

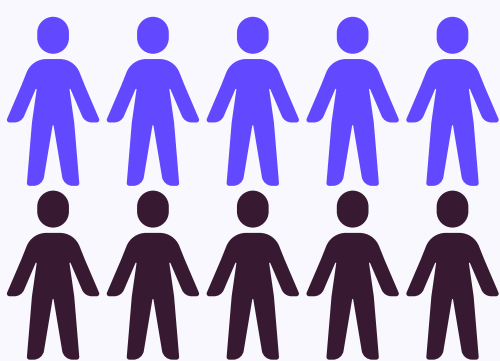


FIFA World Cup 2022 Sponsor Impact Report

Market: Canada



FIFA World Cup & Canada Soccer Partners Measured



9.7MM+
47% of Canadians
aged 13-64 have
engaged with the
FIFA World Cup in
the past year.

Source: SponsorPulse Insights Platform

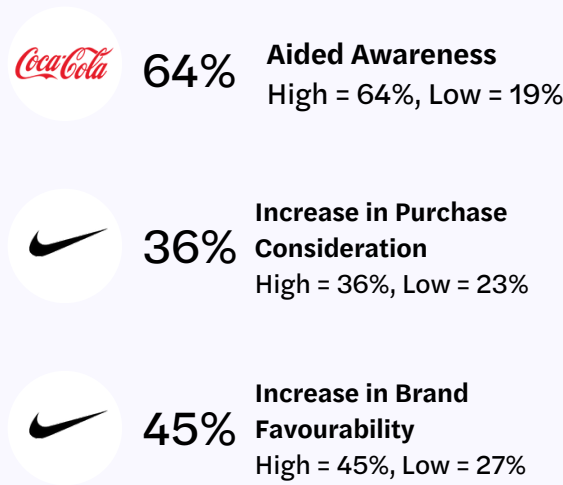
Unaided Awareness

Adidas claims top spot in Canada with 17% of those engaged calling out the brand unprompted. Long-time football sponsors Coca-Cola, Nike, Budweiser, and Visa round out the top five.



Top Sponsor Performance

Coca-Cola clinches the top spot for aided awareness, while Nike benefits from purchase consideration and favorability gains. Find out how the rest of the brands stack up in the full report.



Top Awareness Driving Activations

In-and-around-venue signage proved to be the top performing awareness drivers for the top 4 sponsors in aided awareness.

	Signage in and around stadiums
	Branded field boards in stadium
	Kit/jersey sponsor
	'For Fans Everywhere' commercial
	Signage in and around stadiums

[Contact us for the full report](#)

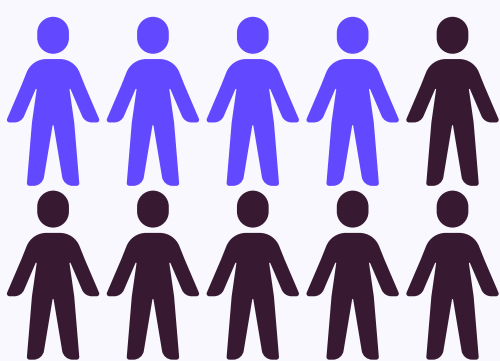


FIFA World Cup 2022 Sponsor Impact Report

Market: USA



FIFA World Cup & USA Soccer Partners Measured



96MM+
43% of Americans
aged 13-64 have
engaged with the
FIFA World Cup in
the past year.

Source: SponsorPulse Insights Platform

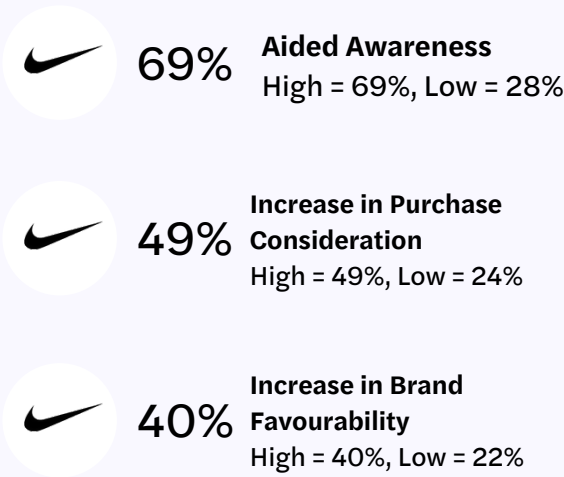
Unaided Awareness

Adidas and Nike assert their
respective dominance within
football with best-in-class
unaided awareness, followed by
Coca-Cola and Budweiser.



Top Sponsor Performance

Nike sweeps top
sponsorship performance
categories, but legacy
sponsors aren't far behind.
See how other top brands
faired in the full report.



Top Awareness Driving Activations:

Among engaged with the World
Cup, a staggering 1 in 3 became
aware of Nike FC's new
Footballverse within 30 days of
its launch

	Nike FC presents Footballverse campaign
	Kit/jersey sponsor
	Official partner of Men's & Women's National teams
	'For Fans Everywhere' commercial
	Branded field boards in stadium

[Contact us for the full report](#)