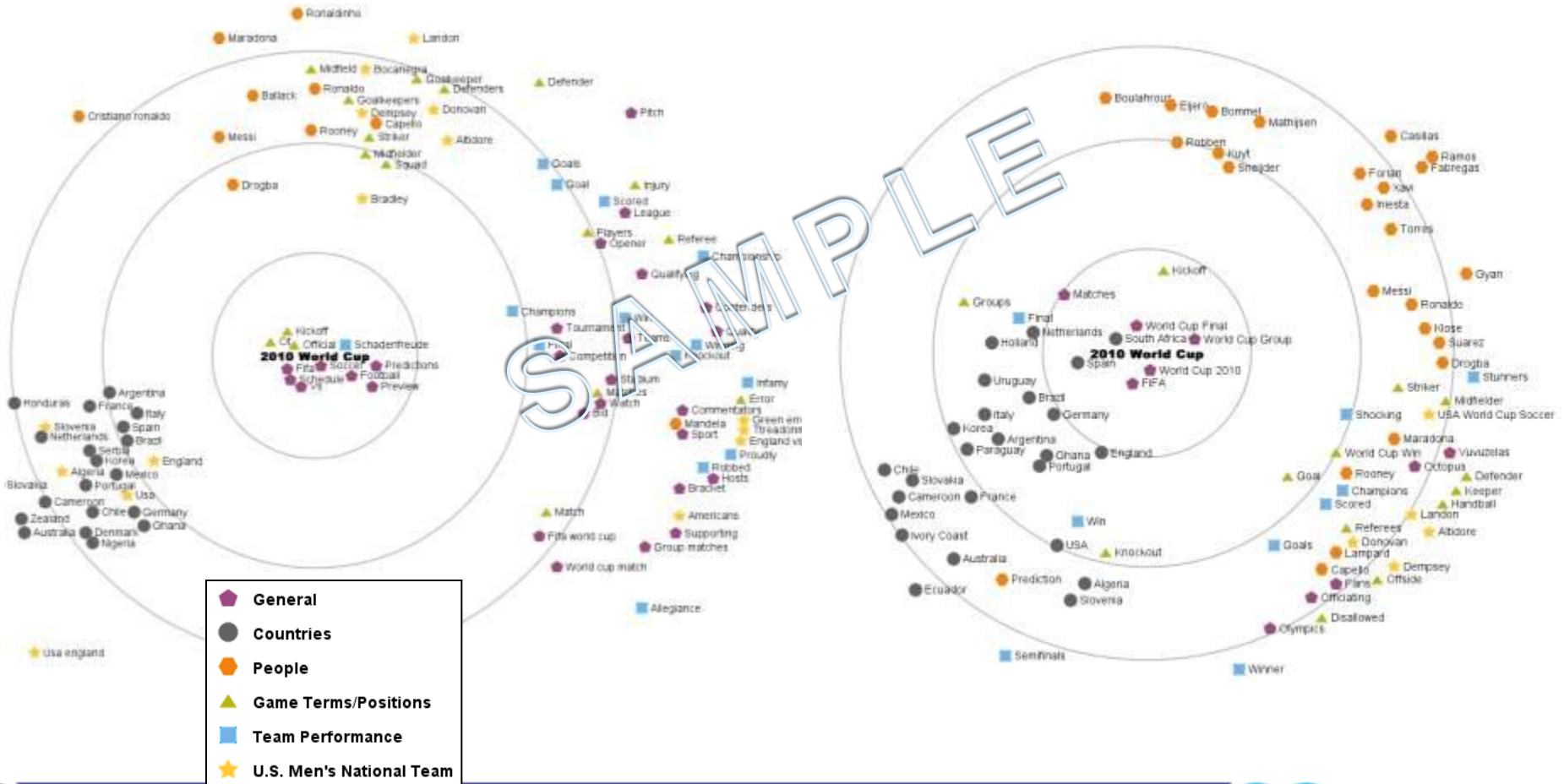


# Spain and Netherlands Longevity Leads to Greater Recognition in US Buzz Over Time



5/16-6/16

6/17-7/24



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# “Curse” of the Nike Ad Prolongs Life

**KEY FINDING:** The mass appeal of Nike’s “Write the Future” campaign didn’t translate to success on the field for any of the commercial’s stars, who struggled during the tournament. As each team’s ups and downs is chronicled throughout the World Cup, the advertisement is shared and analyzed over and over again, growing it’s popularity even further.

**UNPROFESSIONAL FOUL**

home blog Contributors Globe Leagues Liveblogs Prods

TUESDAY AUGUST 3RD 2010

### Beware the Nike Commercial Curse!

Blight the future! First there was the Sports Illustrated cover, then the M...  
flagship. Now let us introduce you to the contrived “curse” of Summer 2010.

Nike’s quadrennial World Cup commercial is something like an unofficial lit...  
the summer World Cup season. This year’s clever gathering of world footba...  
shiny boots, shirts, and Hocus Pocus(?) was greeted with its fair share of...  
acclaim. We still say Puma did it better, but Nike is the one with the tradit...  
it’s only natural they’d invite the bigger stars (don’t remember the Adidas...  
commercial? Neither do I) and thus, closer scrutiny after the fact.

Well, scrutinize we have and it is not a pretty picture. Of the 13 real socce...  
players featured in the commercial, just three— the Spaniards, even if Cas...  
more play in the video than he has in South Africa— remain in contention t...  
the World Cup in Johannesburg on July 11.

(Note: The curse appears to be soccer-specific, given the good fortunes of...  
Bryan, NBA Finals MVP, and Roger Federer, who’s done well so far at...

**AD FREAK .com**

Verizon robot signal towers take over world | Man | Alex Boguski...  
muses on advertising ethics

### Curse of the Nike ad hits World Cup players

By Tim Hebel on Wed Jun 30 2010

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RT @mkyeg: RT @ theRab Nike “Write the Future” Curse extends to #WorldCup final. Adidas team prevails. #ESP

2:28 PM on 10th Jul 2010

**YouTube**

### NIKE FOOTBALL WRITE THE FUTURE - FULL LENGTH VERSION

318 videos

20,007,015 views

Get the song, Hocus Pocus by Focus, at <http://itunes.apple.com/us/album/hocus>.  
The time has come for players to carve their name in history. One touch, tackle or free kick  
could crush a nation’s hopes or cause them to build a statue in your honour. Drogba,  
Rooney and Ronaldo are ready to Write The Future.

With over 20 million total views on YouTube, the “Write the Future” ad is a runaway success, but consumers may remember it for reasons besides its imagery. Much like the “Madden” series of video games, the “curse” will continue to keep the advertisement and the players in consumer’s minds for years to come.

[Link to HuffingtonPost.com ManCrunch Post](#)  
[Link to HuffingtonPost.com Focus on the Family Post](#)

# Questions?

**Please contact Kim Cox or your local account services representative with questions.**

## **United States**

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Research Manager

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