

ACTIVATIVE

THE MARKETER'S

A TO Z

GUIDE TO WINNING THE WORLD CUP

Creative and strategic intelligence to fuel game-changing sports and sponsorship marketing

A is for Anthem >

It's practically compulsory for contemporary World Cup campaigns to have an anchor 'anthem': preferably choose an out-of-copyright power ballad or a middle of the road R&B cover

C is for Commercial >

Shoot a pricey hero commercial in an exotic location you've never been to and always wanted to visit (not Crimea or Siberia). Remember to describe it as a short film or long-form content in your PR

B is for Balls >

The Teslar 18: adidas makes them, the official match ball carriers carry them, the players kick them, FIFA has a golden one and David Beckham has two of them



D is for Deep Dive >

Retro fit deep dive research into your post tournament campaign review: ideally including data showing football fans prefer fire and thumbs-up emojis over carefully crafted creative and expensive ad copy

E is for Experiences >

Create a programme of exciting participatory football focused brand experiences: you know, something vaguely 'footballly' that you can say appeared somewhere at sometime and someone took part in it

F is for Fans First >

Claim to be fan focused and that you always put fans first, while simultaneously building your campaign mostly around your pricey player endorsers and a small group of B2B targets

I is for Instagram >

Because nothing says 'I love football' quite like an hour-long, pre-match branded Instagram livestream on a tiny mobile screen (ditto Facebook Watch etc)

G is for Goals >

Celebrate them, amplify them, recreate them via a cheap video series and run a competition about who will score the most and win the Golden Boot (tip: it'll probably be someone called Cristiano not Lionel)



H is for Hospitality >

Create an extensive hospitality programme by inviting mates/clients to the office/pub to watch matches and then incentivise list building with a ticket giveaway (the prize: 1 ticket to an obscure group game in Ekaterinburg)

J is for Juntos.... >

From 'Juntos num só ritmo' (in Brazil 2014), to 'Ke Nako' (in South Africa 2010), there are so many forgettable World Cup slogans. Not to mention Hyundai's 32 fan-created team bus ones. So why not create one for your brand?

K is for Kit Deals >

How come Nike spend £100m-a-year to be the Brazil shirt supplier, while it only costs Adidas £40m for the German jersey deal? If you can answer that you are a football marketing genius

L is for Lads Ads >

Avoid the old school lads ad at all costs! They are so 20th Century. There's a reason why Loaded is no longer in print. Plus, women like football and buy things too you know

M is for Memes >

World Cup marketing mostly means lazy marketers leveraging fan memes: occasionally these reference pieces of skill or goals, but usually it's just daft hair (yes, that's you Neymar Jr)

N is for Neymar Jr >

Brazil's chosen one seems to be fronting ad campaigns for all of your competitors, so you might as well sign him up too. After all, his hairstyle has already broken the internet



O is for Official >

Get on your knees and pray to Pele that your board forks out \$50m+ per year for official FIFA rights, or \$10m+ for a national team deal, before settling for an economically sensible ambush strategy

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P is for Players >

Recruit a squad of iconic, legendary endorsers to your brand's athlete ambassador stable: preferably some former footballers that someone, somewhere has heard of and can recognise

Q is for Q&A >

The Q&A is the fallback activation option when trying to maximise value on your player endorser deal and create even more content that no one will ever actually consume

R is for Real-Time >

Claim to run live, as it happens activation in response to on-pitch action. Then just roll out pre-shot content from the creative library you've been building up for months

S is for Stereotypes >

Avoid national stereotypes and country clichés like the plague: so no bears, wolves, fur hats, vodka, Cossack costumes, onion-domed churches and definitely no hammers or sickles

T is for Terminology >

Use Spanish language football terminology like 'Futbol', 'Gol' and 'Copa' in your ad copy for faux gravitas and additional authenticity

U is for Unity >

Build messaging around 'global unity' and 'world harmony' (you know, teach the world to sing etc...) and then activate locally and target niche demographic segments

V is for VAR >

Forget crypto currencies and the blockchain, now you need to find out what VAR is all about it. But thank god it's not 'V for Vuvuzela': cheap plastic branded horns are so South Africa 2010

W is for Winners >

Remember to congratulate the winners (Germany) through gritted teeth with an over enthusiastically sincere social media post

X is for Xavi >

Xavier Hernández Creus is the most cultured player at Russia 2018 and also seems to have a nifty commercial contract which means he must be part of all football marketing leveraging the Spanish team

Y is for Gen Y >

If you're short of customers born between 1980-2000 your CEO might suggest using the World Cup to start a Snapchat conversation with them. But they're all off watching eSports on Twitch

Z is for Zidane >

After his recent triumph, you'd have thought the French midfield maestro would be plotting Real Madrid's assault on the UEFA Champions League 2019. But he's resigned as Los Blancos manager just in time for you to sign him up as your World Cup ambassador and analyst



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