

**Presented By: Sharon Lee Thony**

Founder & CEO, SLT Consulting



# **Your brand in play:**

Marketing strategies for FIFA and beyond



**Sharon Lee Thony**

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## **Your brand in play:** Marketing strategies for FIFA and beyond

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How to design marketing campaigns aligned with major events, while also strengthening long-term brand presence and customer engagement.

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## WELCOME!

- Icebreaker
- The Power of Event Marketing
- Questions and participation
- Materials download



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## Post in the Chat: What brings people together?

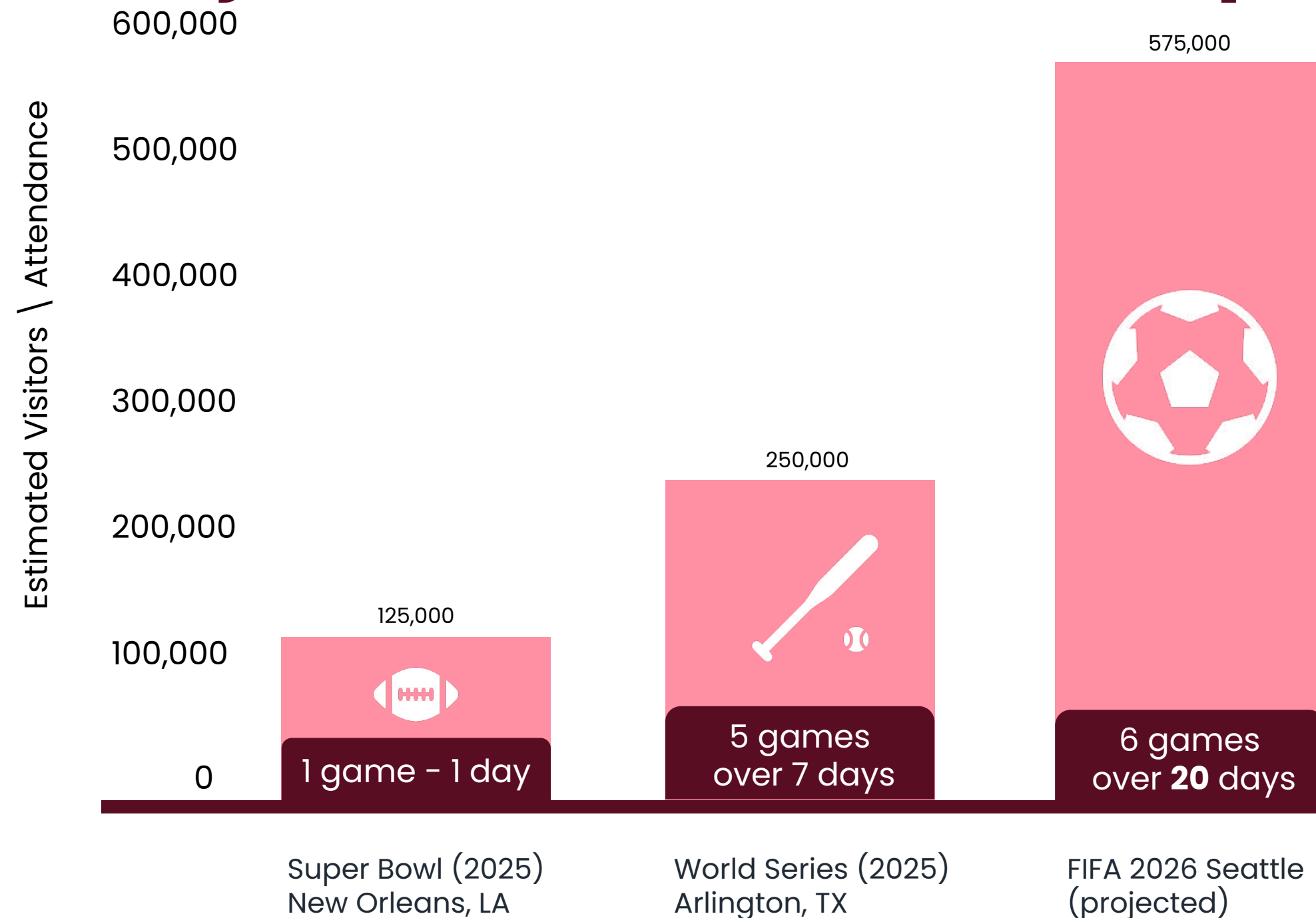
- **Think about the last time your community came alive.** Was it a championship game, a music festival, or a cultural celebration? Major events have the power to unite entire cities and create energy you can tap into.
- **Share in the chat:** What events bring people out in your city? What makes those moments special for local businesses?



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## Major event attendance comparison



Super Bowl 2025 - <https://bytebridge.medium.com/super-bowl-lix-in-new-orleans-482d5c81829e>  
World Series 2025 - <https://www.mlb.com/press-release/press-release-2024-world-series-drives-big-results-across-global-viewership-merc-handise-sales-attendance-and-social-media>  
FIFA World Cup 2026 Seattle (projected) - <https://www.axios.com/local/seattle/2024/02/05/world-cup-match-seattle-schedule-2026>

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Plug into the

**POWER**

of event-driven  
marketing.

Your usual reach

×

Bigger event audience (1.5–3.0)

×

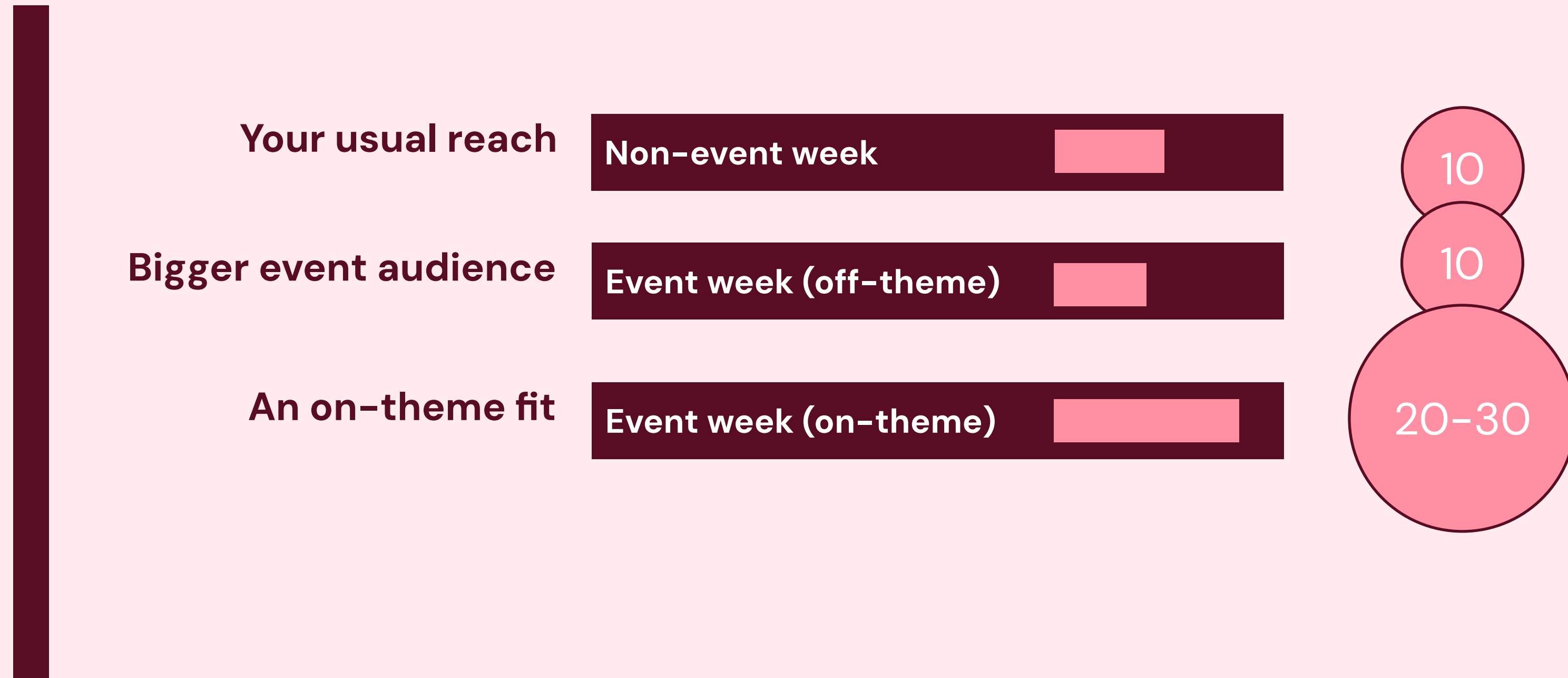
An on-theme fit (0.0–1.0)

**How far your message goes**

You'll find this equation in your participant toolkit.

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# Your brand in play:

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Start finding more customers **NOW**

## Team up to reach more people

- Business groups
- Hotels and travel agencies
- Watch-party venues
- Local creators

## Increase visibility and word-of-mouth

- Local media angles
- Customers posting and sharing photos
- Solicit reviews

## Build your list and learn what works

- Use sign-ups for email lists or loyalty programs.
- Leverage simple tracking links and QR codes.
- Conduct quick tests (A/B tests) between two posts or offers.

Find regional toolkits and portals from your local host committees and chambers of commerce.

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Remember the **four Cs.**

### Principles that win

in high-energy,  
high-traffic moments.

**Context:** Meet the moment.

**Clarity:** One message, one CTA.

**Capacity:** Only promote what you can fulfill.

**Capture:** Always collect something.

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## Legal risk considerations

### You cannot use:

- FIFA
- FIFA World Cup
- World Cup
- Branding or signage implying official endorsement
- **You can't suggest your business is "sponsored by" or "in partnership" without authorization.**

You cannot use official **logos, emblems, slogans,** or the **official typeface** without authorization.

### You can:

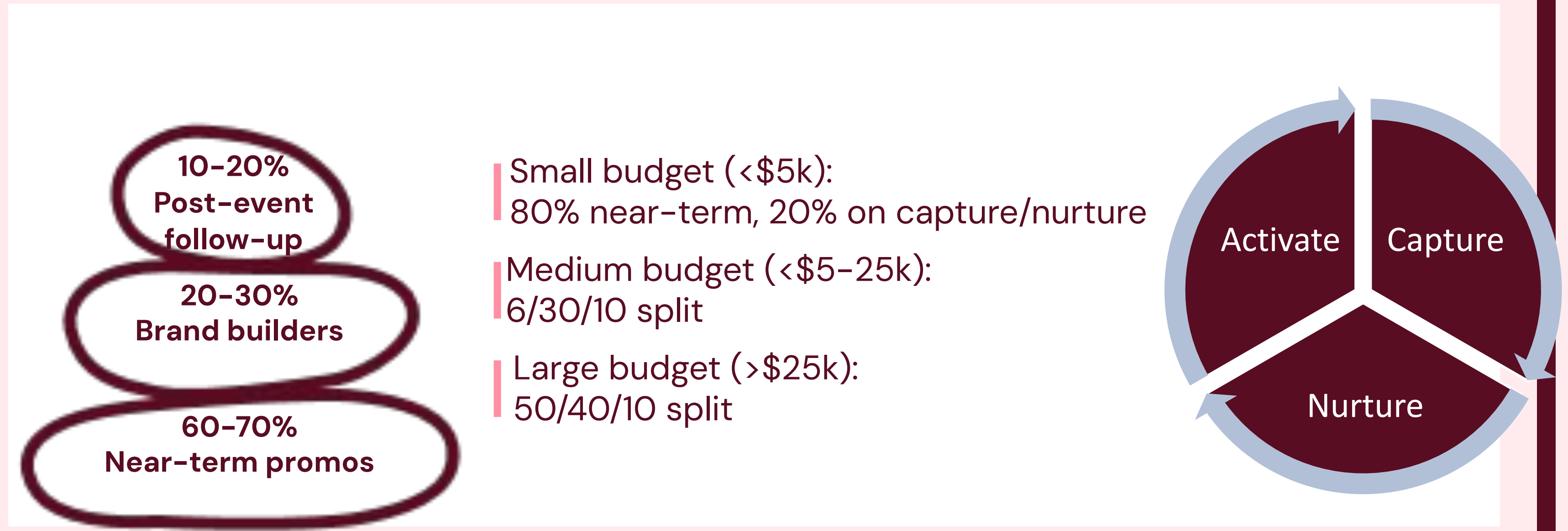
- Hold non-branded gatherings
- Use generic football or country-themed imagery and packaging
- Name menu specials after teams or players
- Co-brand with local soccer clubs or bars showing games
- Use generic soccer language
  - "Football"
  - "soccer"
  - "Big match"



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## Balance activation with brand building.



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## Strategy roadmap

### Principles that win

in high-energy, high-traffic moments.

#### Objective

one  
primary  
goal

#### Audience

define who  
you're  
reaching

#### Messaging

build  
on-brand  
messaging

#### Translate

into simple,  
creative  
tie-ins

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# Strategy roadmap

## Choose one objective.

### Increase:

- Awareness
- Walk-ins
- Contact lists
- High-margin sales
- Partner leads

**Make it measurable**  
by giving it a number.

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## Strategy roadmap

### **Audience**

**e**

Define who you're reaching.

### **Core groups**

- Locals
- Visitors
- Corporate buyers
- Hosts

### **Meet them where they are.**

- Hotel flyers
- TV spots
- Table tents
- Social media

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## Strategy roadmap

### Messaging

On theme  
and on brand

For [specific audience], receive [benefit] for doing [action] during [time frame].

“For **hotel guests**: Get a **matchday combo** when you **show this QR** during halftime.”

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# **Strategy** roadmap

## **Translate**

your message  
into simple,  
creative tie-ins.

## **Ideas**

- Soccer-themed packaging
- Menu specials
- Co-branding with local teams or establishments
- Special in-store moments

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**Plan** your campaign timeline.

## Pre-event

(3–6 months)

- Partnerships & permits
- Content creation & influencer outreach
- Email list building
- Staff training

## Match weeks

- Activate promotions
- Real-time social content
- Customer experience delivery
- Live engagement

## Post-event

(1–3 months)

- Thank-you campaigns
- Review collection
- Highlight reel creation
- Plan for next time

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# Get **connected**



## **Tap into local resources.**

- Chambers of commerce
- Host committees
- Small business associations
- City government

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## Bakery brainstorm

A fictional bakery, "The Muffin Oven," needs some ideas.

**With a partner,  
think of one idea  
for:**

- A FIFA-themed offer
- Packaging
- A message line
- A likely partner

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# SHARE OUT

A fictional bakery, "The Muffin Oven," needs some ideas.

## What was your idea?

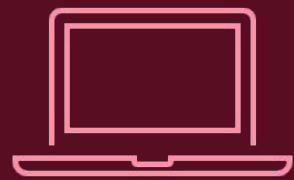
- A FIFA-themed offer
- Packaging
- A message line
- A likely partner

# Your brand in play:

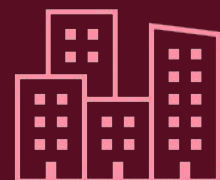
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## The **channel** landscape

**Digital**



**Local**



**Cross-  
promotion**



**Storytelling**

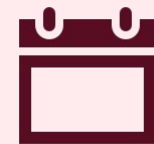


**Experiential**



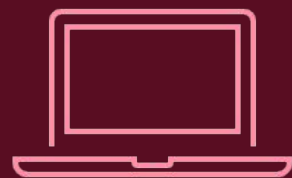
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Deploy 2-4 weeks  
ahead of the  
matches:

**Digital**



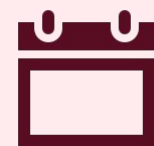
## The **channel** landscape

- **Short-form video series** (Reels/TikTok)
- **Geo-targeted ads** around stadium/fan zones + transit hubs
- **UTMs + unique promo codes** for attribution
- **Influencer collaborations:** 1 Reel + 1 Story + link/QR
- **UGC prompts:** "Show us your goal-face;" fan selfies wall
- **Live elements:** Countdowns, live Q&A during halftime

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## The **channel** landscape



Activate during  
match weeks:

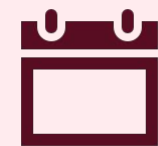
**Local**



- **Pop-ups** or co-host **watch parties**
- Permitted **guerrilla marketing**: chalk murals, sidewalk decals
- **Curated itineraries/maps**: “Top 10 fan-friendly cafés,”
- **Community events**: booths at festivals, rec-league partnerships

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Launch 1 month  
before matches:

**Cross-promotion**



## The **channel** landscape

- **Neighborhood passports:** stamp at 5 businesses & redeem a bonus.
- **Bundled offers:** hotel concierge + café breakfast combo; bar + rideshare discount code.
- **Curated itineraries/maps:** “Top 10 fan-friendly cafés,” “Family-friendly matchday route.”
- **Community events:** booths at neighborhood festivals, rec-league partnerships, charity five-a-side tournaments.

# Your brand in play:

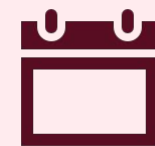
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## The **channel** landscape

### Storytelling



### Experiential



Peak during match events:

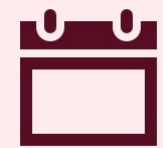
- “How we prepped for game day rush”
- **Customer spotlights:** Short testimonials
- QR scavenger hunts
- **Photo moment:** mini-pitch backdrop, foam goal

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## Let's make a plan



### Local Coffee Shop

- **Business:** Small café, 2 blocks from fan zone, \$3K budget, 5 staff
- **Goal:** Drive foot traffic during match days

### Which one should we implement?

- Digital focus (geo-targeted ads + influencer posts)
- Local focus (sidewalk decals + watch party hosting)
- Cross-promotion focus (hotel partnerships + neighborhood passport)

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## Let's make a plan



### B2B Catering Company

- **Business:** Corporate caterer, \$15K budget, serves businesses hosting watch parties
- **Goal:** Generate corporate event leads

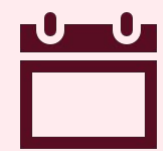
### Which one should we implement?

- Digital focus (LinkedIn ads + corporate influencer partnerships)
- Storytelling focus ("How we fed 500 fans" case studies)
- Cross-promotion focus (venue partnerships + chamber networking)

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# Let's make a plan



## Online Boutique

- **Business:** E-commerce fashion, no physical location, \$8K budget, ships nationwide
- **Goal:** Increase brand awareness and online sales

## Which one should we implement?

- Digital focus (TikTok series + UGC campaigns)
- Experiential focus (pop-up at fan events + photo moments)
- Storytelling focus (customer spotlights + behind-scenes content)

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## Measure what matters

### ROI

- Customer lifetime value increase
- Brand health (mentions, saves, referrals)
- Repeat business from event contacts

### Tracking

- UTMs on every link
- Unique QR per location
- Coupon codes tied to campaign

### KPIs by channel

- Reach
- Click-through rate
- Store traffic
- Redemptions
- Email signups
- Partner inquiries

### Test & learn

A/B test two creative options for the first 3 days; double down on the winner.

**Event ROI = (event revenue – event costs) ÷ event costs**

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# Make a **lasting** impression

**Harness the power of event-driven marketing.**

**Build a winning marketing strategy.**

**Use marketing channels and tactics for maximum impact.**

**Tap into local resources and partnerships.**

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## Questions?



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**[https://digitalready.verizonwireless.com/static  
/articles/fifa26\\_event\\_series](https://digitalready.verizonwireless.com/static/articles/fifa26_event_series)**

*Registration is free.*

# Next Step:


You can connect with me and my team on our website or register for our newsletter.

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## Our Team

- Award-winning, boutique agency for small & mid-sized businesses
- Full service digital support: marketing strategy, social media, paid advertising, email marketing, SEO, web design and more.
- 40 team members, global reach.

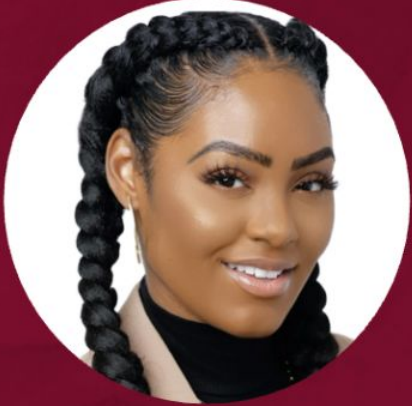
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**Thank you!**