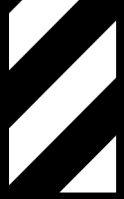




WORLD CUP ENGAGEMENT BAROMETER

NAVIGATING THE UNCHARTED TERRITORY
OF THE QATAR WORLD CUP





A WORLD CUP LIKE NO OTHER



winter



eooy



qatar



disappointment



KEVIN
DE BRUYNE

Verzamel alle Rode Duivels!

Vervolledig je album.

S. MIGNOLET
M. BATSHUAYI

ONGEZIEN
35€
voor 2 zitjes*

Vervolledig snel je album en ga naar de Rode Duivels!

*voor een thuismatch

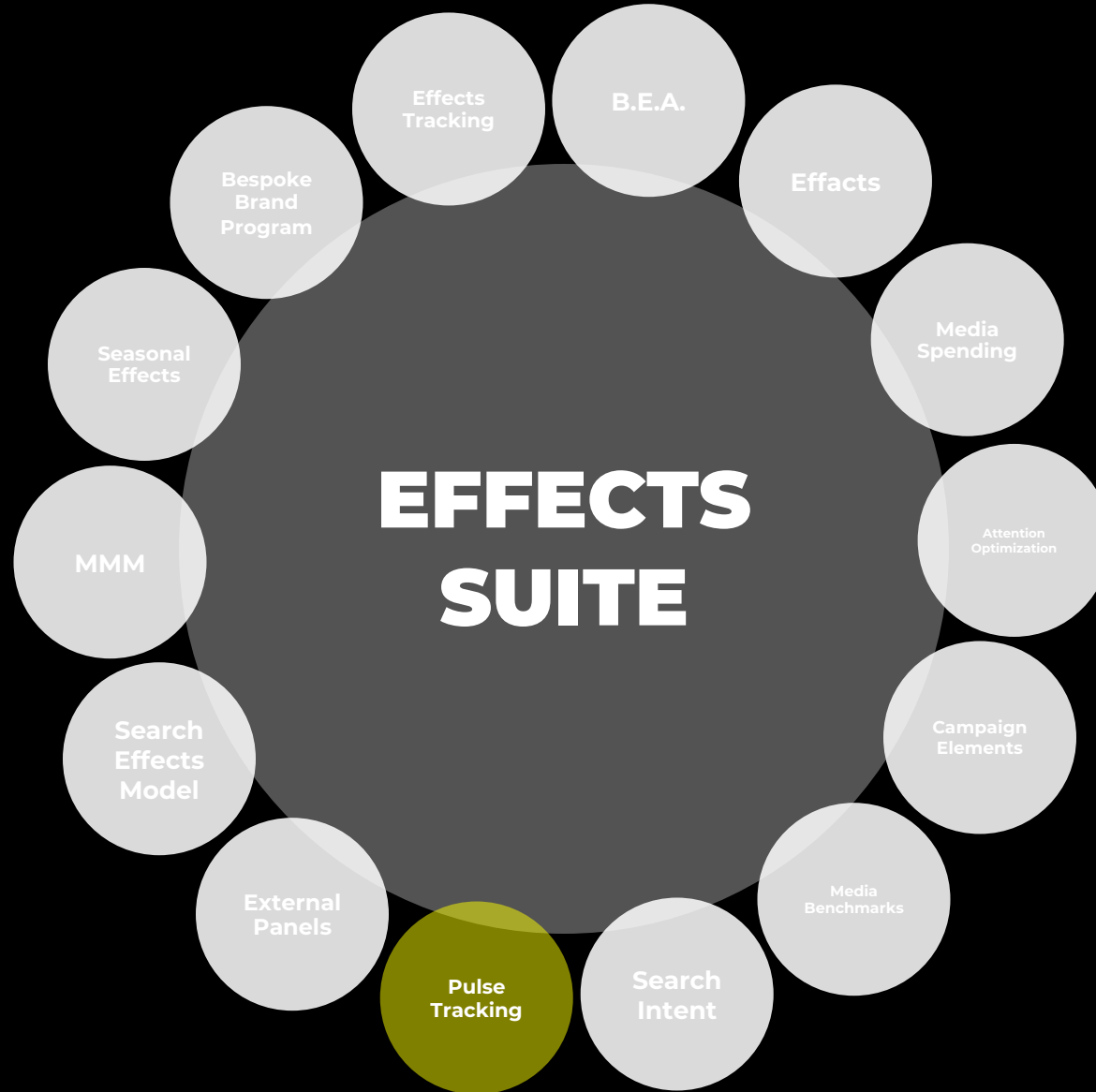


Kevin, si tu célèbres un but comme ça, c'est Jupiler gratuite pour la Belgique

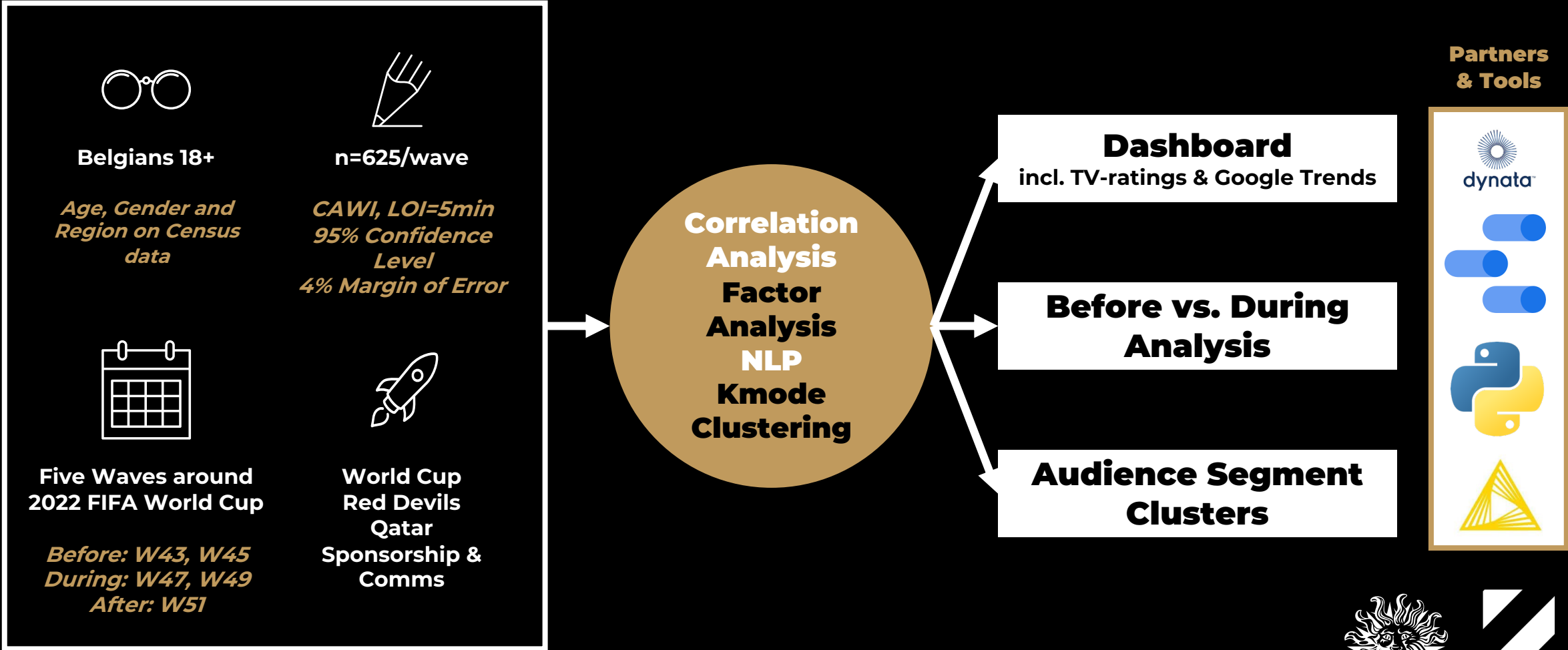
Believe





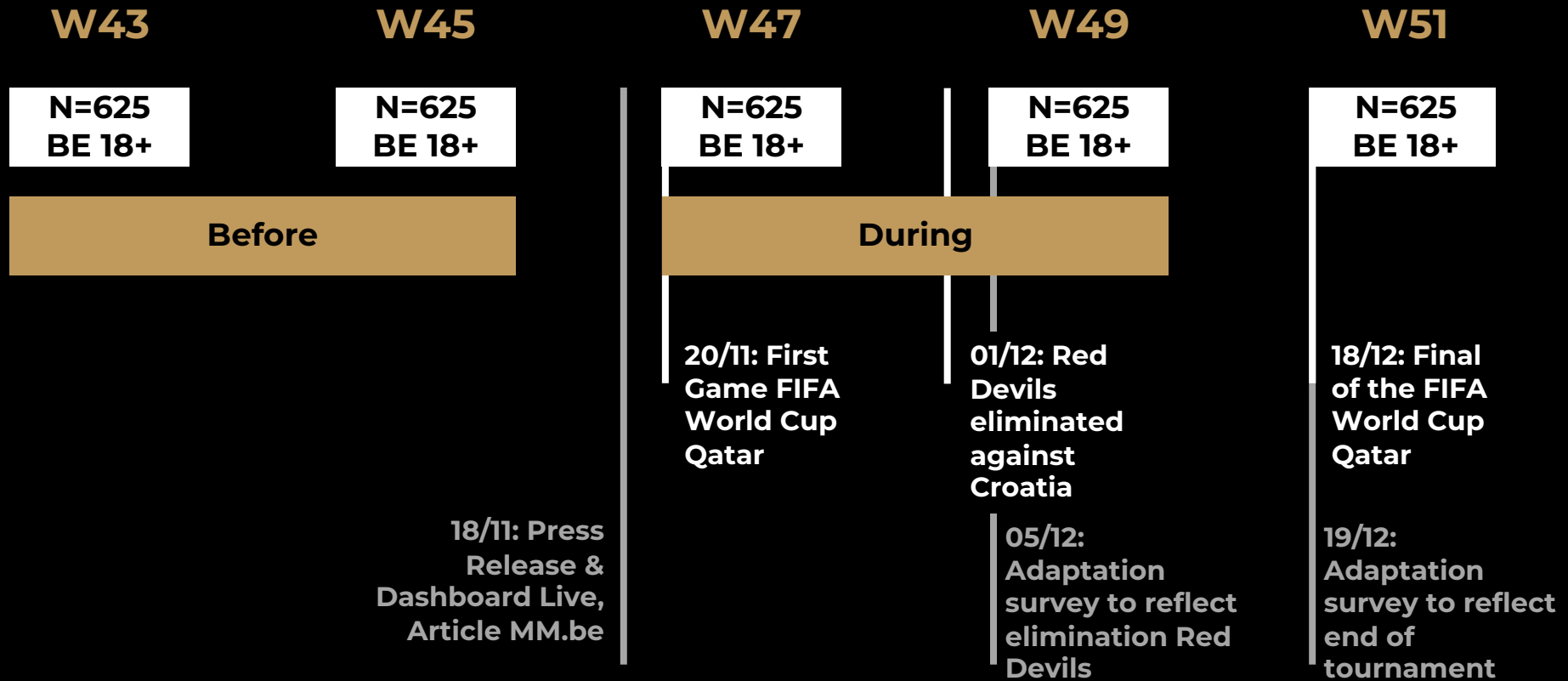


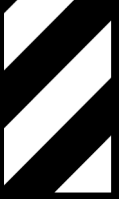
WORLD CUP ENGAGEMENT BAROMETER



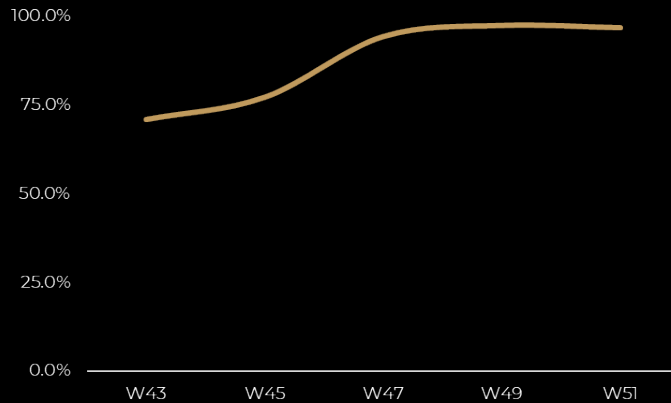


WORLD CUP ENGAGEMENT BAROMETER

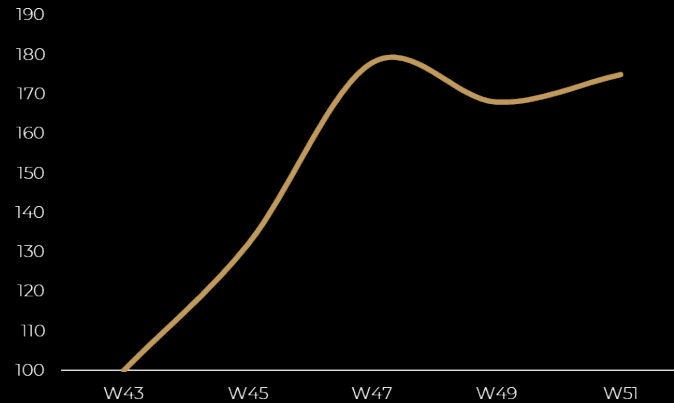




LESSONS AND DATA FOR FUTURE MEDIA PLANNING



phasing insight



impact index

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Interest in World Cup	Very high	Very high	Rather high	Intermediate	No
Viewing Context	Socially in multiple locations	Alone at home	Home with family	Home with their partner	Not
Media Consumption	<ul style="list-style-type: none">• TV• Streaming (Video & Audio)• Social	<ul style="list-style-type: none">• TV• Social• On-the-go Media	<ul style="list-style-type: none">• TV• Information Media (Online Press, Radio,...)	<ul style="list-style-type: none">• TV• Online	Medium to Light Media Consumers overall

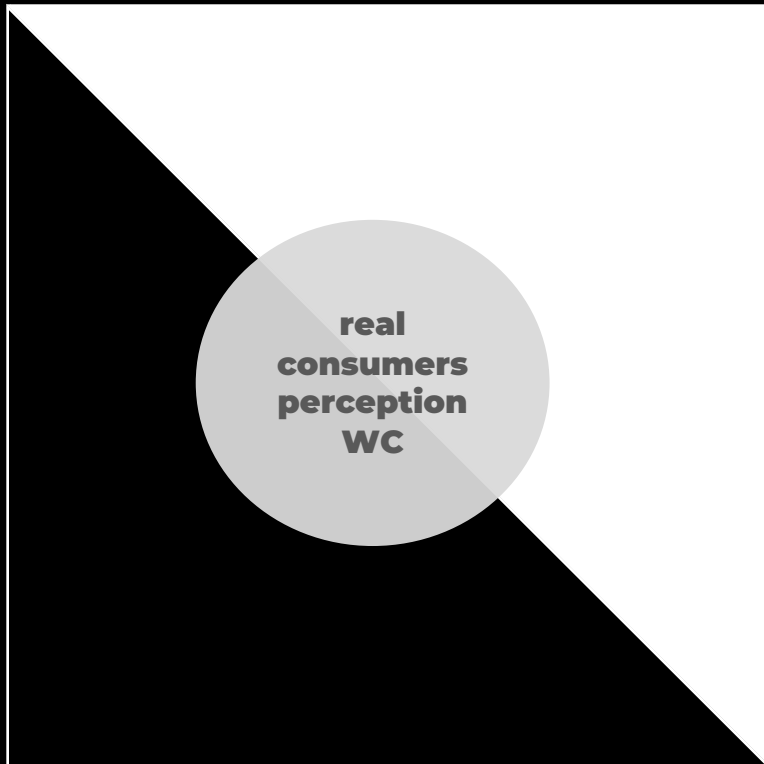
audience clusters



PEOPLE OBSESSED

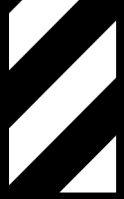
A RECALL FOR EMPATHY

marketeers perception WC



- Qatar as the WC location
- Mixed feelings towards Qatar
- Sportwashing seems to work





WHY THE W.C.E.B. DESERVES AN AMMA

1. **3 pieces of data for the future**
2. **An openly available dashboard (still today)**
3. **Visibility that led to new clients**
4. **Happy existing clients and partners**

“As long term partners of football, and more particularly the Belgian Red Devils, the FIFA World Cup is an important moment for Jupiler in terms of branding and commercial opportunity. The 2022 FIFA World Cup in Qatar came with a lot of uncertainty though. Firstly it was the first time the Jupiler brand would run a big activation during winter. Secondly the negative sentiment around the hosting country made it difficult to assess the impact this would have on consumer engagement. As a local resource of insight, Publicis Groupe’s World Cup Engagement Barometer proved to be a very valuable tool to navigate our communications approach right before and during the event.”

Josse Peremans, Jupiler Marketing Director Europe





THANK

YOU

Flore & Matthias

