



OBJECTIVE

FIFA negotiated a **special deal with Twitter** to promote sponsor-related content during the **World Cup 2018 in Russia**. Eventually, they decided to focus on the Budweiser Man of the Match voting.

CAMPAIGN

#ManoftheMatch



HOW

Httpool worked on a solution with FIFA to promote sponsored-related content through Twitter during the Russia World Cup. To do so, **they created high-budget campaigns, running only in the participating countries during a short period of time**, from the half-time break until the final whistle of every game, to create a big buzz aiming to motivate users to vote for their Man-of-the-match.

TARGET AUDIENCE:

Football-focused users keeping their fingers crossed for their teams in their home-countries.

MARKETS



and others

RESULTS

\$180.000
MEDIA SPENT IN 4 WEEKS

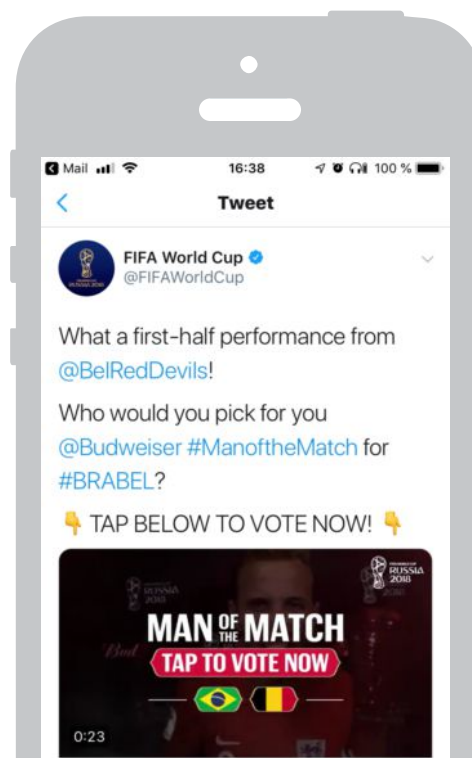
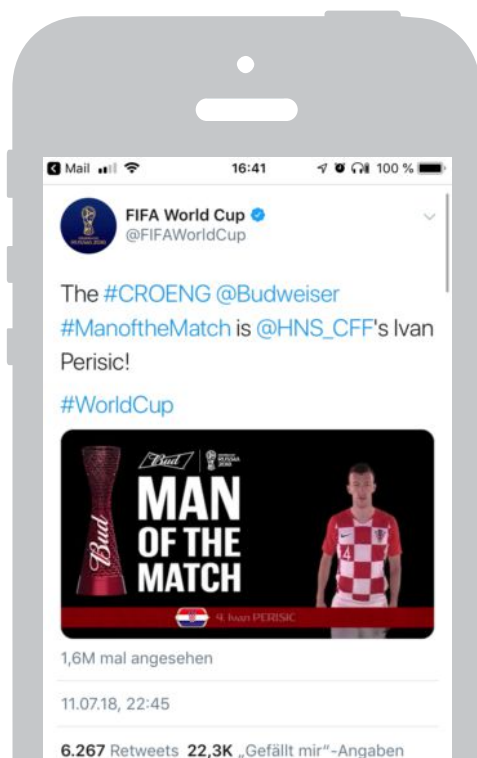
20M
IMPRESSIONS
DURING THE WC 2018 GAMES

55K
LINK CLICKS
DURING THE WC 2018 GAMES

6.20
AVERAGE CPM
(THROUGHOUT ALL MARKETS)

KEY SUCCESS FACTORS

1. As Twitter is the No. 1 live platform and many people were expected to tweet about the happenings on the pitch, FIFA chose Twitter as their communication channel to **generate high awareness for the Man of the Match selection during the games.**
2. Thousands of impressions were earned during the most valuable time, **when the audience was most receptive.**
3. The number of votes (which was taking place on the FIFA website) **increased massively.**



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