



# 2026 FIFA World Cup

## PRA 354 Social Media Project

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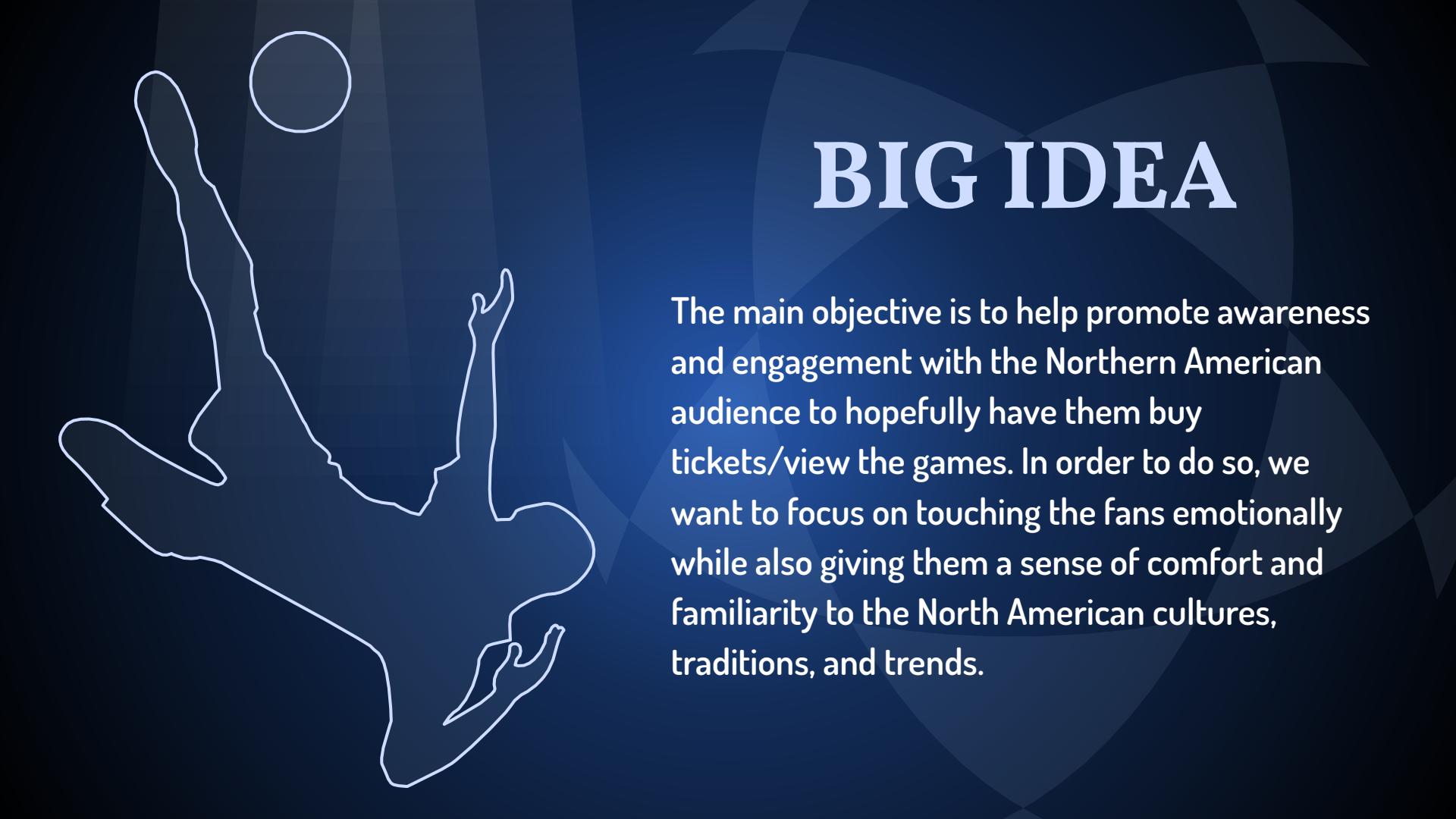
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# DEFINED GOALS

- Get the United States population, where soccer isn't a predominant sport, to care about the World Cup
- Influence the consumer to invest in the World Cup through emotional ties
- Create unity between three countries to host this large scale event





# BIG IDEA

The main objective is to help promote awareness and engagement with the Northern American audience to hopefully have them buy tickets/view the games. In order to do so, we want to focus on touching the fans emotionally while also giving them a sense of comfort and familiarity to the North American cultures, traditions, and trends.

# CREATIVE STRATEGY

## DOCUSERIES

visual storytelling of athletes capturing their journey and road to make it to the World Cup

## STADIUM PROMO

highlighting the history of each stadium's origin, culture, etc.

## NFL CHALLENGE

NFL kickers x World Cup Athlete kicking competition

## CITY PROMO

promote each city that's hosting a game for tourism and global engagement

# CREATIVE STRATEGY

## ATHLETES QUESTIONED

NFL, NBA, MLB athletes asked soccer/World Cup related questions during Media Day

## 2026 TRENDS

follow relevant trends in that year,  
self-explanatory

## US Athlete Story

find U.S.A pro athletes with other ethnicities explaining their background & support

## SLOGAN

“From Dreams to Glory” apply in social media posts (mainly docuseries), use as caption

# PLATFORM STRATEGY

## INSTAGRAM

Main Use: promote docuseries and city content, athlete collaboration, little bit of everything

## TIKTOK

Main Use: trendy post, clips of docuseries, athlete collaboration

## X TWITTER | X

Main: trendy post, informational/PR, promoting content on other platforms



## YOUTUBE

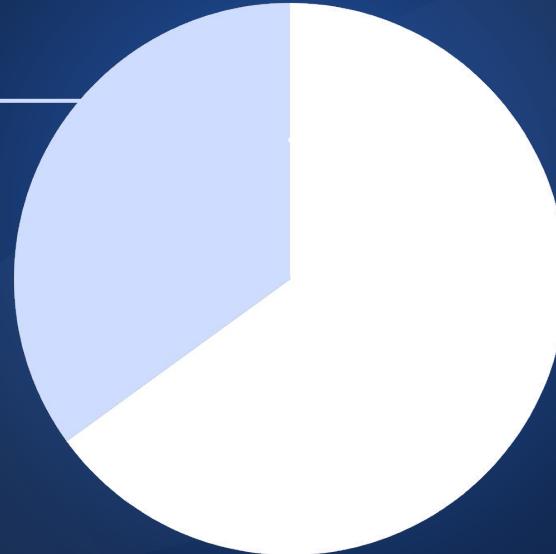
Main: docuseries, stadium and city related content



# LENGTH OF THE CAMPAIGN

**JULY 2025-DEC 2025**

Content will slowly start appearing to bring a sense of awareness, will not be pushed heavily, only to create a subconscious thought for the consumer

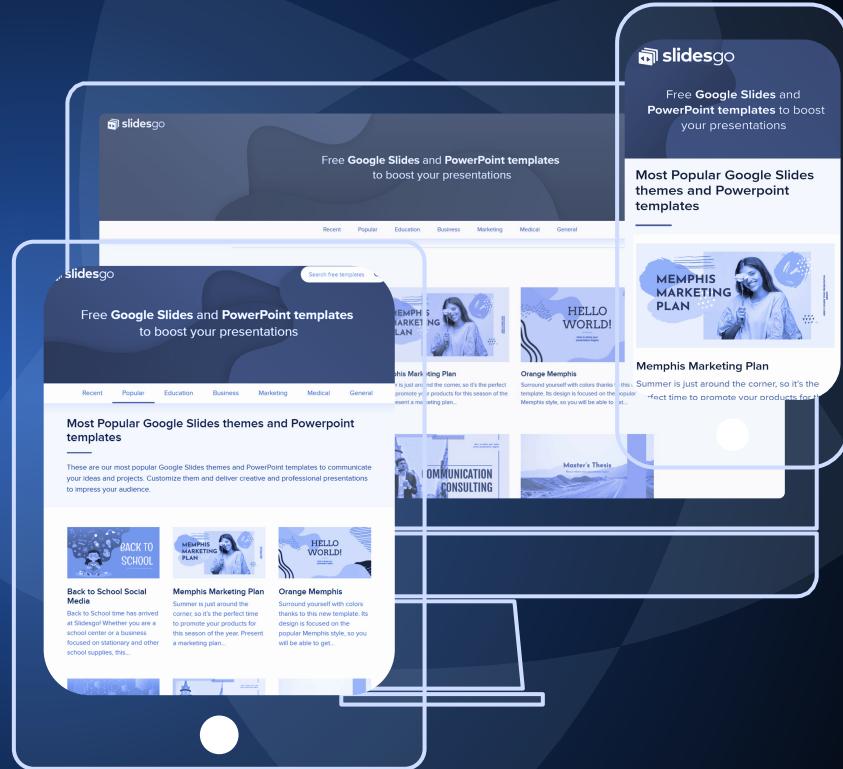


**JAN 2026-JUNE 11, 2026**

Where the bulk of the campaign begins, important to start strong on New Years 2026 to have people think of 2026 as the year of the World Cup

# FAN ENGAGEMENT

- Giveaways including tickets and packages
- Partnerships with betting companies
- Engage with comments, posts, replies, etc. related to the World Cup with social media accounts
- Sponsor Influencers and Soccer Content Creators that reach a younger audience



# MEASURE OF SUCCESS



## Social Media Engagement

In 2022, there were 93.6 million posts across all platforms, 5.95 billion engagements. Our goal for 2026 is 140.4 million posts across all platform and 8.92 billion engagements

## Ticket Sales

In 2022, With 3,182,406 tournament tickets sold, the ticketing programme generated USD 686 million in revenue. Our goal this year is to sell 7956015. Qatar only had 8 stadiums, whereas 2026 'swill have 16

## Tv Number/Ratings

In 2022, The 64 matches of the 2022 FIFA World Cup were watched by an average of almost 3.59 million viewers on FOX in the United States. Our goal is to have 4.31 million viewers on average

# THANK YOU