



**IMI INTERNATIONAL'S FAN PULSE™**

**FIFA WOMEN'S WORLD CUP 2015  
PRESENTED AT SMCC VANCOUVER  
– JULY 22<sup>ND</sup> 2015**

**IMI**

# **IMI International's FIFA FANPULSE™ Captured – Voice of Canadians –**



## **Sources of Information**

- **2015 – IMI's FANPULSE™ - FIFA WOMEN'S WORLD CUP 2015 STUDY**
  - Pre Wave May 2015
  - During Wave June 2015
  - Post Wave June 10-12, 2015
- **IMI's Social Listening - May 1<sup>st</sup> to July 12<sup>th</sup> , 2015**
- **1984 to 2015 Benchmark and Performance Action Standards**
  - N=12,000+ Sponsorship Evaluations
- **N=3,000+ Canadians**



## ***Post Scandal – World Cup Soccer and FIFA remain very compelling***

# Unaided: 'Event You Wish Would Come to Canada So You Could Go'



Source: IMI ConsumerTrack™ © June 2015 : n=800

# FIFA 2015 FANPULSE™ - Voice of Canadians – Macro View

- **FIFA Women's Acceleration** - Growth in interest in Canada from May through July 2015 +300% (Page 8)
- **Economic Impact** - Over 2.2 Million Canadians went out 'to watch a game at a bar, restaurant or pub' (Page 8)
- **Mainstream Engagement** - Canadian engagement in viewing – 14+ Million 13-65 year olds (Page 11)
- **Creator of Conversations** – 7.6 Million Canadians Talked with others about the event (Page 8)
- **Drove people online** - 6.5MM Watched video clips/highlights / 6.0MM read scores/updates online/mobile (Page 8)
- **Traditional continues to be important with sport** – 5.2MM Read scores/results through print (Page 8)
- **Women's World Cup Engaged men and women** – Men represented 60%+ of the engagement (viewing / on line / updates / content) and 55% of the Twitter conversation. (Page 13)

# FIFA 2015 FANPULSE™ Voice of Canadians – Sponsor View

- **Coke Dominating the Impact on Canadians** – 25% of total unaided sponsor awareness was for Coca-Cola. This translated into Coke's sponsorship positively impacting more Canadian's purchase consideration than the 2nd through 5th most effective sponsors combined. (Pages 8-10,12)
- **5 Most Effective Sponsors = Coke / Adidas / Nike / Visa / Hyundai** – were the 5 most effective sponsors impacting Canadian's awareness of their involvement- making Canadians 'feel better toward the sponsor brands' and 'increase consideration and usage of these brands' (Pages 8-10,12)
  - The remaining official sponsors had very limited reach and impact on Canadians, identify the continued need to ensure 'if you sponsor you must activate to influence.' Without effective activation with Sponsorship (Live + Virtual + Broadcast) brands
- **While Nike is not an official FIFA Women's sponsor, their commitment to integrating their brand with sports, excellence, national soccer teams and athletes** – now and over the past 10 years – demonstrates how brands can impact through consistent focus and commitment. (Pages 8-10,12)
- **Global Reach of Twitter** – Over 3MM contributors with 16% of tweets being generated from Canadians. (Page 13)
  - **Twitter impressions do NOT correlate to Sponsor Breakthrough or Effectiveness** (Page 14)

# KEY IMPERATIVE FOR SUCCESS

**Activate and make the event the hero,  
and your brand may benefit!**

**When your brand attempts to BE the hero,  
the impact will be impeded.**



**THE PRIMARY RESULTS ARE BASED ON  
CANADIAN'S UNAIDED AWARENESS AND  
IMPACT FOR THE SPONSOR**

[illegible]

Aware of 1+ Sponsors	13.79MM
Feel Better about a Sponsor	4.28MM
Increase Consideration/Use	3.44MM
Follow Pre vs. Follow During	3.38MM vs. 11.51MM
Twitter Contributors (May 30-July 12/15)	3.2MM

## Canadians

Talked with others about the event	7.55MM
Watched video clips/highlights	6.50MM
Read scores/results (online/mobile : Print)	5.98MM : 5.16MM
Watched with others Rest/Pub/Bar	2.24MM

Inc.  
Consideration  
Use/Purchase

Coca-Cola	6,225K	1,350K	1,425K
Visa	2,925K	975K	300K
Nike	2,850K	600K	620K
Adidas	2,550K	525K	450K
Hyundai	825K	225K	75K



# FIFA Women's World Cup 2015 Summary



## Positive Sentiment

## Canadians actively involved in the event

- 7.5 Million Canadians talking about
- 2.2 Million Canadians Getting together to watch
- 6.5 Million Watching replays
- Over 5 Million Checking Results on/off line

## FIFA 2015 Sponsors Benefited from Involvement

- 13+ Million aware of FIFA '15 Sponsors
- 11+ Million actively following on/off line
- 4+ Million 'feel better' toward sponsoring Brands
- 3+ Million 'Increase Purchasing' of brands
- 3+ Million socially active (16% in Canada)

## FIFA 2015 Sponsor Performance

- Coca-Cola effectively reached and impacted a large share of FIFA Fans
  - 25%+ of all Sponsor Awareness (Excellent)
  - 1.3 Million 'feel better' about Coca-Cola
  - 1.4 Million 'increased use/consideration'
- Visa, Nike and Adidas effectively reached and impacted Canadians

# FIFA Women's World Cup 2015 – SPONSOR PERFORMANCE



TOP 5 SPONSORS	Unaided Awareness of Sponsor	Feel Better about the Sponsor	Inc. Consideration Use/Purchase of Sponsor Brand
Vs. IMI Action Standard			
Coca-Cola			
Visa			
Nike			
Adidas			
Hyundai			

## IMI's Action Standards – Performance Metrics

Best in Class



Effective



Low Impact



No Impact





**CANADIANS WERE ASKED IF THEY WATCHED 'ALL'  
OR 'PART OF A GAME'?:**

**- 14.4 MILLION HAVE WATCHED THE 2015  
WOMEN'S WORLD CUP**

**- 8.6MM WATCHED AN ENTIRE GAME – A VERY  
HIGH % VS. OTHER SPORTS AND EVENTS.**

# Sponsor Breakthrough In Canada

## Unaided Sponsor Awareness – Top 5 Brands



### Vancouver 2010 Olympics

1.	Coca-Cola	(38%)	
2.	McDonald's	(33%)	
3.	HBC	(22%)	
4.	RBC	(20%)	
5.	Visa	(13%)	

Completed 2010  
N=2500

### Sochi 2014 Olympics

1.	Coca-Cola	(33%)	
2.	McDonald's	(33%)	
3.	Visa	(23%)	
4.	RBC	(12%)	
5.	Nike	(8%)	

Completed 2014  
N=1229

### FIFA WOMEN'S World Cup 2015

1.	Coca-Cola	(28%)	
2.	Visa	(13%)	
3.	Nike	(13%)	
4.	Adidas	(11%)	
5.	Hyundai	( 4%)	

Completed 2015  
N=3000

### IMI's Action Standards – Performance Metrics

Best in Class



Effective



Low Impact



No Impact

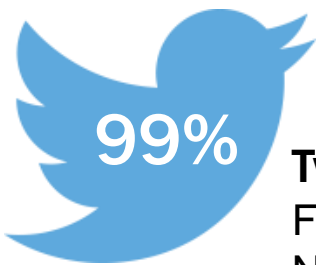




# #FIFAWWC May 1 – Jul 12, 2015



## 3.7MM TOTAL MENTIONS

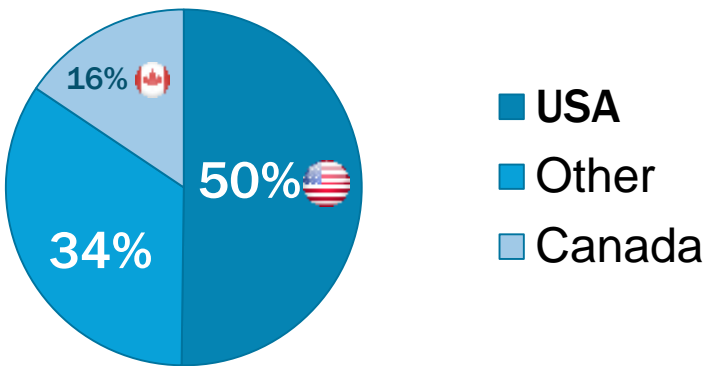


Twitter 3,675,987  
Forums 22,567  
News 8,824  
Blogs 6,069

## TWITTER MENTIONS OVER TIME



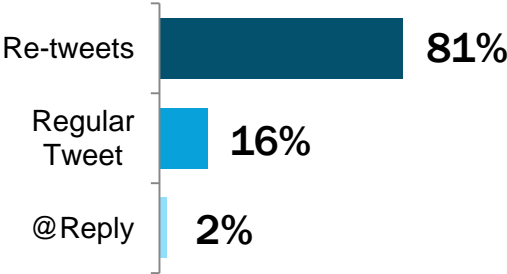
## TWITTER GEO



## TWITTER REACH

3.2mm Contributors

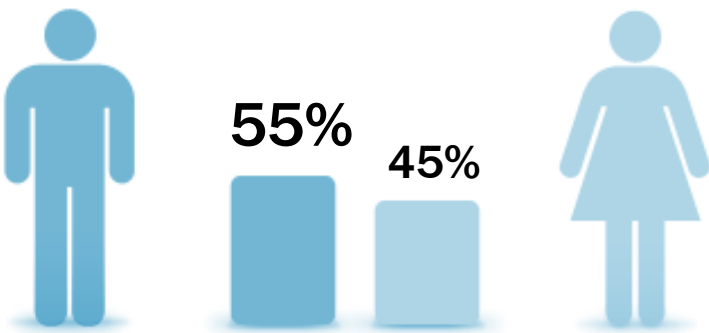
## TWEET TYPES



## TWITTER WORDCLOUD



## TWITTER DEMOS



# Impressions DO NOT correlate to Breakthrough

IMI International's – Social Listening Snapshot



RANK	Brand Mention	Twitter Impressions	Unaided Awareness of Sponsorship	
1 <sup>ST</sup>	Adidas	416 Million	No Link	11%
4 <sup>TH</sup>	Coca-Cola	37 Million		28%
5 <sup>TH</sup>	Hyundai	25 Million	No Link	4%

# About IMI International

- **IMI's CORE PURPOSE : INSIGHT. DRIVING. PROFIT**
- **Offices in USA, Canada, UK, Australia, Singapore, Japan 08/15**
- **60 Consultants : 100+ Clients : 45 Countries**
- **Proprietary Database and Action Standards : 12,000+ Case Studies**

**IMI's Commitment To Excellence** If, for any reason, IMI International does not satisfy the objective defined in the agreed-to proposal, the project will be refunded in full with no questions asked.

**For more information, contact Don Mayo [dmayo@consultimi.com](mailto:dmayo@consultimi.com) or 1-800-784-5757x231.**



# FIFA WOMEN'S WORLD CUP 2015 - IMI INTERNATIONAL EXCERPT



## SMCC VANCOUVER – JULY 2015

