

Blinkfire Analytics

FIFA World Cup

Qatar 2022 Guide

blinkfire analytics

INTRODUCTION

The 22nd running of the FIFA World Cup starts Sunday, November 20 in Qatar.

It's been more than four years since France won the World Cup in Russia, and much has changed in the world of sports, social media, digital, and sponsorship. We're more connected than ever, and the teams and athletes who compete over the next month will give fans unparalleled access — on and off the field.

Social media feeds will fill with mentions of "soccer" and "football" through December. And, storytelling will be key for both participating teams and sponsors.

Thirty-two teams across 64 matches are set to play on soccer's biggest stage. Blinkfire has a guide on the players, teams, and sponsors to watch and follow over the next month.

Enjoy!



Participating teams

Group A


Qatar


Ecuador


Senegal


Netherlands

Group B


England


Iran


United States


Wales

Group C


Argentina


Saudi Arabia


Mexico


Poland

Group D


France


Denmark


Tunisia


Australia

Group E


Spain


Germany


Japan


Costa Rica

Group F


Belgium


Canada


Morrocco


Croatia

Group G


Brazil


Serbia


Switzerland


Cameroon

Group H


Portugal


Ghana


Uruguay

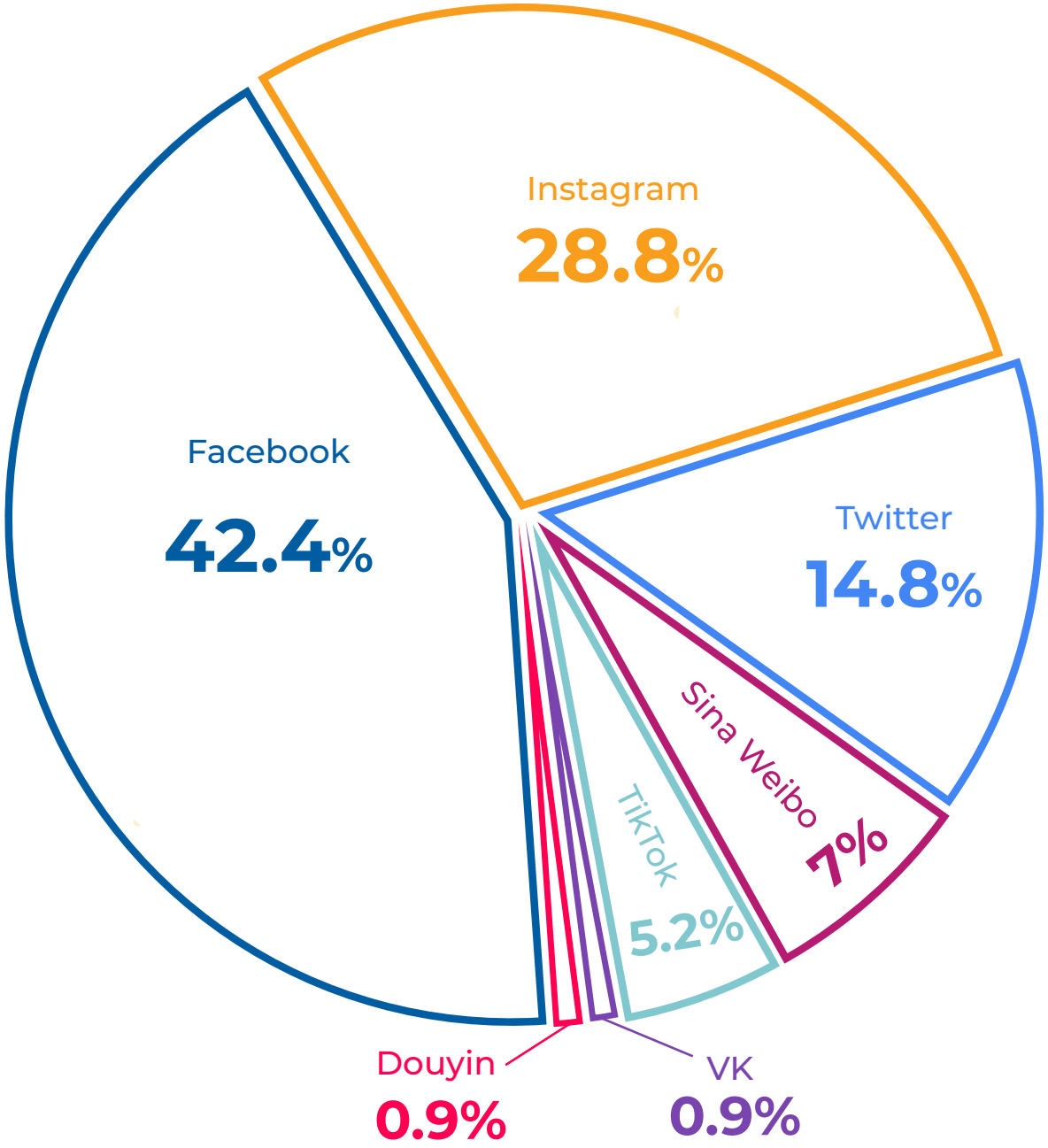

South Korea

FIFA World Cup

DISTRIBUTION OF FOLLOWERS

109.9M

1	Facebook	46.6M
2	Instagram	31.6M
3	Twitter	16.2M
4	Sina Weibo	7.7M
5	TikTok	5.7M
6	Douyin	1.02M
7	VK	982K



**Based on Blinkfire data from November 17, 2022*

FIFA World Cup Sponsors

Budweiser

BYJU'S The Learning App

crypto.com

Hisense

蒙牛

vivo

FIFA Partners

Coca-Cola

万达 WANDA

QATAR AIRWAYS

قطر للطاقة QatarEnergy

HYUNDAI

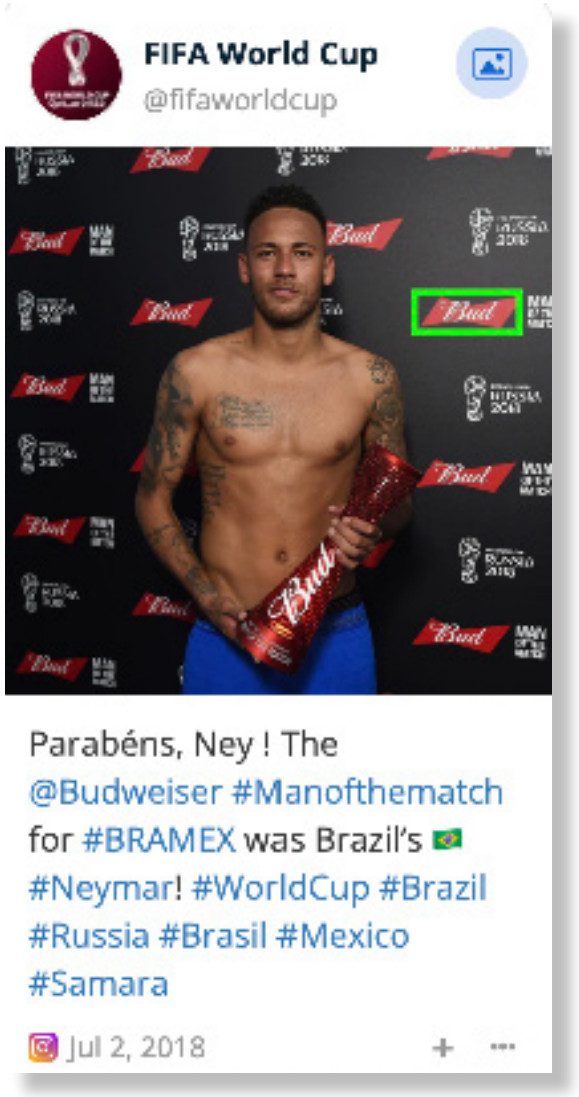
VISA

Top Engagement: FIFA World Cup 2018

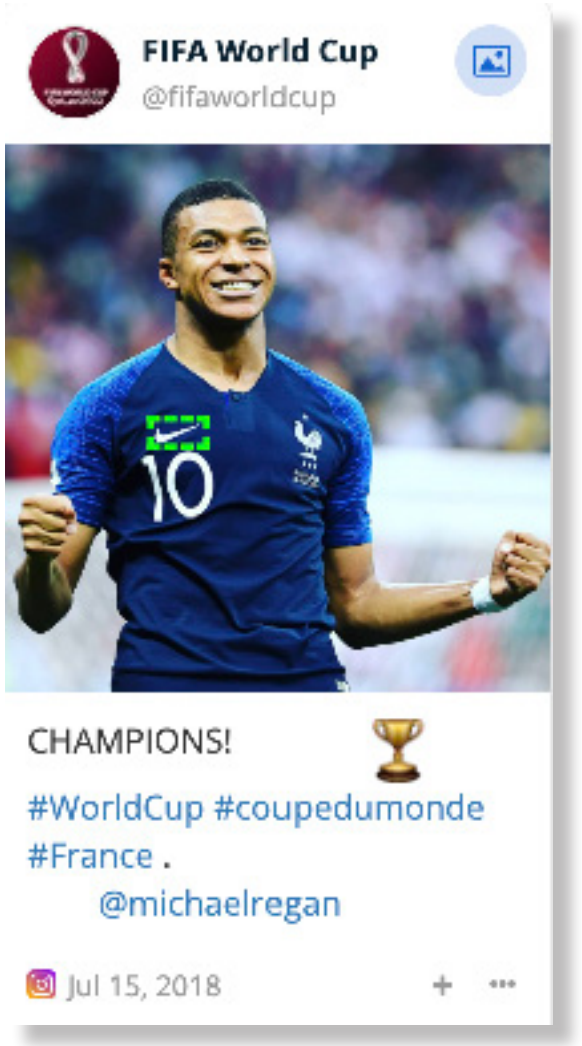
#1 engagement **1.1M**



#2 engagement **990K**



#3 engagement **919K**



Kit Supplier Sponsors

Since teams competing in the World Cup don't have front of jersey sponsors, kit apparel makers play an important role. Of the 32 teams competing, 13 will have their nationals teams in **Nike** kits: Australia, Brazil, Canada, Croatia, England, France, South Korea, the Netherlands, Poland, Portugal, Qatar, Saudi Arabia, and the United States .

Next on the list are two German brands: **Adidas**, which will be seen on seven national teams: Argentina, Belgium, Germany, Japan, Mexico, Spain and Wales. Six teams will have **Puma** on their kits: Ghana, Morocco, Senegal, Serbia, Switzerland and Uruguay.

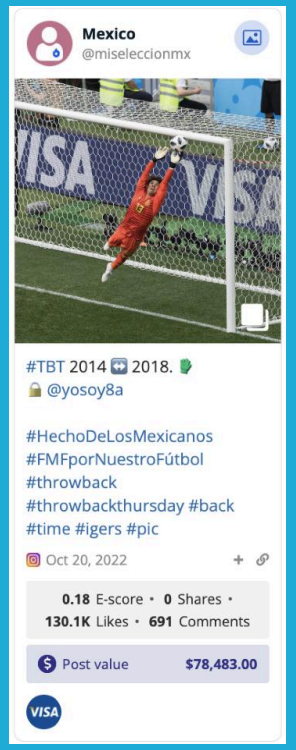
Hummel (Denmark), **Le Coq Sportif** (Cameroon), **Majid** (Iran), **Marathon Sports** (Ecuador), **New Balance** (Costa Rica) and **Uhlsport** (Tunisia) are the technical sponsors of each national team.



The Road to Qatar

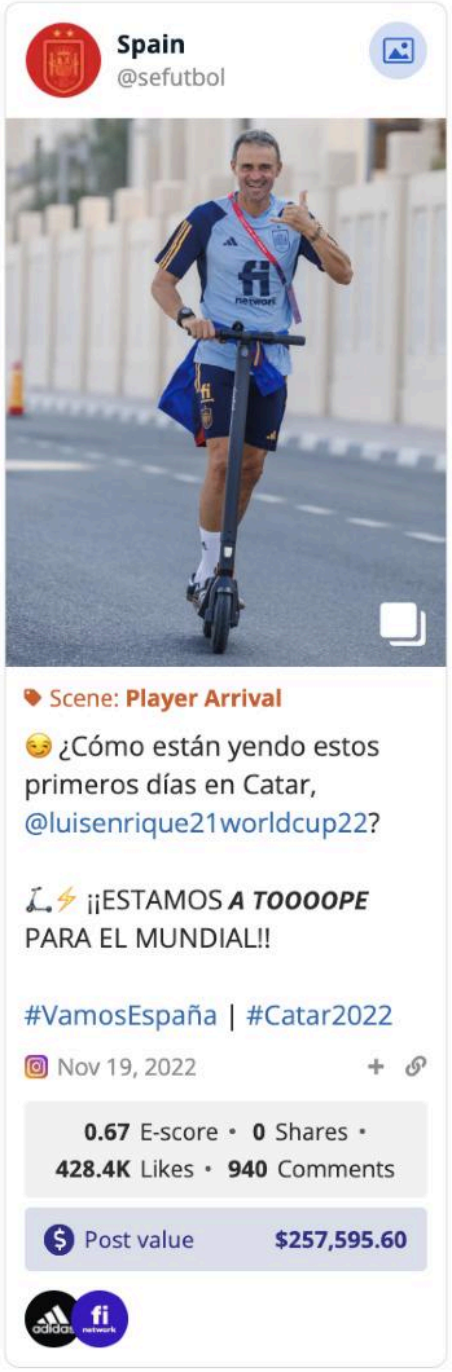
Leading up to the 2022 World Cup in Qatar, national teams have used social media to excite fans about the month-long competition. From celebrating players' birthdays to roster announcements and World Cup throwbacks, teams are utilizing social media to bring fans together.

There are numerous pieces of content teams can post during the World Cup to engage their audience. Read through some best practices to get ready for some World Cup soccer!









Birthday & Celebration Posts

Birthday posts are one of the best ways to reconize and celebrate a team's players. Also, birthday posts are often sponsored, so brands receive valuable exposure, shown in the examples below from the Spain, Ecuador, and Switzerland.

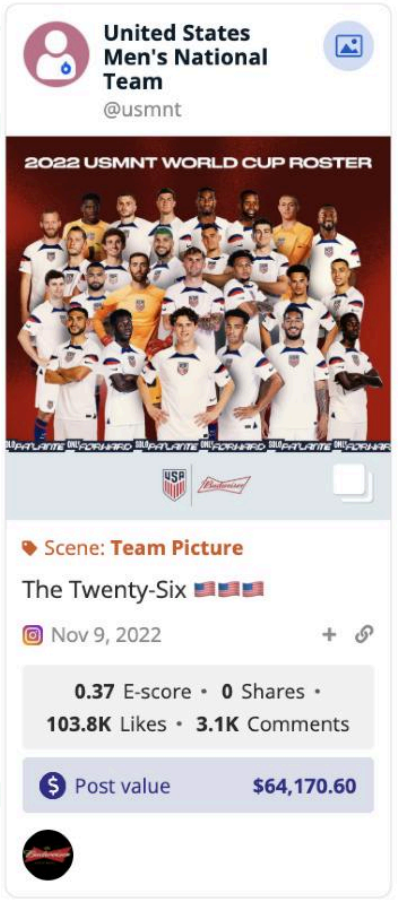






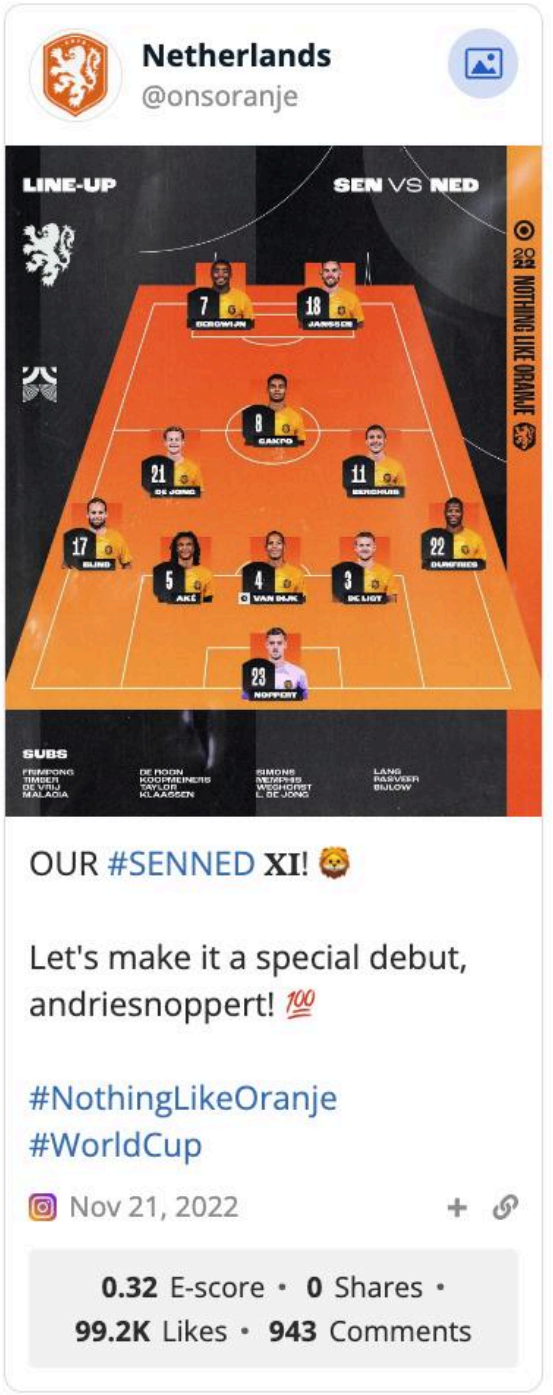
Lineup Announcements

Lineup graphics are a staple in soccer, but World Cup lineups draw anticipation and excitement. These posts get fans ready for the game, alert followers of who is playing, and offer sponsors another opportunity for visibility in a highly engaging content series.





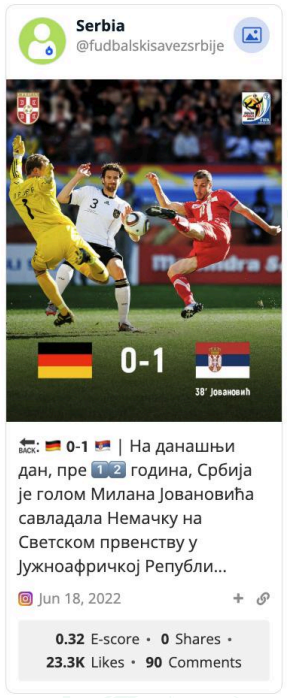




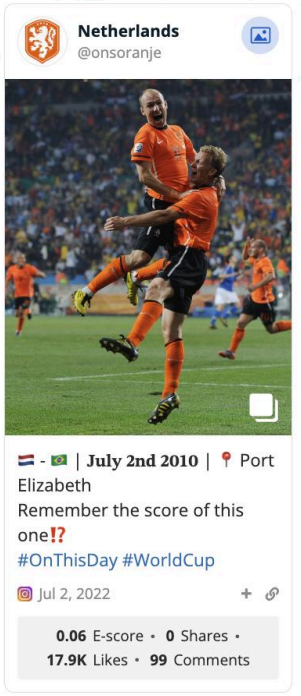
World Cup Throwbacks

One way to honor the great players of past World Cups is when FIFA and participating teams post throwbacks. These social media posts offer fans a way to reminisce about special soccer moments. Also, teams can engage their followers by publishing fun quizzes and trivia on historic World Cup lineups and matchups.



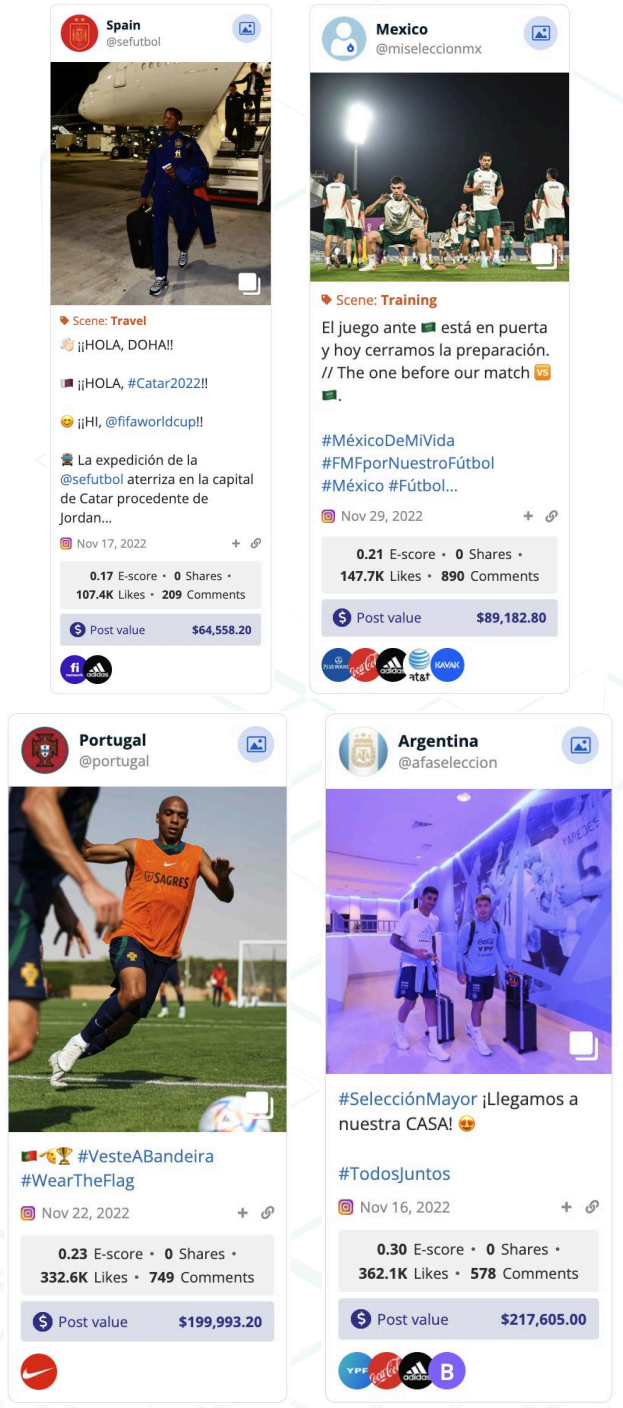






Training & Travel

Since national teams' game kits only include their apparel maker sponsor, teams rely on content outside of matches to give exposure to other sponsors. There are many moments during the World Cup that can be documented and shared with teams' fans and followers: Trips, travel, press conferences, and training.



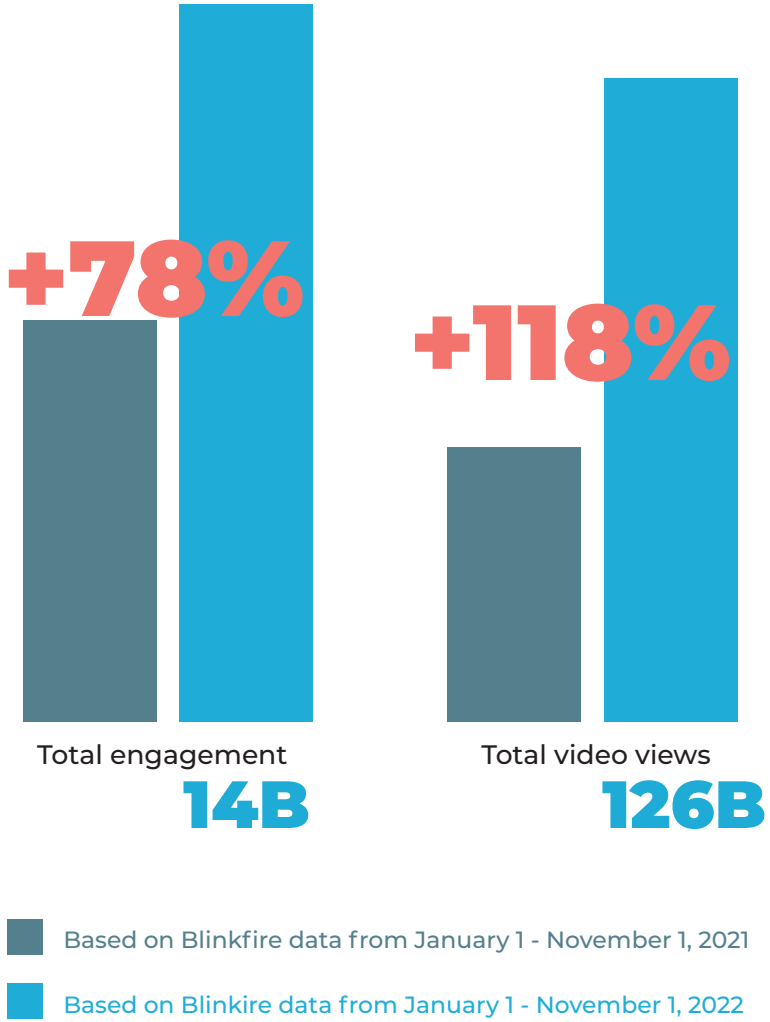
*Based on Blinkfire data from 1 November 2022

Qatar 2022: TikTok's Impact

As of November 2022, TikTok is the third most downloaded entertainment app on the App Store and sixth most downloaded free app — ahead of YouTube and Instagram, ranked ninth and tenth, respectively. In Google Play, TikTok is the second most downloaded free app.

While TikTok was around during the World Cup four years ago, its impact on the 2022 World Cup will be far-reaching and prevalent. Based on data in Blinkfire, year-to-date TikTok video views and engagement have surged compared to 2021 — 78% increase for video views and 118% for engagement.

FIFA, teams, players, and influencers will use TikTok over the next month to connect with fans — jumping on challenges, trends, and behind-the-scenes access.



Qatar 2022: Global Ranking

1	Neymar Júnior	13.6M
2	Vinícius Júnior	7.6M
3	Robert Lewandowski	6.7M
4	Alphonso Davis	6.6M
5	Kevin De Bruyne	5.2M
6	Manuel Neuer	5M
7	Jack Grealish	3.3M
8	Mason Mount	3.2M
9	Eduardo Camavinga	3.2M
10	Phil Foden	3.1M

Top 20 Players: TikTok Followers

11	Rodrygo Goes	2.8M
12	Antony Santos	2.6M
13	Paulo Dybala	2.4M
14	Dani Alves	2.2M
15	Papu Gómez	1.9M
16	Pedri González	1.9M
17	Thomas Müller	1.7M
18	Harry Maguire	1.7M
19	Kyle Walker	1.7M
20	James Maddison	1.7M

**Based on Blinkfire data from November 17, 2022*

Qatar 2022: Global Ranking

1	Cristiano Ronaldo	497.1M
2	Leo Messi	373.6M
3	Neymar Júnior	182M
4	Kylian Mbappé	73.3M
5	Karim Benzema	60.5M
6	Paulo Dybala	49.4M
7	Gareth Bale	48.4M
8	Luis Suárez	44.5M
9	Dani Alves	37.5M
10	Antoine Griezmann	36.9M

**Based on Blinkfire data from November 17, 2022*

Top 20 Players: Instagram Followers

11	Robert Lewandowski	30.8M
12	Eden Hazard	27.1M
13	Luka Modrić	25.6M
14	Vinícius Júnior	24.4M
15	Thiago Silva	20.1M
16	Raphaël Varane	20M
17	Kevin De Bruyne	19.5M
18	Gabriel Jesus	19.3M
19	Ángel di María	18.8M
20	Álvaro Morata	18.4M

Ranking of players with public accounts and configured as company accounts or content creators

Qatar 2022: Accounts to Follow

Want to keep up with the latest and greatest updates, scores, play by plays, and stories of the World Cup? We selected six social media accounts that are a must follow.

Khaby Lame: The most followed TikTok Creator is a FIFA World Cup brand ambassador and sure to take his **comedic skits to soccer**. With 152.1 million followers on TikTok and 80.4 million on Instagram, the Italian influencer brings a large audience with him to Qatar.

Follow Khaby: @khaby.lame (TikTok), @khaby00 (Instagram)

Luis Enrique: Not only is the Spainish national team's coach Luis Enrique looking to lead the team to its second World Cup title, but he's also taking on a new challenge: **conquering Twitch**. Luis Enrique announced he will stream in between matches, giving fans unprecedented access. While he has yet to stream, Enrique has already amassed 91.7K followers on Twitch.

Follow Luis Enrique: @luisenrique21worldcup22 (Twitch)

Fabrizio Romano: If you want to know soccer stories before anyone else, Fabrizio Romano is your guy. He is the **king of the 'breaking news'** and considered one of the best sources for talking about and announcing soccer transfers.

Follow Fabrizio: @fabriziorom (Instagram), @ FabrizioRomano (Twitter)

Qatar 2022: Accounts to follow

Men in Blazers: Our friends Men in Blazers have a huge month ahead. The soccer-focused media company kicked off its World Cup tour **"This Cup's for You"** on November 15th in NYC. The Men in Blazers duo of Roger Bennett and Michael Davies head to 10 cities across the United States, bringing soccer fans together to enjoy the tradition, passion, and competition of the World Cup.

Follow Men in Blazers: @meninblazers (Instagram), @meninblazers (Twitter), @meninblazers (TikTok)

Transfermarkt: If you're looking for details on World Cup players, Transfermarkt is your newest follow. From **soccer transfers and rumors** to player statistics and market value, Transfermarkt brings you the latest global soccer news.

Follow Transfermarkt: @transfermarkt_official (Instagram), @transfermarkt (Twitter), @transfermarkt (TikTok)

Blinkfire Analytics: Not following Blinkfire Analytics? Head to Twitter and LinkedIn where we will share World Cup insights on players and teams. We'll analyze which platforms are winning on social media and give our followers the most interesting **sponsorship and marketing insights**.

Follow Blinkfire Analytics: @BlinkfireStats & @BlinkfireES (Twitter), Blinkfire Analytics (LinkedIn)



ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email at **bizdev@blinkfire.com** or visit **www.blinkfire.com.**