

Did adidas get ROI on World Cup?

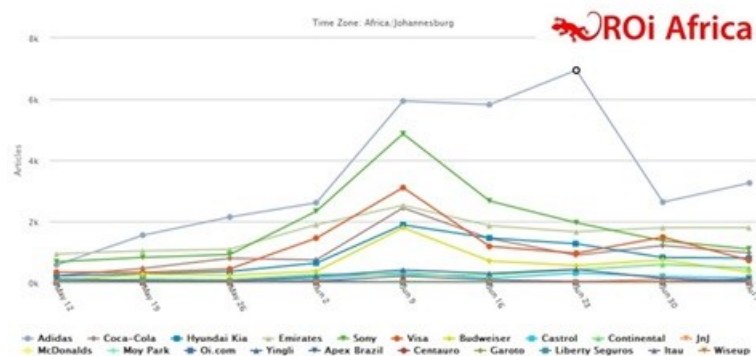
As one of the major sponsors of this global event, was the return on investment received what adidas was expecting, as one of the official sponsors spending huge amounts of money?

Speculation is rife that 2014 FIFA World Cup partners pay a hefty price for the privilege to be so closely affiliated with the event, apparently \$1.5 billion revenues are taken to be associated as some form of sponsor.

Reporting on World Cup stats

Gauteng-based media monitoring company, ROi, which has been reporting to the South African media on World Cup statistics during the event, generated an insightful study that contains the editorial mention of these brands in relation to this event.

"It is surprising how little editorial coverage there is from each of the sponsors, given the massive fee there is to be associated with this world event," says ROi MD, Tonya Khoury. "I do recognise that media publicity is not the only benefit a company such as adidas will get from such a sponsorship, but I was surprised that it was so low."



The study, which does not include logo exposure or advertising in relation to the brands, focused on media mention of the various brands on millions of global social networks and 60,000 global online newspapers.

"As could be expected, adidas was the most exposed brand in the editorial space. With almost one third of the coverage against other sponsors, its #allin campaign was a success.

"Another factor for the sponsor's success is largely attributed to the fact that adidas was the main sponsor of the two teams playing in the final. It is also the sponsor of arguably the best football player in the tournament, Lionel Messi. To add to this

46 goals have been scored by players wearing the adizero F50, including three of the World Cup's top scorers: James Rodriguez of Colombia, Thomas Muller of Germany and Messi.

"The official soccer ball has also been a success. Brazuca, under the @brazuca Twitter handle, gained more than 2.75 million followers during the tournament (more than 3.25 million overall), making it the fastest growing profile of the World Cup."

Most talked about brand

When isolating the data set into 'Partners' only, adidas and Sony accounted for over 50% of the editorial coverage. adidas was the most talked about brand during the tournament across all social channels, such as Twitter, YouTube, Facebook, Instagram and Tumblr and attracted more than 5 million new followers across these social platforms - more than any other sports brand.

"A company like adidas was planning to generate €2 billion in football related revenue this year and one wonders whether it has received adequate return on investment to achieve this. It has definitely achieved more than the other sponsors and it has gained valuable publicity, but I am seriously questioning whether it has received enough," Khoury concludes.

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