
BRAZIL 2014 > A WORLD CUP SPONSORSHIP & PARTNERSHIP REVIEW



ACTIVATION, AMBUSH & ADS > STRATEGY, TACTICS, TRENDS & INSIGHTS

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OVERVIEW

FIFA's World Cup is the planet's biggest property, its biggest party and possibly its biggest protest platform. Even the most conservative statistics show that Brazil 2014 will reach more than a billion people around the globe. It tops all the other major annual sponsorship properties, from the Super Bowl to the Champions League, and most measurements place it well ahead of the Olympic Games in terms of total TV audience. It is marketing's biggest event and the space for the world's biggest sponsors and most ambitious ambushers to showcase their finest work, to launch cutting edge creative and roll out the most innovative and original work. For all sponsorship professionals and marketers it acts as an industry benchmark, offering unique strategic and tactical learnings, as well as contemporary insights into the industry's future.

From exploring the parallel global/local multi-brand strategies of FIFA sponsors like A-B InBev, Hyundai/ Kia and Visa, comparing ultra competitive campaigns from rival global giants (eg official sponsor Coca-Cola and guerilla rival Pepsi, or equipment partner Adidas and sportswear arch enemy Nike), to showcasing cinematic epics from ambushers like BeatsByDre and the subversive guerilla work from unofficial challenger brands such as Paddy Power, our report analyses official activation, scrutinises ambush work, identifies trends, champions bravery and innovation, as well as highlights the use of cutting edge technologies and new platforms to provide our clients with creative inspiration, idea generation, competitor and sector analysis, actionable learnings and key insights from the planet's No.1 sponsorship property.

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Add some Activative insight & intelligence to your Brazil 2014 thinking for £300 >



Our interactive World Cup report explores and analyses official sponsor activation, partner marketing and ambush activity across the wider Brazil 2014 landscape: offering strategic and tactical learnings, plus contemporary trend insights, with a focus on creative excellence, new technologies, innovation, originality and bravery.

- > FIFA Partners & FIFA World Cup Sponsors
- > Brazil 2014 World Cup National Supporters
- > Rights Owner World Cup Initiatives
- > Media Partners & Official World Cup Broadcasters
- > Sports Apparel Brands & Kit Partners
- > Team Partners & Player Sponsors
- > Ambush Brands & Guerrilla Initiatives
- > Fan Creation & Protest Campaigns

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