

ADIDAS



FIFA®

KEY INSIGHTS ADIDAS

85%

of those who are aware of FIFA competitions recognize adidas as a sponsor of the FIFA World Cup™ when prompted. This score ranks 2nd across FIFA Commercial Affiliates.

78%

Opinion of the brand is stronger amongst those aware of the sponsorship – 78% claim they intend to purchase adidas in the future, compared to 56% in the unaware group.

27%

of adults globally select adidas as their preferred sports equipment/clothing company, the joint highest score we have seen across the research programme.

55%

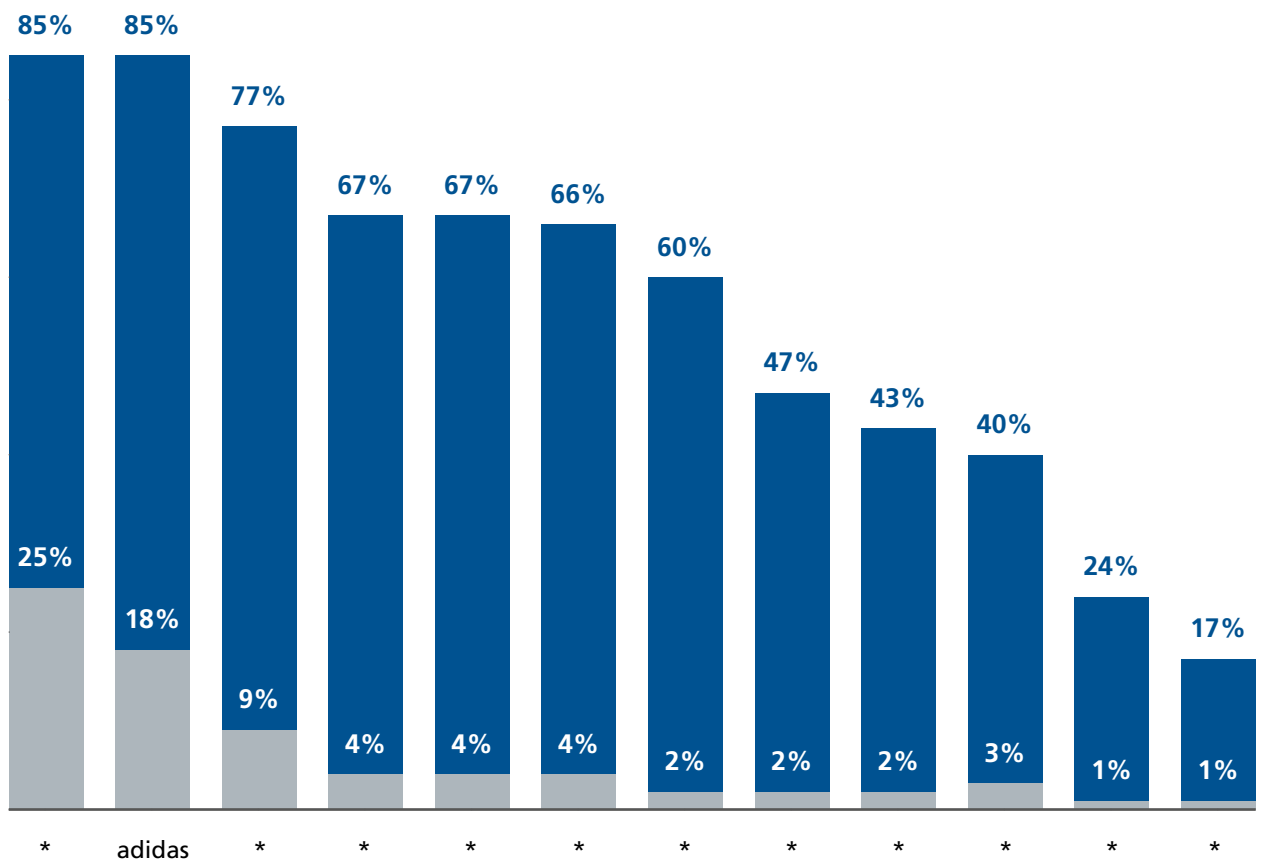
Over half of FIFA World Cup™ fans agree that companies engaging with sponsorship show that they are socially responsible.

SPONSORSHIP AWARENESS

Adidas enjoy one of the strongest associations to the FIFA World Cup™ across affiliates – 18% recall at a spontaneous level and 85% when prompted. These scores have trended at a consistently high level since Wave 1, supporting the assertion the brand is closely associated to the property. All scores are similar to the total level when reviewing the different demographic segments, suggesting the sponsorship is successful in reaching a broad audience.

Over half of the markets surveyed (17/28) report a prompted awareness figure higher than the global total suggesting that as well as reaching a broad demographic audience, the sponsorships achieves a strong cut through across different regions. The markets with the lowest scores (China 71% - USA 75%) still reflect a strong level of sponsorship awareness.

Prompted & Spontaneous Awareness – Official Partners



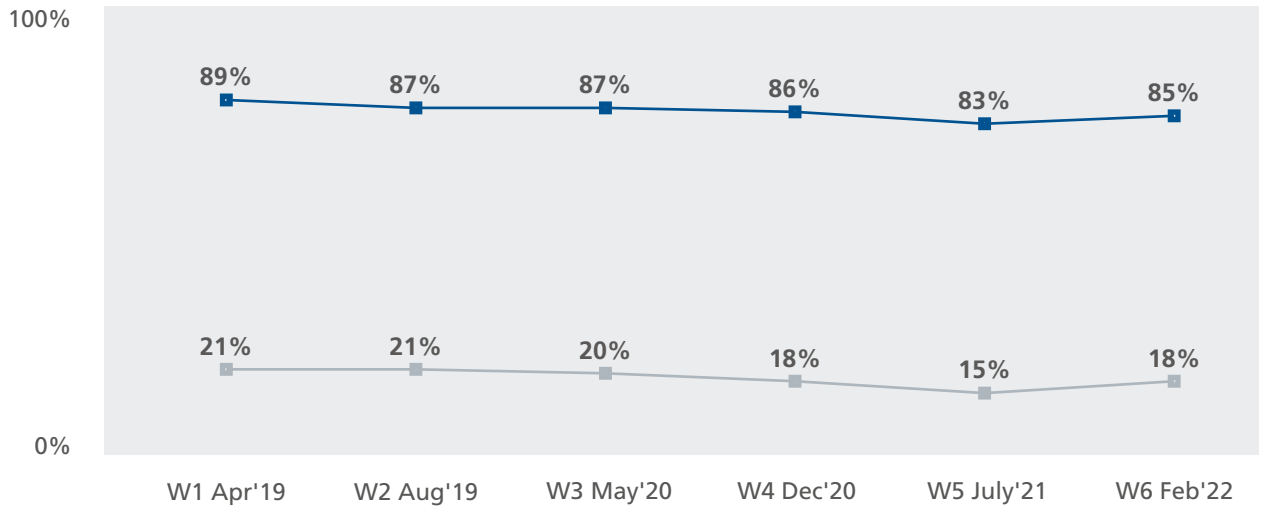
Q16. In the boxes provided, please write in the names of companies or brands that you think sponsor the Football World Cup.

Q17. You will now be shown some companies which may or may not sponsor FIFA World Cup™. For each company, please the appropriate pile according to whether you think they are a FIFA World Cup™ sponsor or not. If you have not heard of the company before, then please the "Not heard of the company" pile.

Sample: Q16: All Adults Aware of FIFA Competitions: 20,679, Q17: Ask all Aware of FIFA Competitions: 24,203

Prompted Awareness
Spontaneous Awareness

Prompted & Spontaneous Awareness – Trended



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Prompted Awareness
Spontaneous Awareness

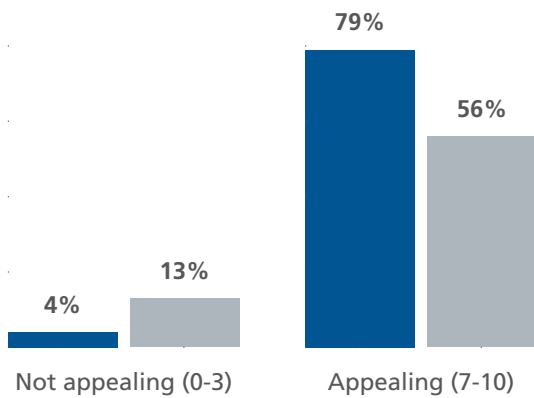


SPONSORSHIP IMPACT

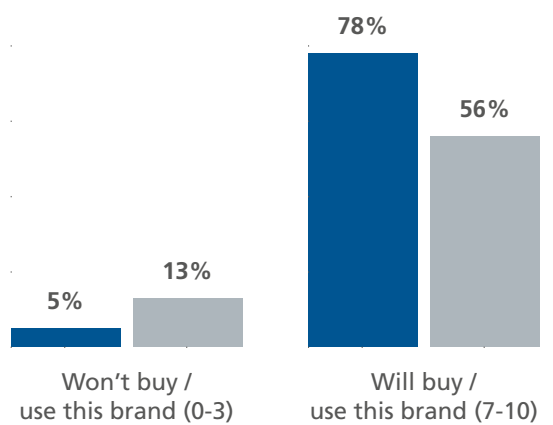
As we have seen in previous waves, the FIFA World Cup™ sponsorship is having a positive impact on the brand perceptions of adidas. Those aware of the partnership report a higher brand appeal (79% top-4-box agreement) as well as a higher future purchase intention of adidas (78% top-4-box agreement), compared to those unaware of the partnership – both extremely high scores.

Adidas is the second-best performing sports company across the brand statements to Nike, both brands here are distinguished from Under Armour and Puma in 3rd and 4th. The gap between adidas and Nike has shortened for the second wave in succession across all statements, now reporting roughly equal levels of agreement on 2/3 statements – a positive story for the brand.

Brand Appeal



Purchase Intention

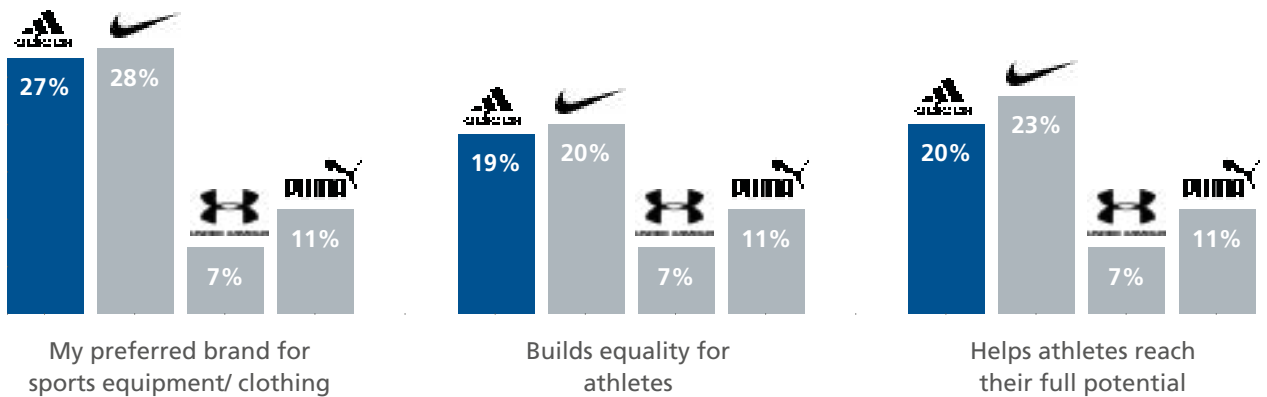


Q18. Which of the following best describes how appealing you find each of these brands? 10-point scale

Q19. Thinking about the next time you need to choose something from a category in which these brands operate, how likely are you to choose the respective brand? 10-point scale
 Sample: All Adults Aware of FIFA Competitions: Aware adidas Sponsorship (17,532), Unaware adidas Sponsorship (2,417)

Sponsorship Aware
Sponsorship Unaware

Brands which apply the most to each statement



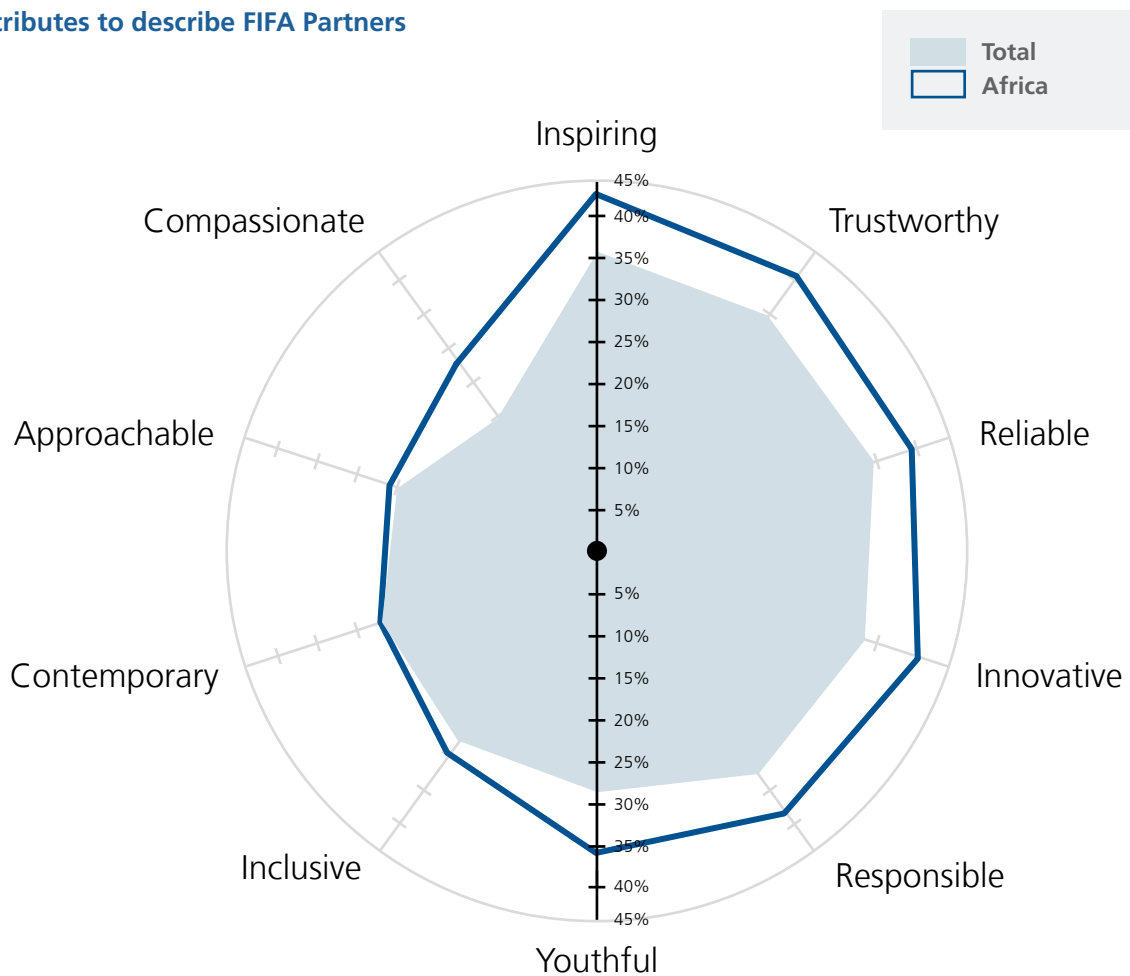
QADIDAS. For each of the following statements, please select which brand applies most. 'All Brands' and 'None' not charted.
 Sample size: Asked to Adults (16-69) Global Average (23,782)

FIFA BRAND IMPACT

Brands that sponsor FIFA tournaments are most likely to be perceived as Trustworthy, Inspiring, Reliable, Innovative and Responsible, traits which create a positive perception of brands. Perceptions in Africa are higher than the global total across a range of image traits, suggesting this region would be highly receptive to associates of FIFA tournaments - South America also follow this pattern. This makes FIFA a powerful commercial partner for brands aiming to approach these regions.

The final chart explores the perceptions towards sponsorship amongst the general public and FIFA World Cup™ fans, with the latter holding stronger attitudes across a range of statements. In particular, over half of fans agree they would select a sponsor’s product over a rival’s when controlling for price and quality, with a similar proportion agreeing sponsor brands are more socially responsible. The chart demonstrates the broad role sponsorship can play, from building awareness to creating favourable impressions, making it a powerful marketing tool and in this sense, making sponsoring the FIFA World Cup™ a highly attractive prospect.

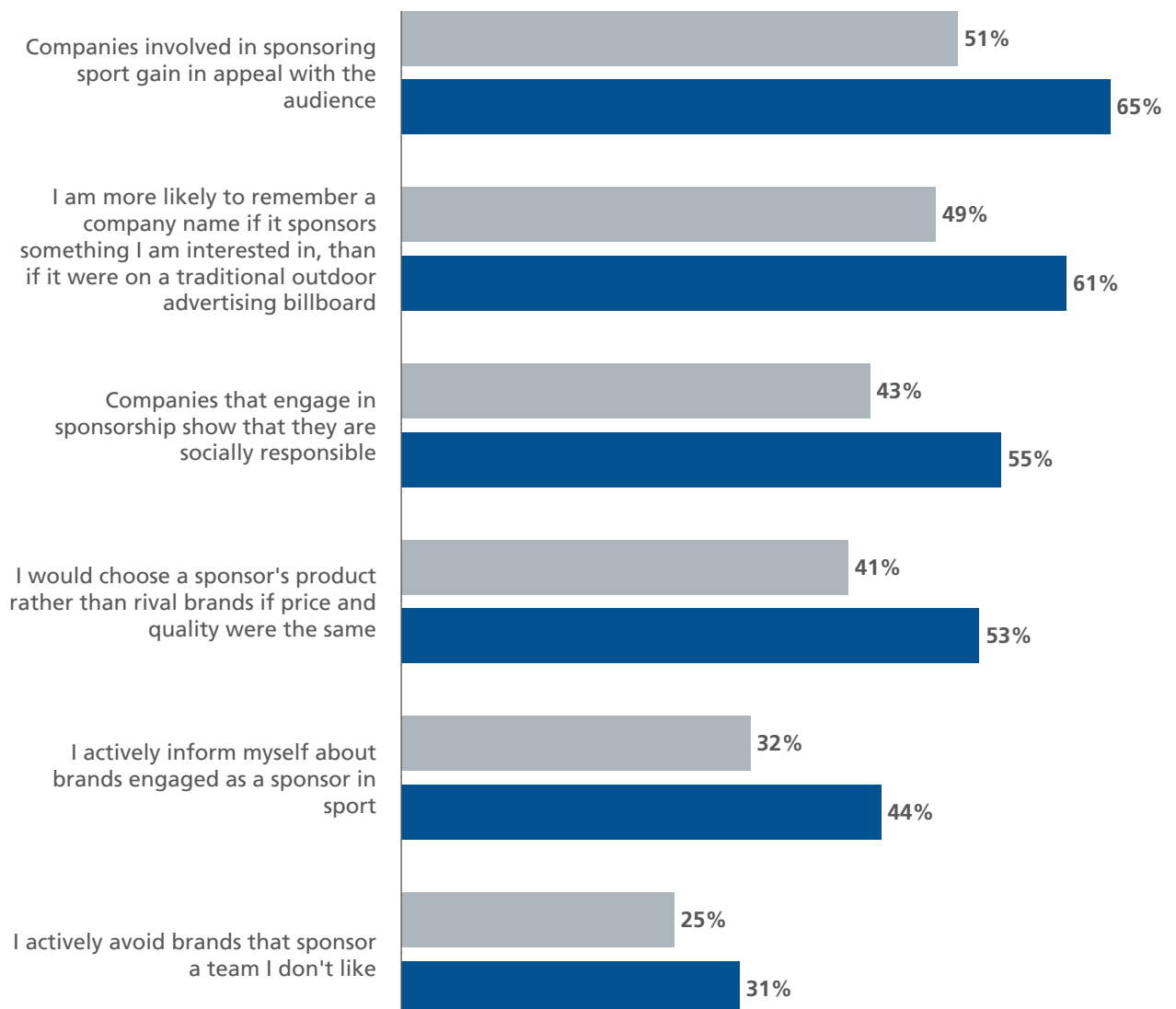
Attributes to describe FIFA Partners



Q20_1. Below is a list of attributes. Which of the following attributes would you use to describe the brands or products that sponsor FIFA tournaments?
 Sample: All Adults Aware of FIFA Competitions: (20,679), Africa (5,040)



To what extent do you agree/disagree with the following statements? Top-2-Box Agreement



CQA31X6_ To what extent do you agree or disagree with the following statements?
 Source: Nielsen Fan Insights Global Tracker – November 2021 Wave.
 Sample: General Population 39000, FIFA World Cup™ Fans (Top-2-Box interest) 18,706

General Population
 FIFA World Cup™ Fans