



# The Football Collective

**Qatar 2022**  
Global Fan Insights



# The Football Collective

## Intro

To mark the launch of The Football Collective and the passing of two-years-to-go until the FIFA World Cup 2022 in Qatar, this report celebrates and explores the diverse trends and opinions of football fans, from around the globe.

At **The Football Collective** we believe now is the time for brands and rights holders to accelerate their planning for a **World Cup** which will be like no other before.

With a unique blend of global football marketing knowledge, local cultural understanding and teams on the ground in-market; The Football Collective can help you activate your World Cup campaign.





# Contents



**Fan  
Culture**

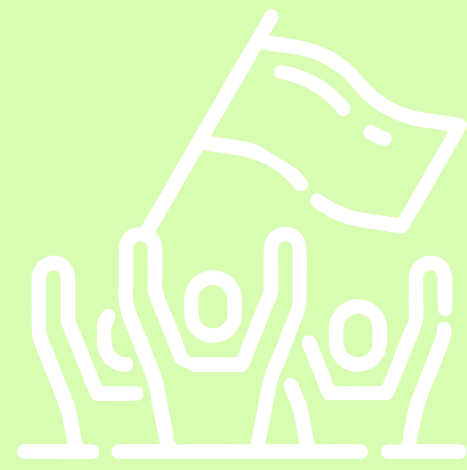


**Viewing  
Consumption  
& Trends**



**Role of  
Brands**





# Fan Culture



# Female pundits conquering men's game



**Two thirds** want to see more female players as pundits on TV

**70%**

engaged by female players as pundits





# Fans increasingly pour over drink choices



Only one in three fans around the globe drink beer with the game



However, there is still appetite for an alcoholic drink with half of fans enjoying some sort of booze during the game





# Two thirds of millennials are interested in travelling to Qatar for the World Cup

When they arrive, here's what they're looking for from brands:



Free Wifi



Travel & navigation support

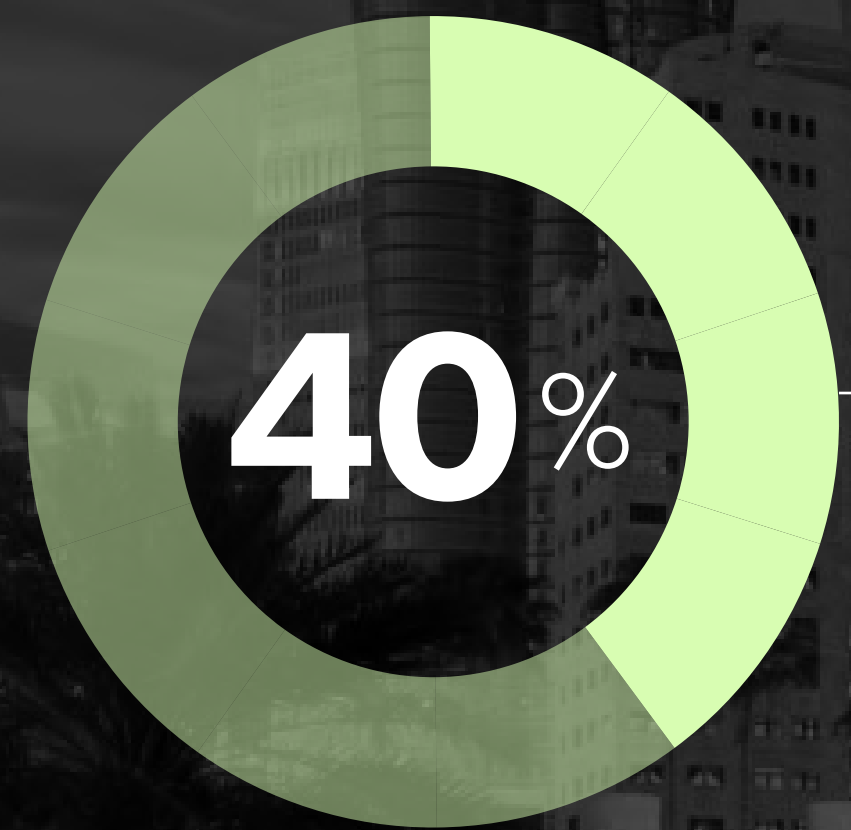


Assistance understanding & respecting culture

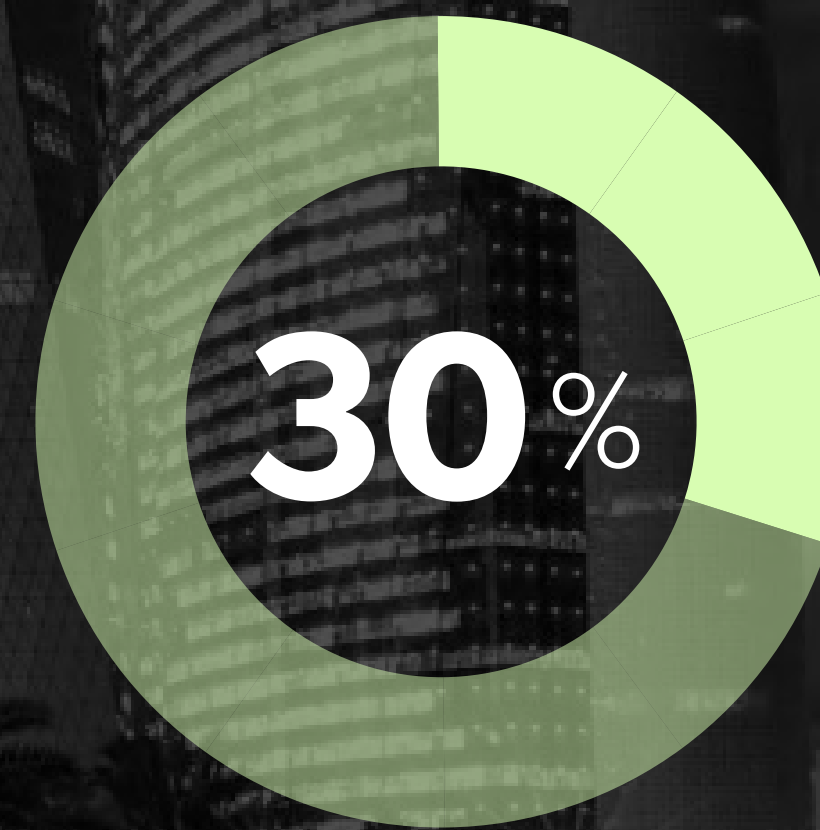




# Football fans are **already more likely to consider travelling to Qatar** than non-football fans



  
**Supporters**



  
**Non-fans**

**40% of supporters are considering visiting the country vs 30% of non-fans**



# Cause is king

**Two thirds** of fans think more highly of players and brands if they support a cause



A quarter of fans aged 18-34 will actively research these partnerships to make sure they are genuine



Surprisingly, other than children's hospitals, animal welfare is the number one cause fans would like to see players support





# Boom in **female super-fans** continues across **the Americas and China**



**↑ 10%**

Substantial 10% growth across the female market in **USA, Mexico, Brazil, Argentina & China** represents a huge increase in fanatical female fans





# The Football Collective

## What does this mean for you? The Collective Take

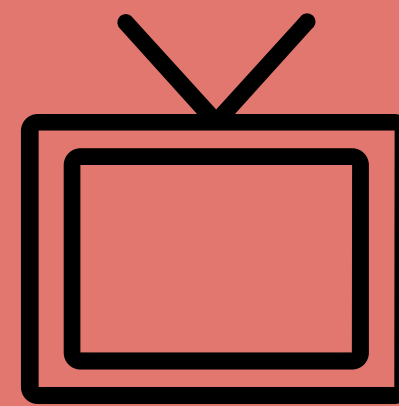
**Qatar 2022 will be the first men's World Cup since the USAWNT lifted the 2019 FIFA Women's World Cup, and the positive presence of female pundits and star players on our screens has increased steadily since. Encouragingly fans want to see even more inspirational women on our screens, giving brands a great opportunity to join the dots ahead of 2022. This is particularly the case in the USA and China, where the base of female fans is growing rapidly.**

But it isn't just the increased presence of women on our screens that is changing. While alcohol consumption is still popular - with 50% of fans enjoying a drink with the game - surprisingly only one in three are choosing beer. For a category that previously seemed a closed shop, the changing tastes of the modern football fan provide beverage brands with an opportunity to offer something new.

While the rise of cause-led marketing is nothing new, it's clear that it is here to stay. However, the authenticity of these campaigns is coming under increasing scrutiny from the demographic who are most engaged with the World Cup; 18-34 year olds. Now, more than ever, authentic, credible and long-term commitments are required.

With two years still to go to the World Cup, the marketing power of the tournament is clear to see. 40% of football fans are already considering Qatar as a travel destination, with millennials the most likely to do so, meaning brands looking to target travelling fans should consider how to enhance their experiences.





# Viewing Consumption & Trends



# First ever Winter World Cup drives home-viewing



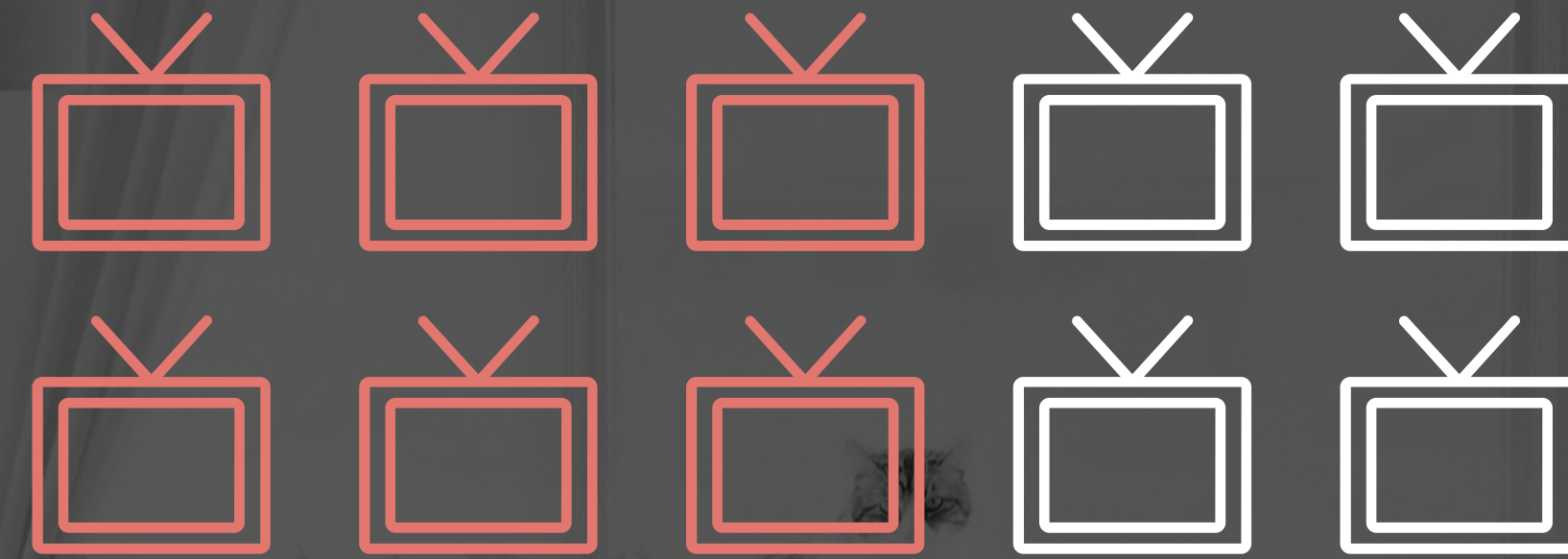
Only one in five fans globally plan on watching games in bars and pubs



A third of fans are set to invest in additional tech to enhance their home viewing experience



A third of fans plan to watch games and highlights online



# 60%

of fans intend to watch games from home due to the changed scheduling





# Millennials hungry for tailored tech

3x

as many millennials want to see tailored advertising versus fans aged 55+



One third of total fans want to see drone footage of games



One in four 18-34 year olds want to see game related offers





# Fans want to see what they're missing

## The most desired content

**33%**

Team documentaries

**31%**

Player specific content

**28%**

Fan experience in Qatar

**28%**

Live audio of players & coaches





# Europeans **love** the World Cup, but only as long as **they're in it...**



A **third** of European fans lose interest when their team is eliminated from the tournament







# The Football Collective

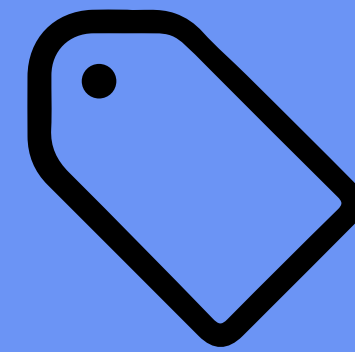
## What does this mean for you? The Collective Take

**The winter World Cup will turn traditional seasonal campaigns on their heads, presenting new opportunities for brands. With 60% of fans planning on watching games at home and a third looking to invest in order to enhance their viewing experience, there's an opportunity for brands to capitalise on increased home consumption in the build up to 2022 World Cup.**

Fans who consume the tournament from in front of screens will be wanting a taste of what's really going on in Qatar. Brands who can offer exclusive behind the scenes access will reap the rewards. Furthermore, brands looking to engage with an 18-34 audience should look at increasingly innovative methods with a desire for in-play game-related offers.

Finally, timing is key so don't leave your campaign in the hands of the football gods. For the well-established footballing nations, interest in the tournament often wanes once they are knocked out of the tournament. As such campaigns timed in the build-up to the tournament and up to the end of the group stages, when the largest number of fans are engaged with the tournament, are more likely to generate traction than those targeted towards the knock-out rounds.





# Role of brands



# Sponsorship still works!

**40%**

**increase in  
favourability**

**33%**

**increase in  
consideration**

**Towards World Cup  
Partners from fans**



**Three quarters of fans around  
the world trust sponsors as  
reliable sources of information**





# Finding World Cup value online



**Fans globally view sponsorship of an  
Official World Cup app to be just as  
effective as in-venue or TV advertising**





# Christmas will come early for football fans in 2022



**For the first ever Winter World Cup – 40% of fans plan to bring forward the purchase of Christmas gifts**



**15% of all Christmas gifts will be World Cup related in 2022**





# The Football Collective

## What does this mean for you? The Collective Take

**For Official Partners there is good news as our study shows that fans still view them favourably with as many as three quarters saying they trust tournament sponsors. The shifts shown in both favourability and consideration also further justify their sizeable investments. For challenger brands looking to use football to establish themselves, it is further proof of the power of the world's favourite game.**

Finally, Christmas really will come early for football fans in 2022. Perhaps in celebration of the festival of football to come – we found that fans expect to exchange Christmas gifts early in order to enhance their World Cup experiences. With the November 21st kick-off in Qatar coming a week before the now 'traditional' Black Friday, and with an extended period of holiday gift buying on the cards, those brands willing to offer even earlier deals could be rewarded...



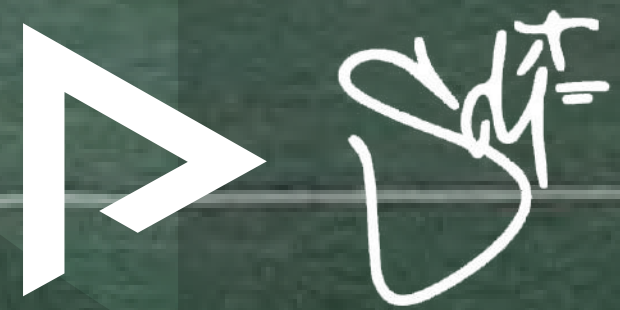


# About us

**The Football Collective is an exciting new joint venture combining specialist, award-winning teams from Pitch Marketing Group and SDI Sports, to offer expertise across sponsorship strategy and activation, content creation, experiential, social and PR.**

In particular, The FC has an expert understanding of the European, Middle Eastern and North American markets, with teams based in London, Toronto and Doha, making them the ideal activation partner ahead of the impending 2022 FIFA World Cup in Qatar, and the subsequent United 2026 FIFA World Cup.

**For an expert view on how to engage football audiences around the World Cup, globally or in Qatar – contact the Football Collective [info@footballcollective.co](mailto:info@footballcollective.co)**







The  
**Football  
Collective**

Contact us: [info@footballcollective.co](mailto:info@footballcollective.co)