



WINNING WITH FANS

HOW BRANDS CAN HARNESS
THE POWER OF SPORTS FAN MOTIVATIONS

PRIVATE AND CONFIDENTIAL

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The FIFA Football World Cup is the world's biggest sporting event and equally colossal in terms of advertising spend!



**1.5
BILLION**

People watched the 2022 World Cup Final ¹

**\$1
BILLION**

Spent on advertising by FIFA World Cup sponsors in the build up to the WC₃



**74.4
MILLION**

People liked Lionel Messi's World Cup Instagram post, making it the most liked post in Instagram's history²



Like the Olympics, Superbowl and other major sporting events it represents a prime opportunity for brands – but also, a highly competitive one.

1. FIFA
2. BBC
3. Global Data 2022

HOW CAN YOU CUT THROUGH THE NOISE TO WIN WITH FANS?

Brand Genetics has conducted a **deep dive** into the **evidence-based, expert endorsed behavioral science** on the underlying motivations of sports fans.

We then explored **how these motivations came to life during the FIFA World Cup 2022** – engaging **real fans from Brazil, China, UK & US** over the period of the tournament.

4 40

markets
explored

world cup fans
engaged

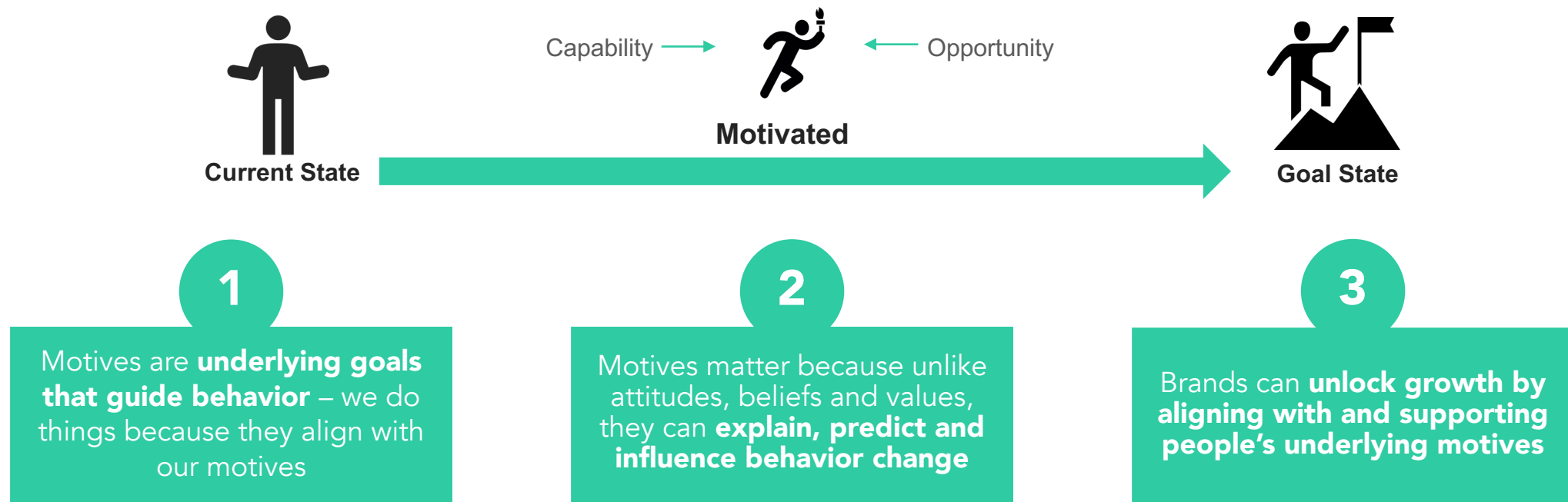
6 240

weeks of
interaction

hrs of content
analyzed

BEHAVIOURAL SCIENCE IS YOUR SECRET WEAPON

Convincing consumers to act requires an understanding of the underlying behavioural drivers - a.k.a **motivations - the 'why' behind the 'what' of consumer behaviour**



By ensuring your brand is aligned with fans' motivations for watching sports, you will make it more relevant and engaging – and drive them to buy

SPORTS FANS MOTIVATIONS

In this report we bring to life the 8 globally validated drivers of sports fan behaviour



Entertainment



Eustress



Escapism



Aesthetic



Group Affiliation



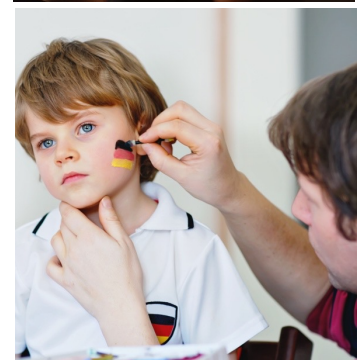
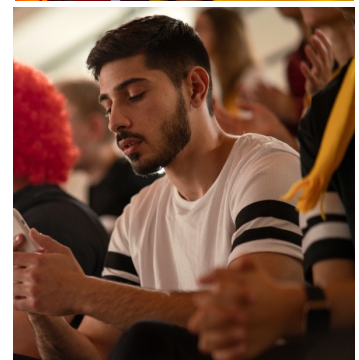
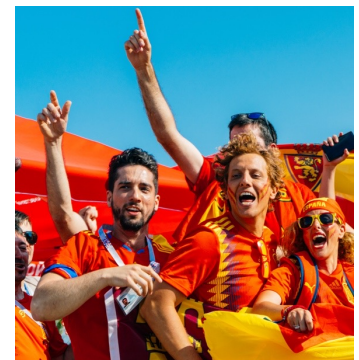
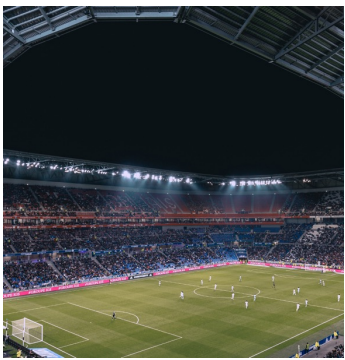
Self-esteem



Family



Economic Gains



THREE WAYS YOU CAN USE MOTIVATIONS TO HELP YOUR BRAND WIN WITH SPORTS FANS!

1

BUILD RELEVANCE

Scope which motivations
are most relevant to your
target audience

2

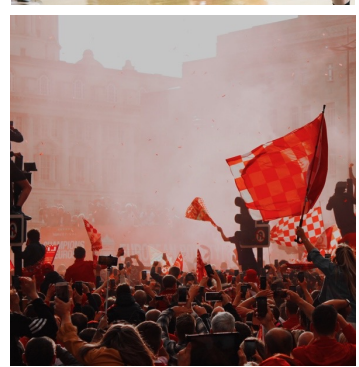
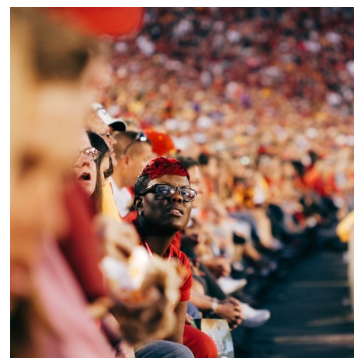
IDENTIFY DISTINCT SPACES

Map the competition
against the motivations to
identify distinctive spaces

3

CREATE ENGAGEMENT

See how the motivations
come to life to inspire
and guide winning
creative work



UNLOCK THE POWER OF MOTIVATIONS TO DRIVE BRAND GROWTH

At Brand Genetics we are experts in harnessing the power of human motivations to unlock brand growth.

If you want to learn more about how to use these motivations to help your brand win with sports fans we can help.

[CLICK HERE TO BOOK A WALK-THROUGH OF THE FULL REPORT](#)



Unlocking growth
by thinking human first

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