# A PLANNING TOOL FOR WORLD CUP ACTIVATIONS





FIFA WORLD CUP Qat\_ar2022





What football content to promote with your brand? National teams, players, brands

Other marketing cues? Brand and product affinities, hobbies, interests

Which channels to use? Social media, mainstream media, in store, influencers







# **HOW WE DO IT**

Leveraging our unique access to a digital data ecosystem we model **15000** behavioural variables that span across psychographics, digital touchpoints, media consumption, lifestyles, influencer and brand engagement and of course, football



YOUR KEY AUDIENCE

# LIFESTYLE & INTERESTS

Sports Home & Gardening Technology Travel Shopping Food Outdoor Recreation...

## PEOPLE

Artists © Celebrities © Actors © Bands © Musicians © Athletes TV Hosts © Culinary Chefs © TV Hosts...

### BRAND AFFINITIES

Fashion | Electronics | Retail | Mobility | eCommerce | Banks | Luxury | Cosmetics | Beauty | Services | Durables...

### **ARTS & ENTERTAINMENT**

Music Movies Events Arts Books TV Shows Streaming Services...

### MEDIA PREFERENCES

Social Networks © TV Channels © Influencers © Device Usage © Digital Activities © Radio Magazines Newspapers © Gaming Apps...





