



2026 FIFA World Cup

PRA 354 Social Media Project

Tanner Pierce & Keunho Kim

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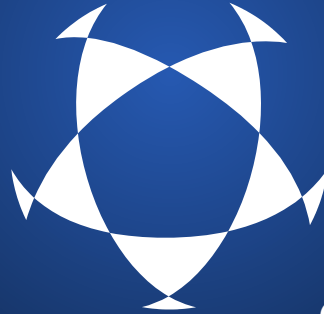
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DEFINED GOALS

- 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

TWITTER | X

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

YOUTUBE

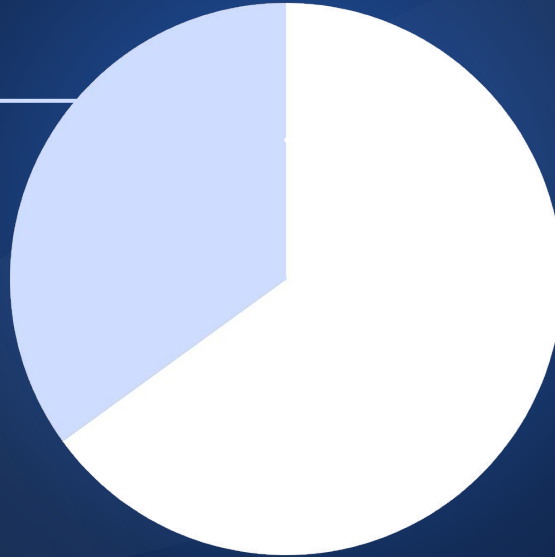
Main: docuseries, stadium and city related content



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