



*August 2018
PAMRO conference*

PLAYING THE ADVANTAGE

2018 FIFA World Cup brand

communication lessons



BIG
SPORTING
EVENTS

BIG
AUDIENCES

AND ***BIG BIG BIG \$\$\$***
*for time with
these audiences*



BREAKING THROUGH



OPTION 1:
Outspend your competition, and hope your brand and creative are strong enough to go toe to toe with the big guns.



OPTION 2:
Formulate a more strategic game plan based on brand strengths (yours + competitors) AND unfolding events.



DURING THE WORLD CUP WE CONDUCTED

100000+

MOBILE INTERVIEWS IN NIGERIA TO TRACK VIEWING

GeoPoll Audience Measurement (GAM)



Mobile TV audience panel representing 14 states



Daily ratings using 4 hour recall of viewing in 30 minute time blocks



Included pay TV, FTA, mobile/online streaming + OOH viewing

Bespoke Research



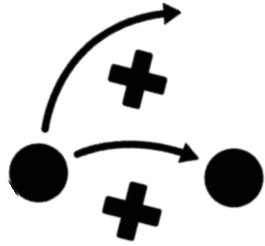
Campaign ROI, market insight + concept testing





WE COLLECTED A **LOT**
OF AUDIENCE DATA

1

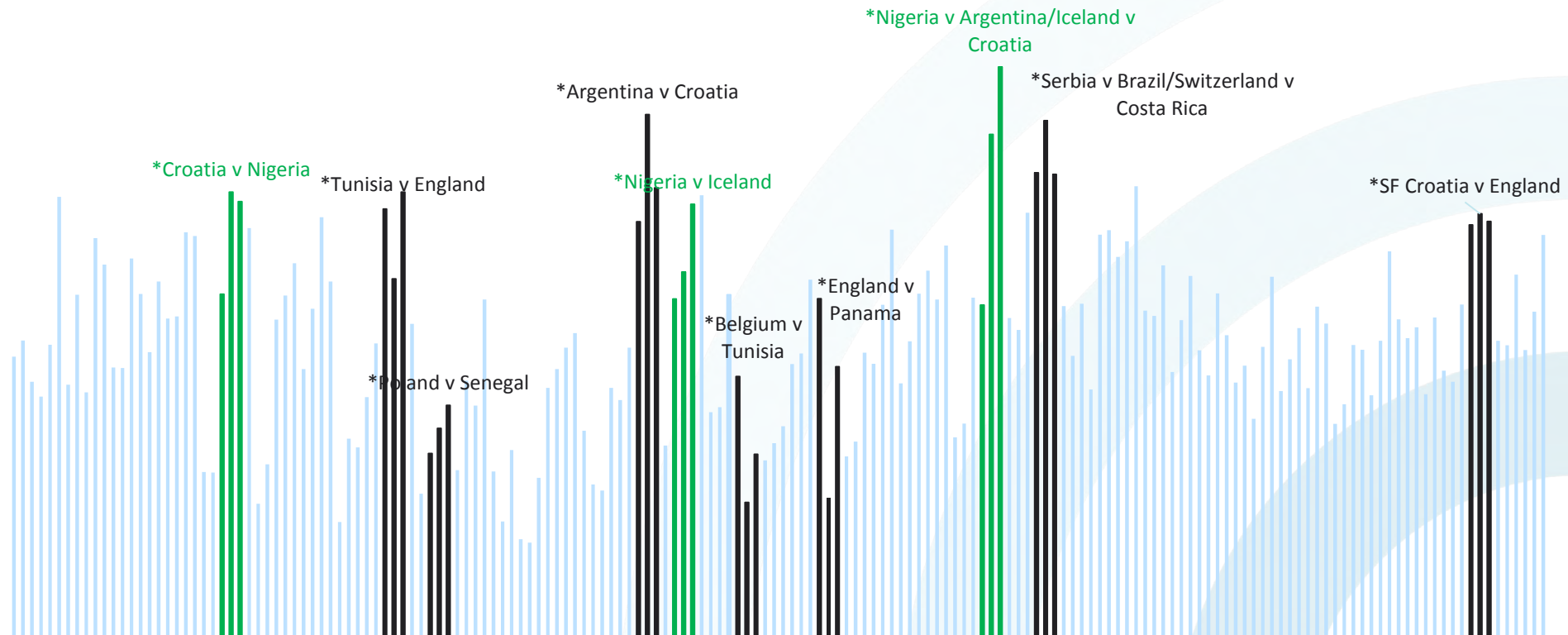


Keep your
eye on the
clock





How did fans choose which matches to watch?





Life goes on, even during the World Cup...



Weekday Matches - Afternoon

Weekday Matches - Evening

Weekend Matches

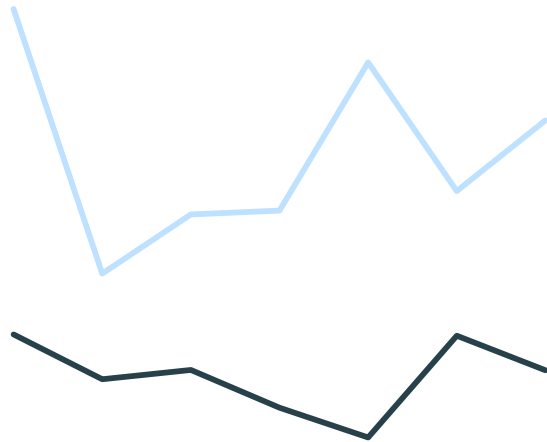
2. Anticipate (and plan for) **DEFLECTIONS**



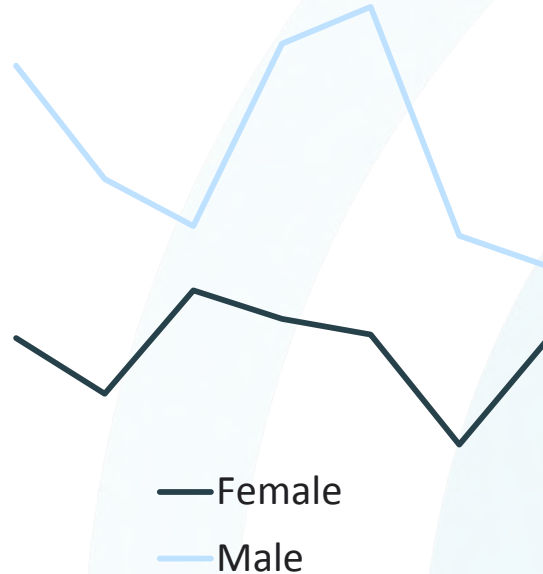


The World Cup took sport beyond the typical target audience. New audiences need new strategies...

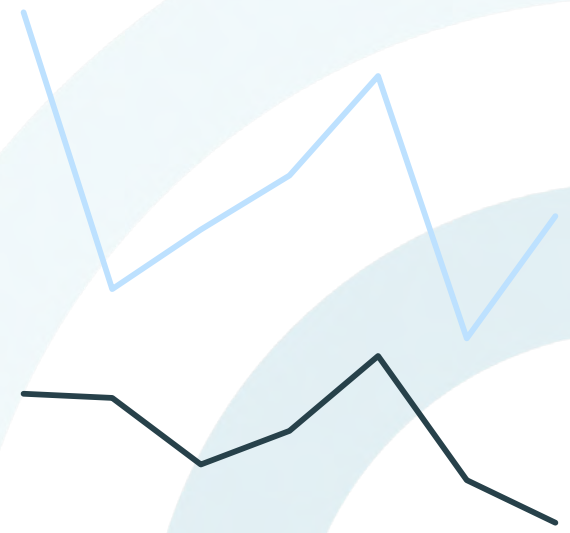
Russia v Saudi Arabia



Nigeria v Iceland



France v Croatia





Suleman Ado-Elagwu



Rehema Kamotho

Suleman Ado-Elagwu

Photo



18:02

Purity Njiru

Suleman Ado-Elagwu

Photo



Man of the day 🤔🤔

18:02

Suleman Ado-Elagwu

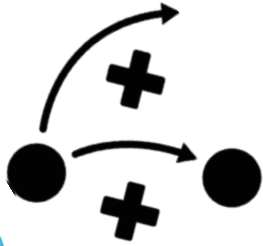
Rehema Kamotho



18:02



3



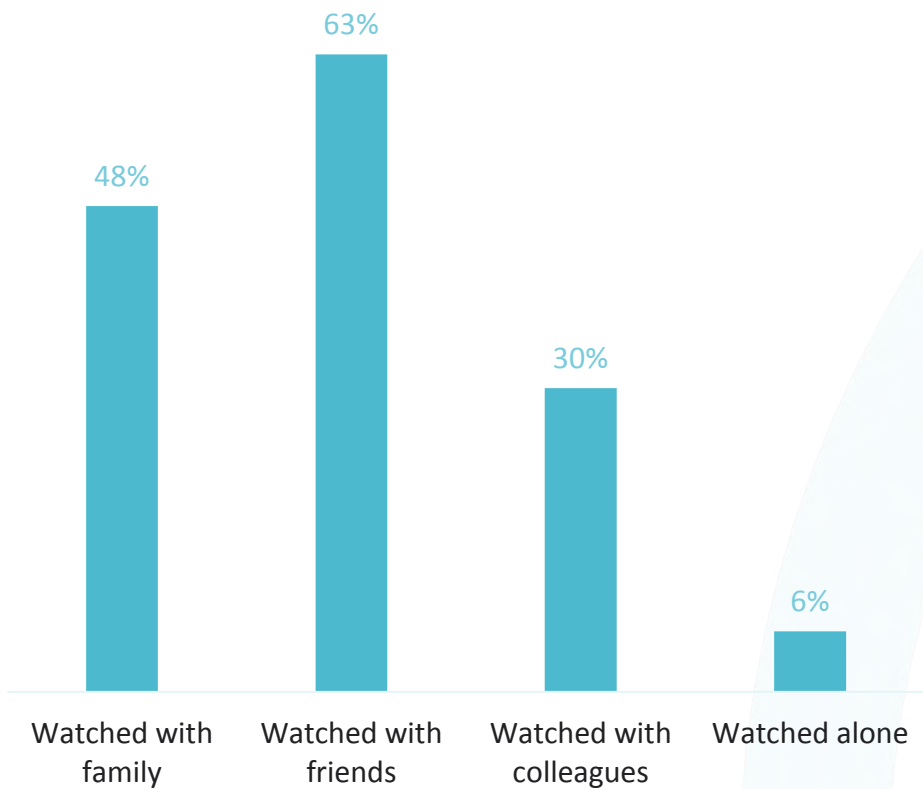
Consider the whole team

NOT just star players

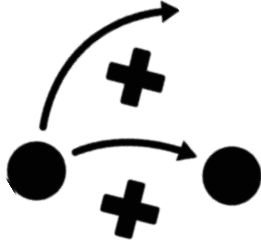




Nobody watches sport alone...



4



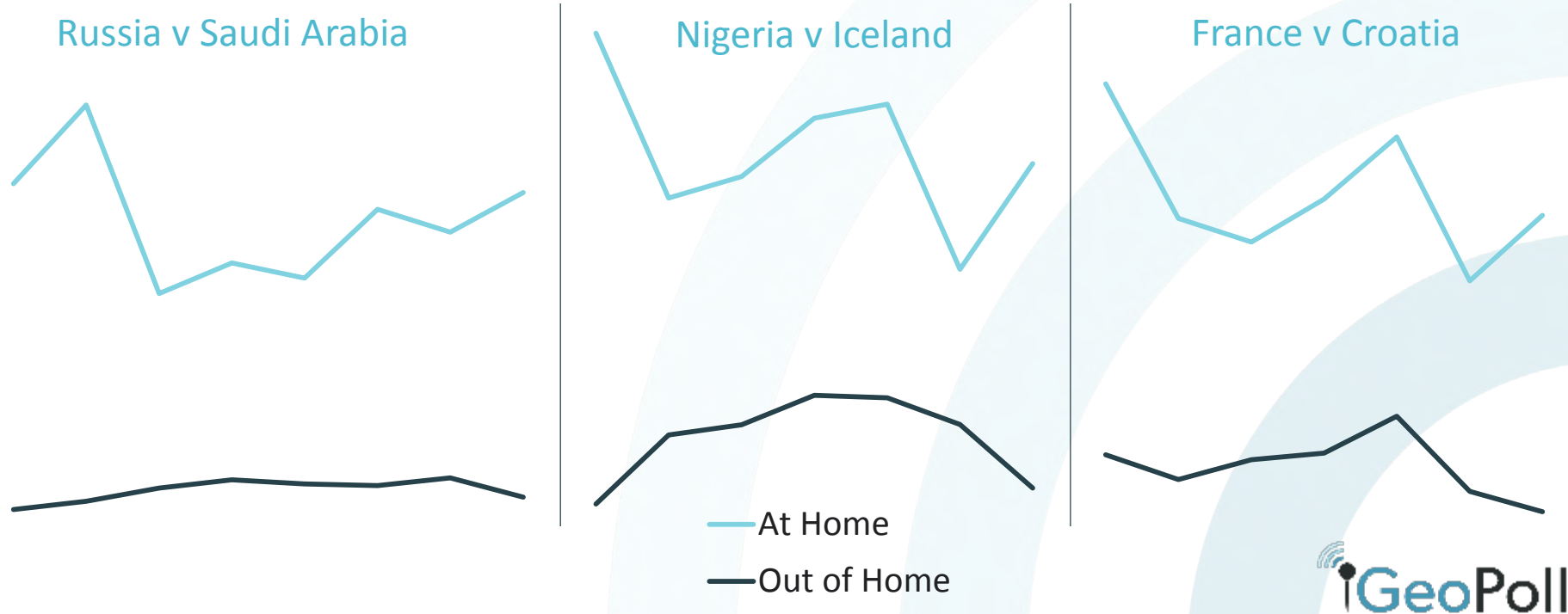
Prepare for an AWAY GAME

(in the middle of a big, busy, distracting tournament)



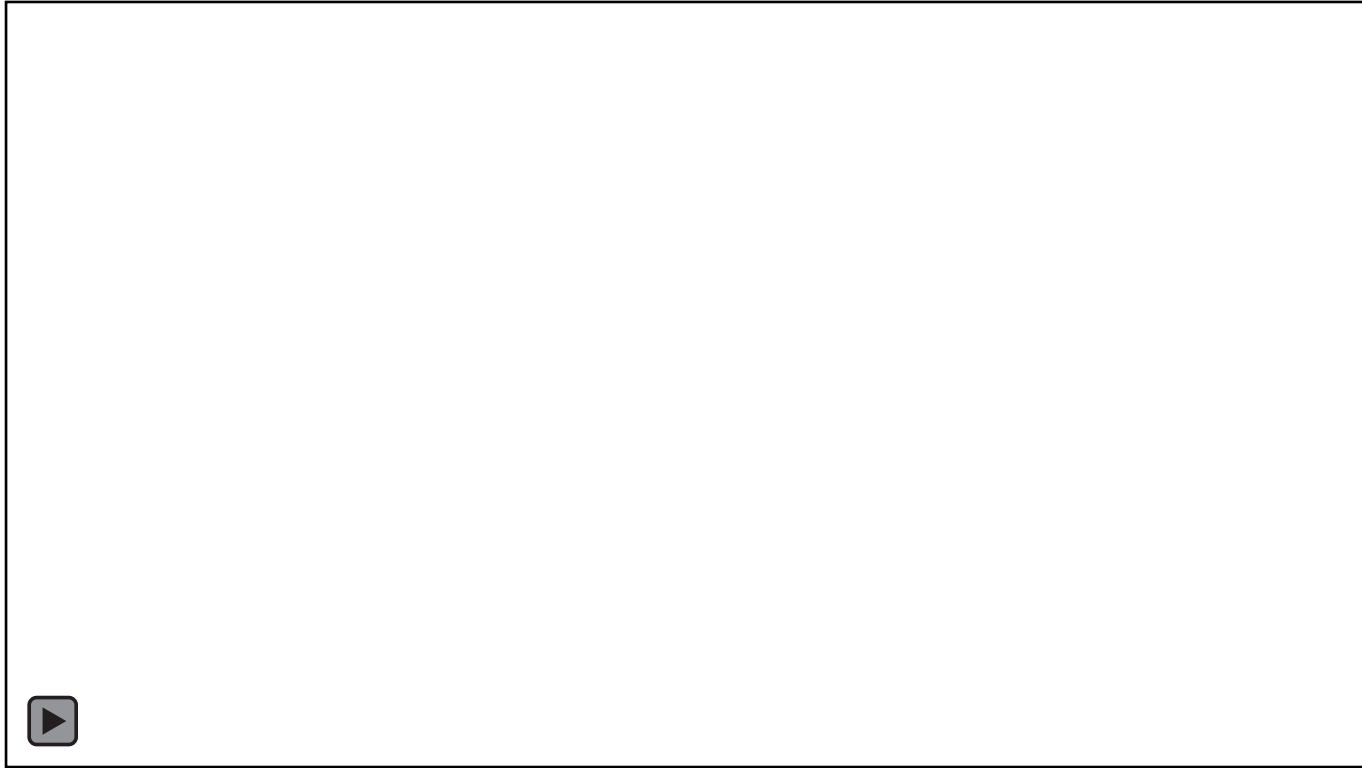


A third of the audience for the Super Eagles' win over Iceland watched it outside their home...





Sports fans can get a little distracted...



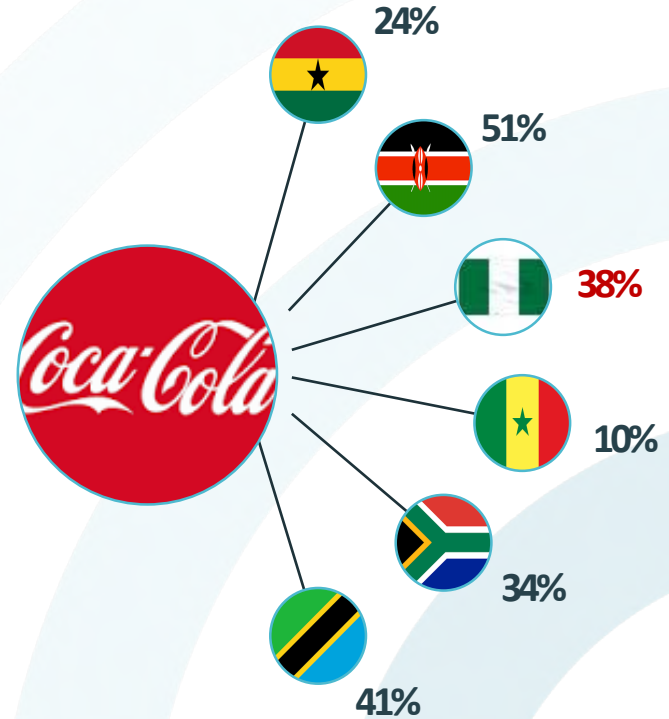
5 Mark the STRIKER

(to react to and learn from)





To break through, you first need to get past Coke...



Question: Name any brands or companies that are having a 2018 World Cup promotion. Reply with name of brands/Companies

6

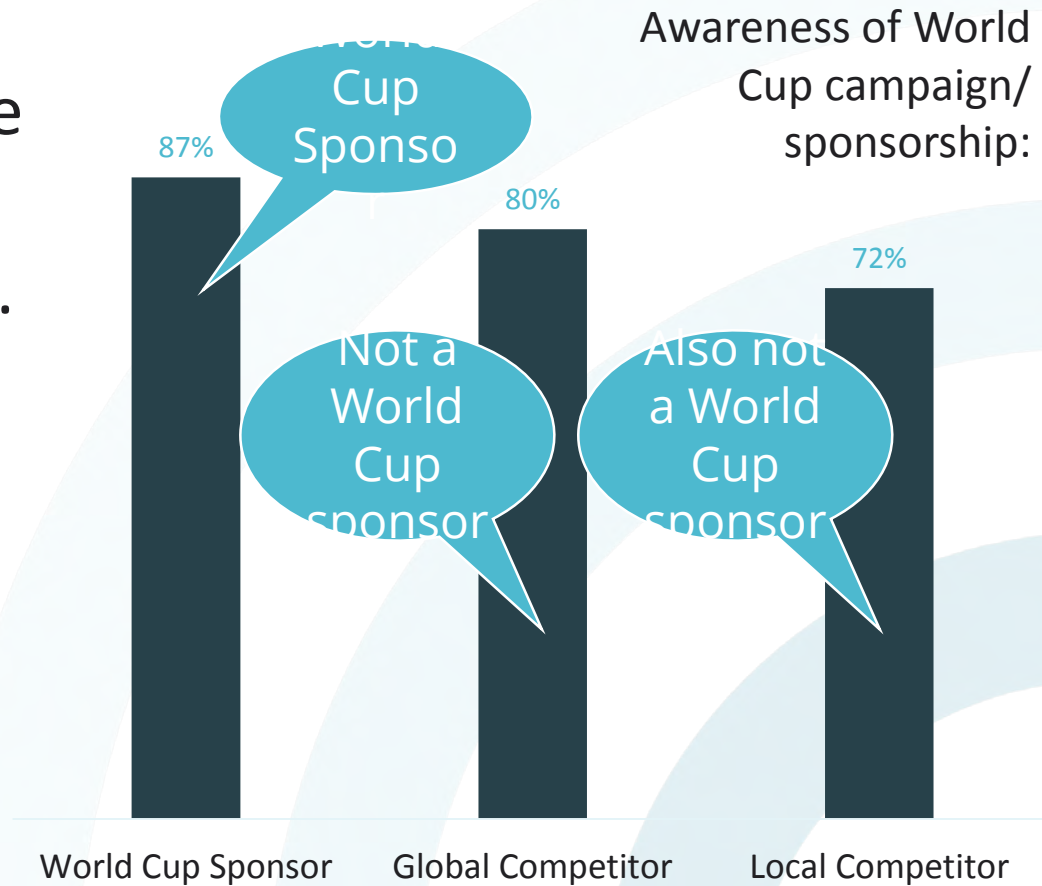


Be BEST
on (and off) field

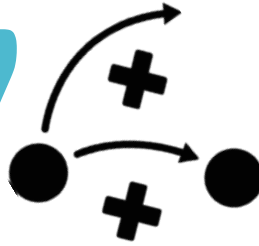




If your brand, or your campaign, is not distinctive enough, you'll end up helping your competitors...



7



Don't hug the line, channel or strategy

Be reactive and topical





#TeamforPirlo



Great joke AND MARKETING OPPORTUNITY

Carrying
Portugal



Carrying
England



Carrying
Germany



This post injured Neymar





See you in 2022!

www.geopoll.com

