

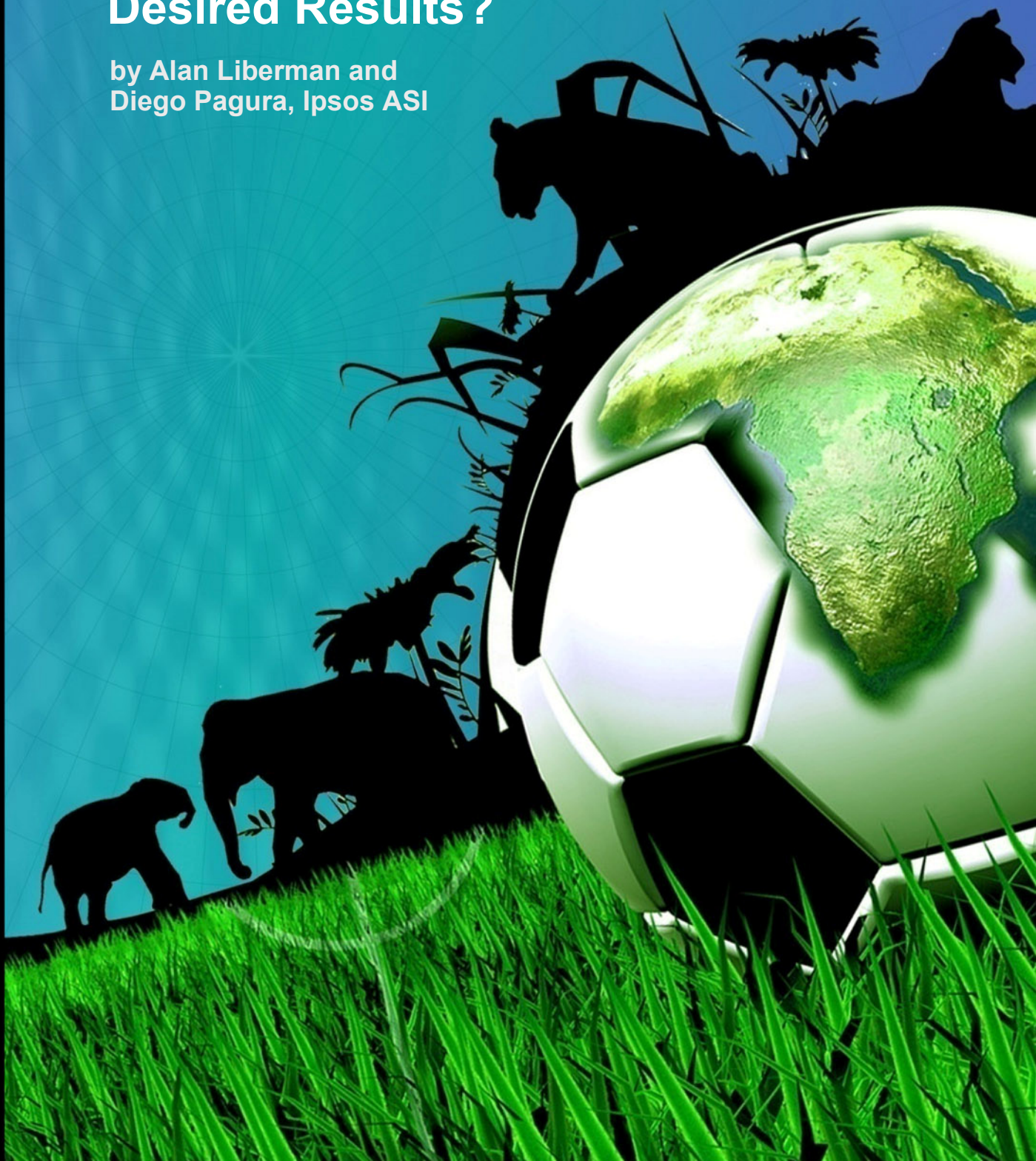


Ipsos ASI
The Advertising Research Specialists

World Cup 2010: Did Advertising Dollars Bring Marketers Their Desired Results?

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REFLECTIONS
Inspiration for Action



World Cup 2010: Did Advertising Dollars Bring Marketers Their Desired Results?

The Games Were On

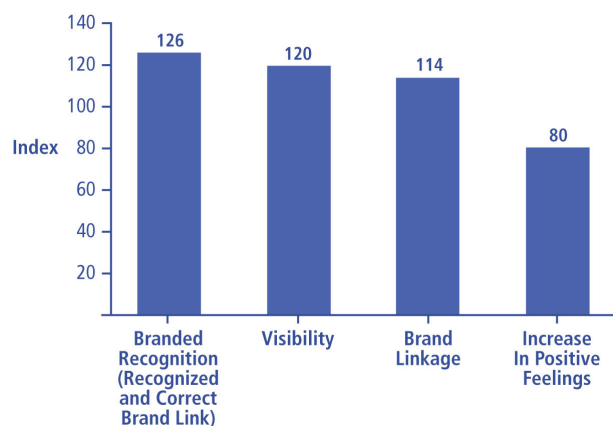
For one month in 2010 (June 11th – July 11th), the world's attention was focused on a soccer field in South Africa, as the top soccer players from 32 countries around the world competed in the 64 games of the 2010 FIFA World Cup. This international event captured the attention of seasoned soccer fans, as well as those who got caught up in the fever of this worldwide competition and wanted to root for their country, a country they admired and/or a favorite player.

Televisions around the globe were tuned to the games, with audiences and ratings in many countries surpassing those achieved during the 2006 World Cup games. Given the enormous appeal of these games, marketers had an opportunity to reach large audiences worldwide, with the goal of not only promoting their brand, but of demonstrating their support for the games. The question each marketer now has to answer is: were their advertising efforts successful and well-received, ultimately resulting in a positive image for their brand?

Were The Ads Too Much Of A Good Thing

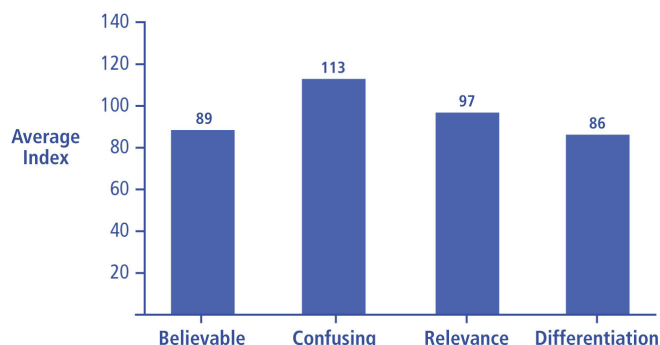
Overall, the World Cup ads performed better in breaking through the clutter of the other ads, as well as the games, than in leaving a branded memory. While almost all of the World Cup advertisements were effective in being recalled and being correctly linked to their brand by consumers at above average levels, only one-half of the ads were able to elevate consumers' previous levels of positive feelings for the brand.

Reactions After Ad Exposure



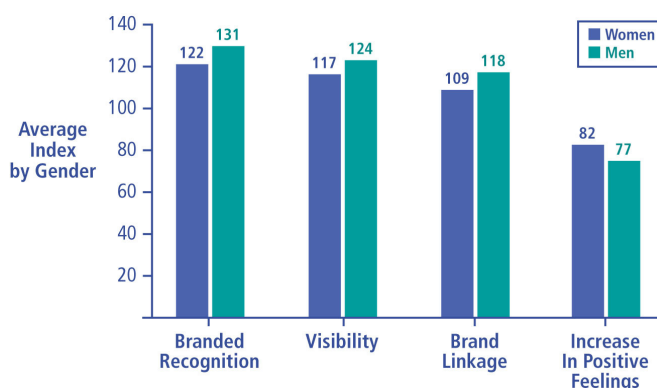
For the most part, the ads fell short in being believable, relevant to consumers' needs or different from other brands in the category. Importantly, the level of confusion elicited by the ads was higher than expected; this is, perhaps, a result of consumers being exposed to an extraordinary amount of ads during the four-week World Cup period, causing consumers to be uncertain about the products' benefits.

Diagnostics After Ad Exposure



Interestingly, females paid attention to World Cup advertisements and had response rates that equaled those of their male counterparts.

Reach And Feelings Towards The Brand By Gender



What Made A World Cup Ad A Hit

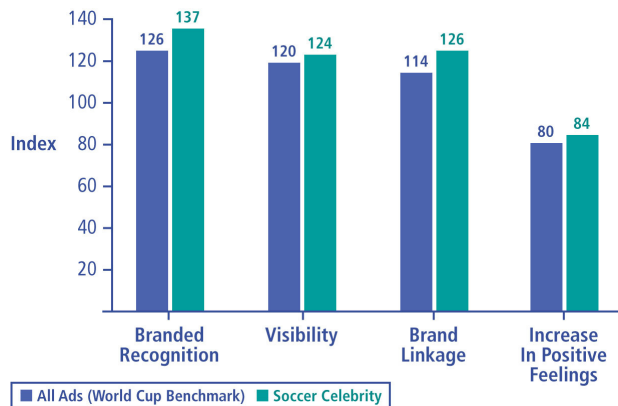
There were several World Cup ads (nearly 20%) that were successful in their ability to resonate with consumers in terms of their strong reach and their strong response levels. These were ads that were able to:

- Feature clear and prominent category codes
- Introduce the brand early and make the brand the hero of the ad
- Be used in a credible context and feature a surprising and unexpected element that grabs consumers' attention
- Differentiate the brand's characteristics from other brands
- Provide a product or service that is relevant to the consumer
- Feature a soccer celebrity from a team that is doing well when the ad plays
- If part of a worldwide campaign, be customized for the country it plays in
- Be inspiring

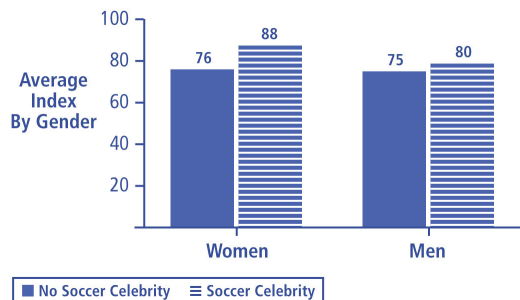
Celebrities Didn't Enhance Brand Images

There were several creative ad styles that were used in World Cup advertisements, including the use of a soccer celebrity, humor, emotional themes, official sponsors and promotions/offers. World Cup ads that featured celebrities outperformed other ads, particularly in brand recognition; these ads used the celebrities in credible and unexpected situations and were successful in making the brand the hero, not the celebrity. However, while positive feelings towards the brand increased with the inclusion of a celebrity, particularly among females (who might be reacting to the appeal of the players), the level of positive feelings was still below average. And, unfortunately, the inclusion of a soccer celebrity did not make an ad any less confusing to consumers.

Impact Of Soccer Celebrities On Reactions After Ad Exposure



Soccer Celebrities Generated A Bigger Response From Women



An Audience In A Bad Mood Elicited Negative Reactions To Ads

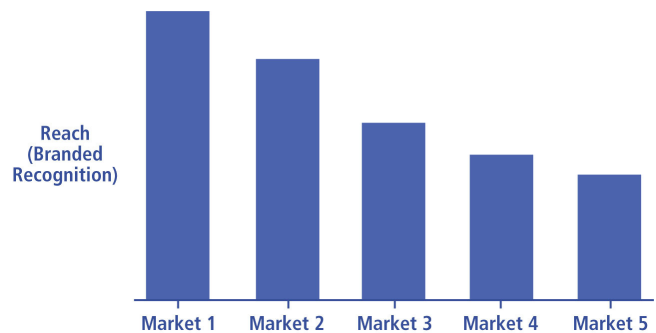
Marketers took a chance when they portrayed teams or team members as heroes in the ads and these teams and/or players did not perform accordingly in the World Cup games. If the team or player did not do well and/or was out of the games when the ad played, the morale of the audience was low and, as a result, they did not respond well to the ads. Audiences tended to take out their disappointment and frustration with the games on the brand/advertisement.

Ads Performed Differently From One Country To Another

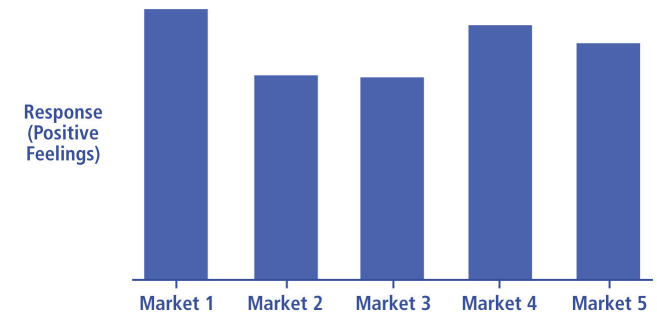
In many cases, an ad was created and produced in one country, with the intention of using the ad globally, across different countries. Marketers need to be cautious of this practice, as the same ad often performed differently in different markets. Therefore, the ads should have been modified for the country in which they were shown.

Ad Performances Varied Tremendously

Reach



Response



Did Marketers Spend Wisely On Their World Cups Ads

Advertising in the World Cup event, where ads were competing for consumers' attention among 64 soccer games and hundreds of other ads, gave the advertised brand an enormous opportunity for worldwide exposure. However, participating in this event did not guarantee that consumers would feel any more enamored with the brand than they would have been if the ad had not appeared during the World Cup period. Consumers might have remembered you were there... but, might not have remembered what you said.

About Ipsos ASI

Ipsos ASI offers marketers state-of-the-art advertising research built on more than 40 years of experience using measures predictive of in-market performance. We offer a full-range of solutions across all media – at any stage in the creative process – from equity assessment to strategic development, advertising testing, and tracking. Our research is backed by a dedicated team of advertising research specialists whose mission is to deliver the answers that will add value to your business anywhere in the world.

About Ipsos

Ipsos ASI is a member of the Ipsos Group, a leading global survey-based research company. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. With offices in 55 countries, the Paris-based company was founded in 1975.

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