

Brand building during the Cup

Almost any brand linked to the 2010 FIFA World Cup is bound to be taken notice of, depending how well it utilises its opportunities. With the event in its opening stages, brands should be using never-before seen technology and installations in visible spaces to highlight their product.

The message should be clear and the effect memorable as this the event offers high-profile exposure of a kind that only rolls around once every four years.

The brand, which received the most kudos in the previous World Cup, was Brand Germany - unemployment dropped, tourism numbers soared, investor confidence and exports increased. South Africa can grow her brand by pulling off an event that unites the nation and shows off the country in a positive light.

Through sponsorship, brand holders associate their brand with an activity, which enjoys and attracts public and media attention, thus enhancing the reputation and public awareness of the brand. Our group sponsor many arts, cultural and sporting events believing in the power that these activities foster in the various communities.

Online brand building

It is also vital that brands use keywords and relevant phrases on various online platforms such as search engines, Twitter and Facebook, to ensure their brands are also associated online with the event. By targeting popular online search terms, official sponsors can attract traffic to their websites. Some companies have built websites using Flash, making them hard for search engines to pick up and link World Cup information. Brands invest heavily in their sponsorships and should target all angles to maximise this investment.

The challenge could come from brands that use ambush-marketing techniques to raise their own profiles and in the process eroding the big players' share of market voice. This is a worldwide phenomenon and creative agencies will have to keep their thinking caps on to ensure their clients' brands remain in the spotlight.

The World Cup means that corporations and brands that position themselves best in the mind of viewers and consumers before, during, and after the event will be the real winners in the market - long after the football fraternity starts to prepare for Brazil 2014.