

## 1 Who are the customers?

"We are proud to say that this FIFA World Cup has been the biggest multimedia sporting event in history, with more people watching matches and highlights online than ever before,"

*"FIFA Director of TV Niclas Ericson."*

Approximately 3.5 billion people in 200 countries are projected to watch the event



Source: www.fifa.com, www.mediapost.com

## 2 Social Trends 2014

### TWITTER

- 19 Billion impressions
- 2 Million mentions
- 3.8 Million Retweets
- Followers increased 110% to 17 Million

### FACEBOOK

- 451 Million
- 77 Million
- 15 Billion
- Increased 81% to 39 Million

Source: uxwaterlo

## 3 Content



## 4 Behavior

24 Million FIFA World Cup™ App downloads

48%

63%

48% of soccer fans (from 11 countries) who have a smartphone plan to use them to follow the World Cup action. That's second only to TV (63%).



Most consumers plan to follow the World Cup at home – either at their own home (69%) or at someone else's (34%)

Smartphones will act as the gateway to World Cup information and content – 58% will use their device to access information, while 46% will access content while following the tournament

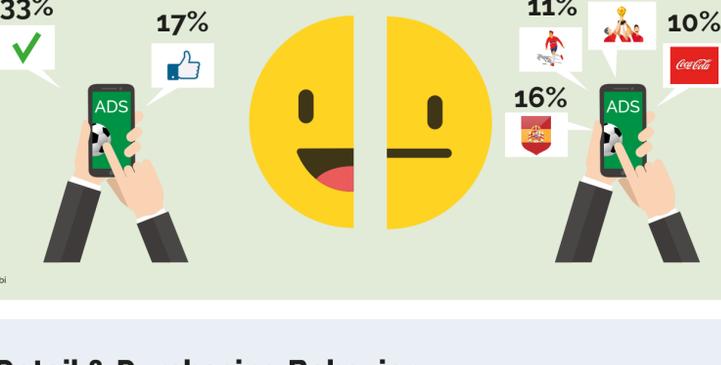


Viewers in the UK are most willing to pay for World Cup video content (80%), followed by Mexico (78%) and Columbia (74%).



As for the type of mobile advertising they're most responsive to, 33% say they want to watch ads that are entertaining and creative. Only 17% say the relevancy of the advertising is important.

16% want ads that feature their country's team. Moments from previous World Cup matches (14%), star athletes (11%) and ads from World Cup sponsors (10%) aren't as popular



## 5 Retail & Purchasing Behavior

If advertisers want to predict shopping patterns in advance they can use this data to pre-plan advertising campaigns with tailored messages and offer products that would best fit a win or loss result. This type of advertising can be applied across websites and other marketing channels, including advertising campaigns surrounding big games.

The use of advertising after a loss can be even more effective in some situations since shoppers with a lower morale may not want to visit a site unless they are actively encouraged by a discount or promotion.

Tickets are available for purchase exclusively at FIFA.com



Over three million tickets were requested

3 million

## 6 Location & OOH Targeting

Event Targeting uses programmatic advertising to deliver ads to users who have attended an event or set of events at specified locations, dates and time. When a prospect enters a pre-defined, geo-fenced location during a set timeframe, they become a part of an audience that can be targeted both during the event and for up to 30 days afterwards.



70%

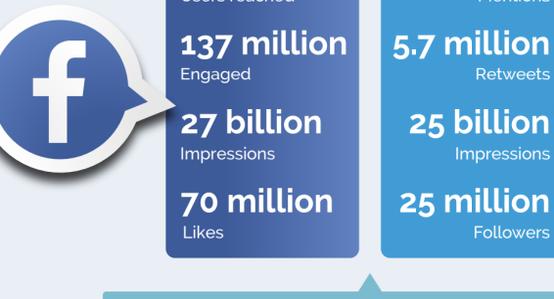
Given the benefits of geo-fencing campaigns and the return on ad spend they provide, it's no surprise that eMarketer found that nearly 70 percent of programmatic advertising spending this year will take place via mobile. Simpli.fi is leading this trend with over 8,000 live geo-fencing campaigns that target over 200,000 individual geo-fenced locations. The addition of event targeting to Simpli.fi's geo-fencing capabilities brings further benefits to advertisers using the Simpli.fi platform.

To learn more about topics like geo-fencing, go to [www.digilant.com/category/digilant-university/](http://www.digilant.com/category/digilant-university/).

Source: Simpli.fi

## 7 Predictions

2018



TV Broadcasters are likely to pull in close to \$600 million during the event.

Source: www.mediapost.com