



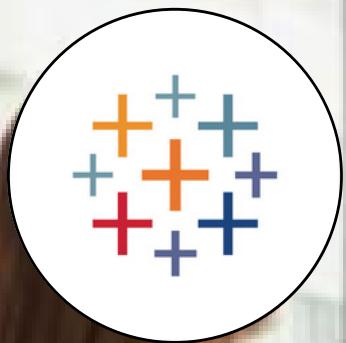
# FIFA 2022 INFOGRAPHIC

TEAM  
**25**

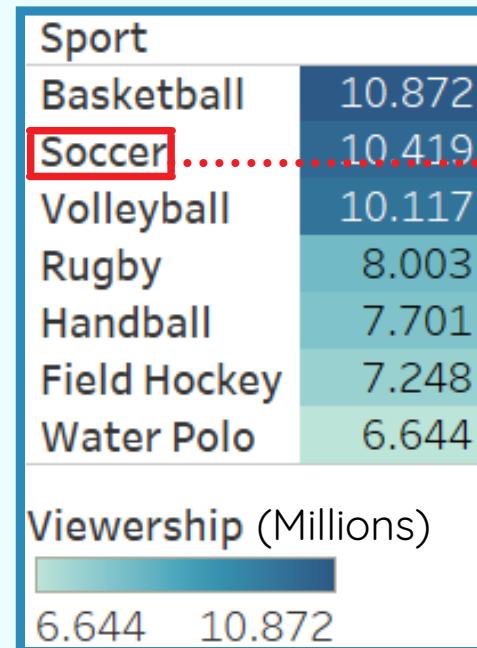
Alex Kim, Steve Jang, Jamie Tay, Janette Lin

**LOCATION: FIFA HEADQUARTERS  
CURRENTLY: SPONSORSHIP SEMINAR**





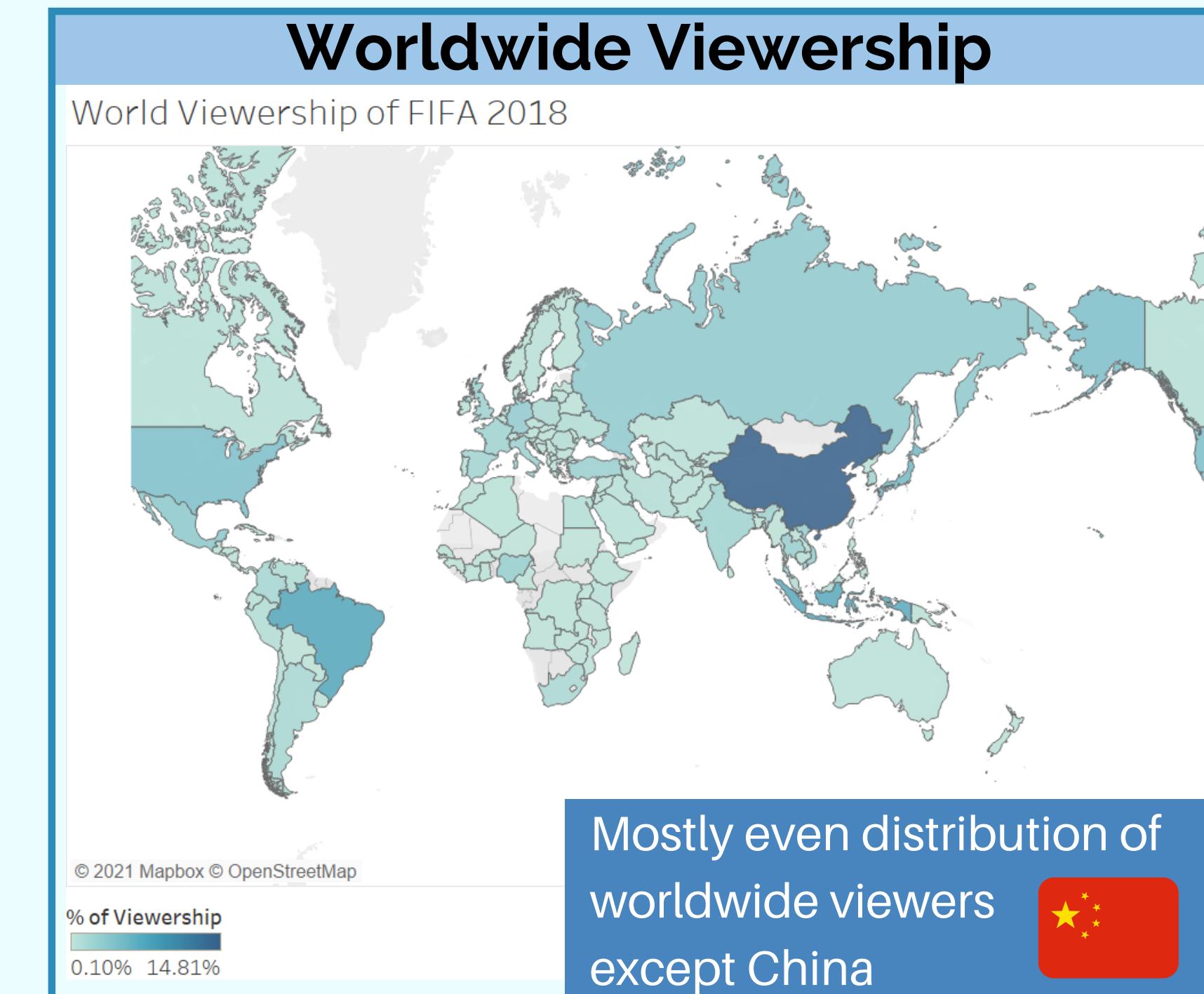
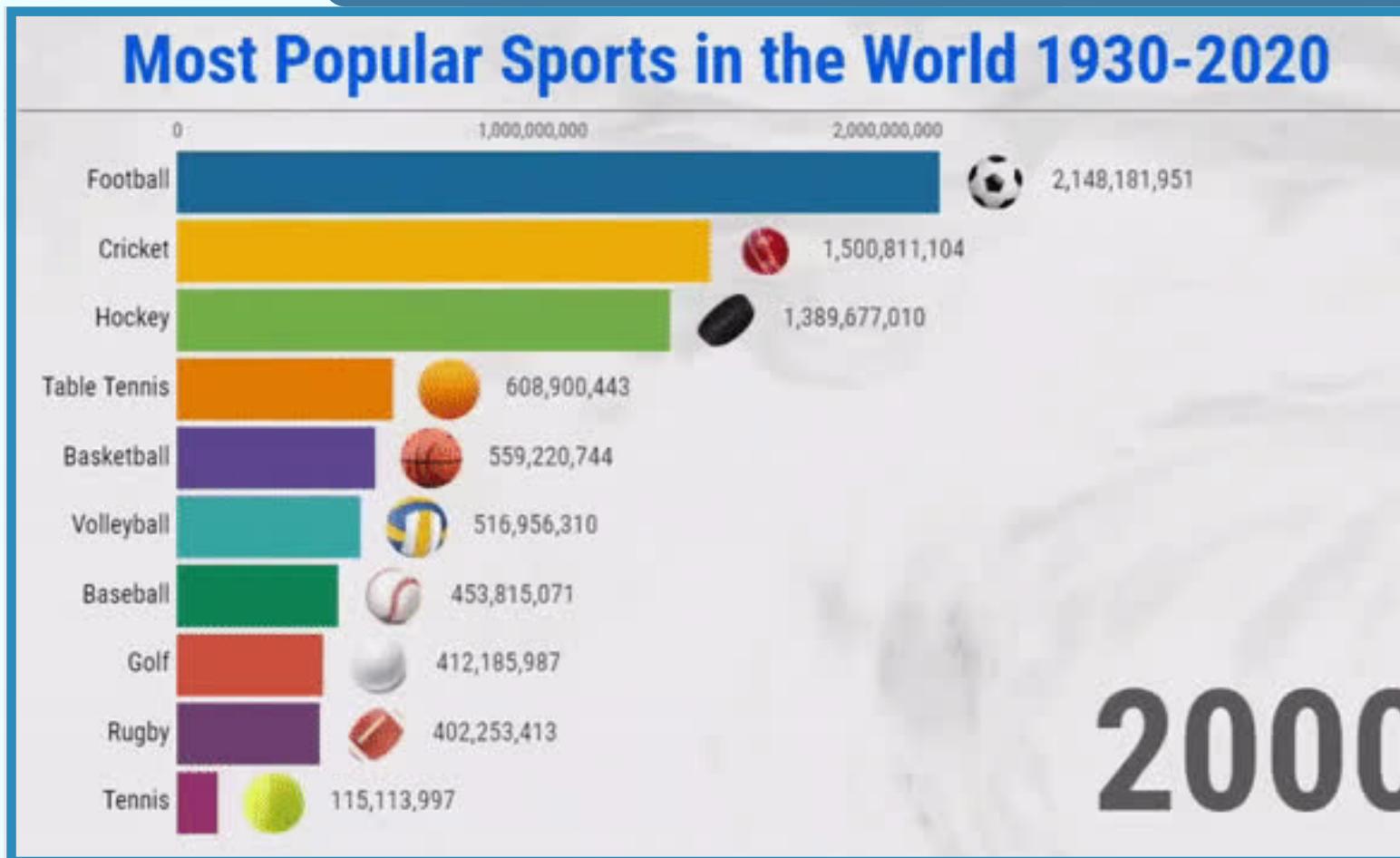
# INTERNATIONAL APPEAL



2nd most watched team sport in Tokyo  
2021 Olympics (worldwide)

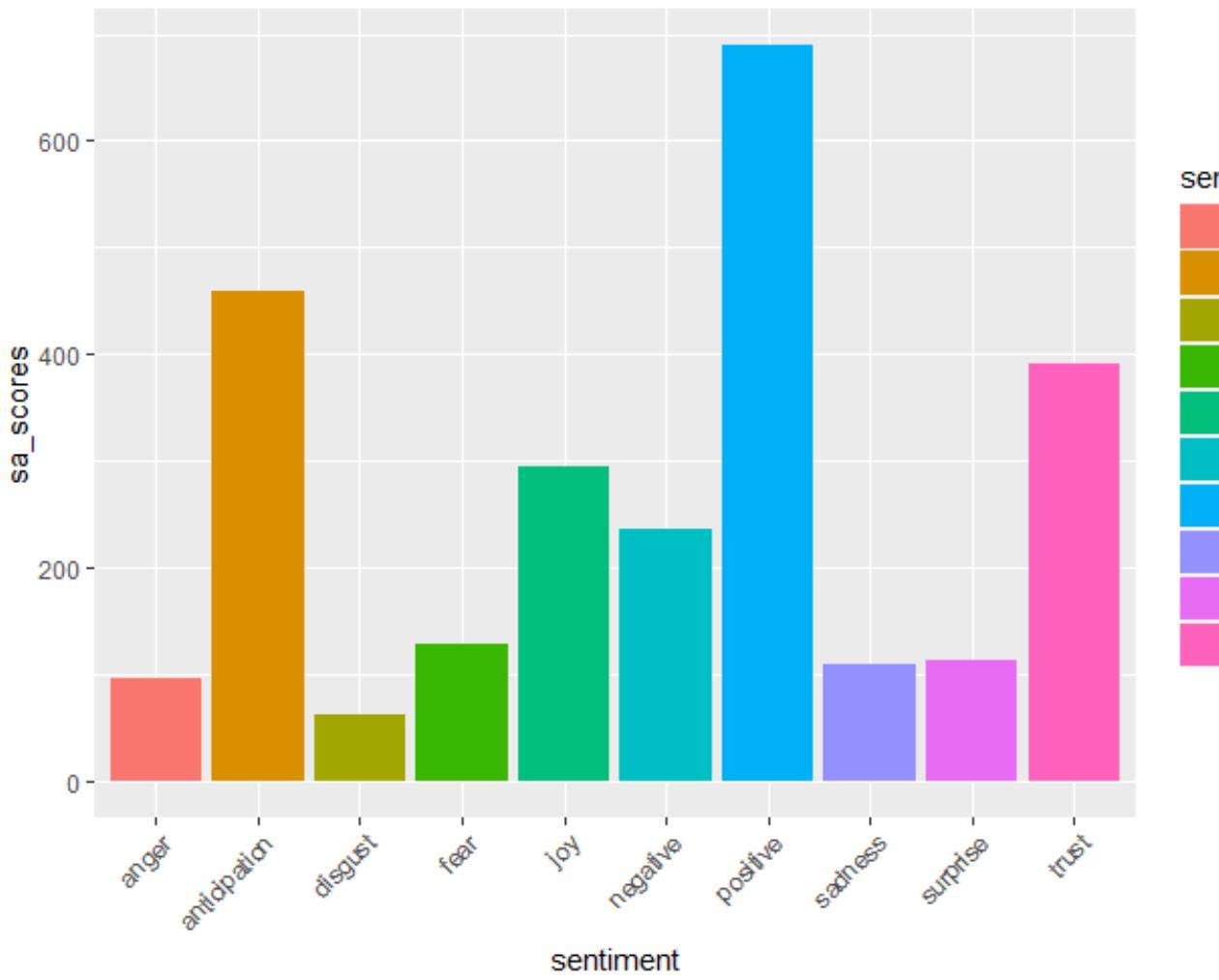


Undisputed Popularity over 30 years



# HIGH ANTICIPATION

Sentiment Analysis of 3000 Recent Tweets on 'FIFA World Cup'



76% of Tweets  
(Sept '21) on  
'FIFA World Cup'  
Positive

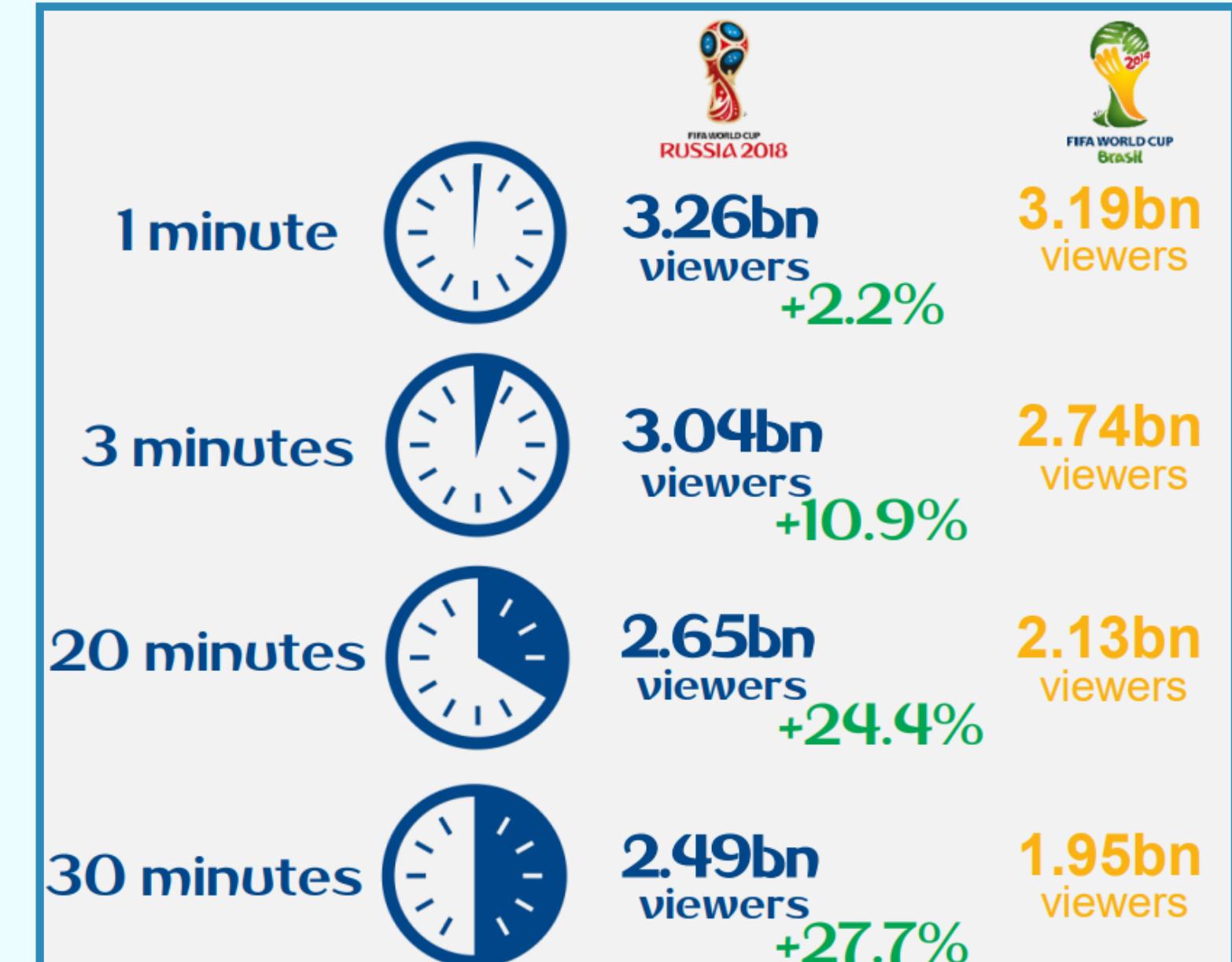
Natural Language Processing (NLP)

65%

15,000 out of 23,000 people across  
all 6 regions prefer  
Biennial FIFA  
*IRIS Survey (July 2021)*

Russia 2018 exceeded  
forecasted \$6.4B  
income by:

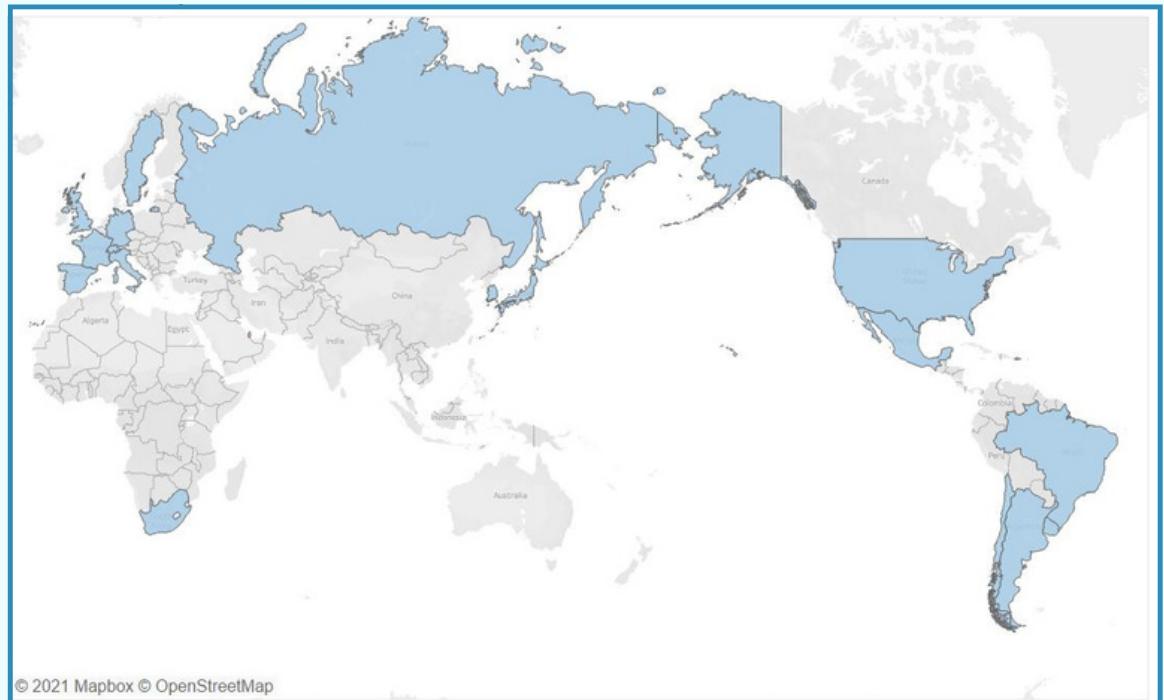
**234%**



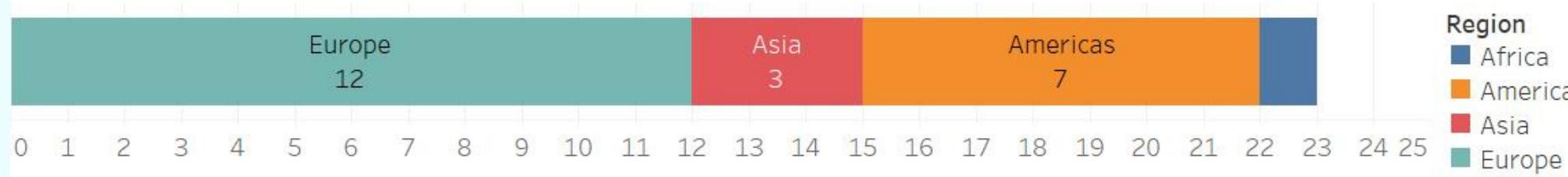
2018 World Cup has upped  
2014 in audience engagement

# UNIQUE HOST

Third **Asian** country to host,  
First time in **Middle East**



No. of times region's countries have hosted



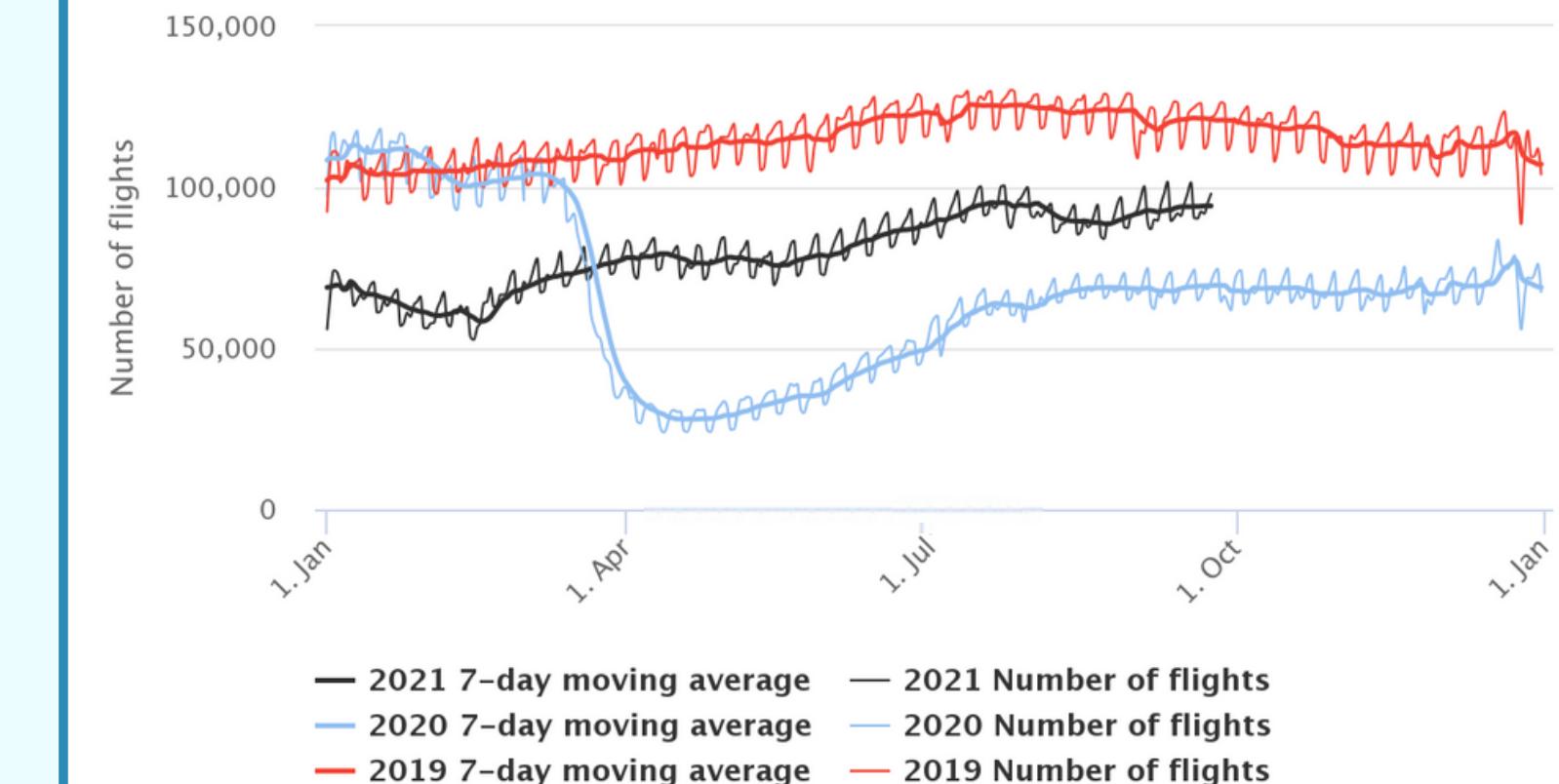
Encouraging Diplomacy of  
Middle East & Europe



FIFA WORLD CUP  
Qatar2022



Number of commercial flights tracked by Flightradar24, per day (UTC time), 2019 vs 2020 vs 2021



International Flights gradually increasing to 2019 levels



Qatar is opening up for tourism, if adhering to COVID measures



# A HISTORICAL EVENT FOR SOCCER



Generational Talents,  
**MESSI & RONALDO'S**  
Final Appearance



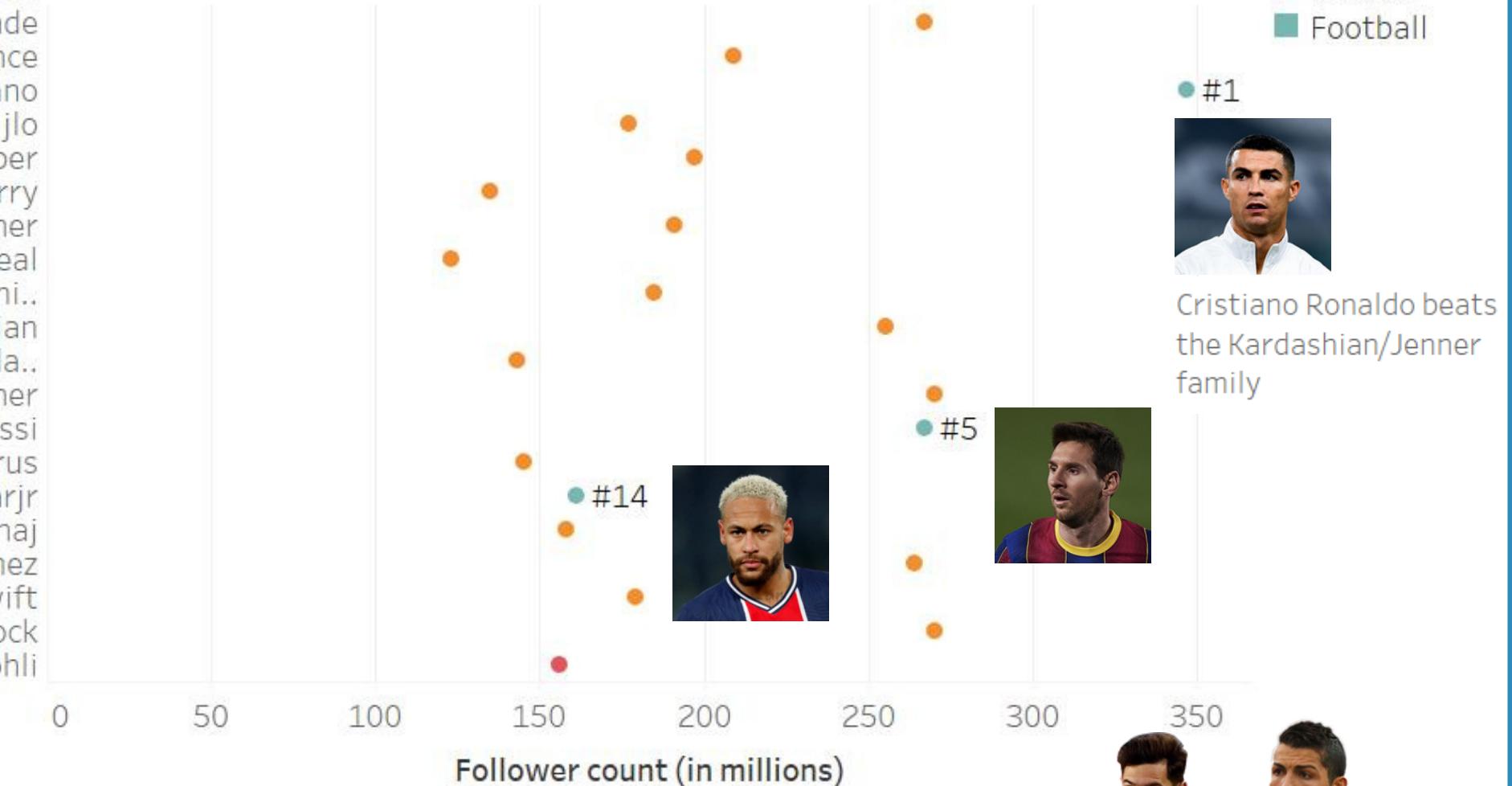
Soccer Players have the highest **follower count** of all sports



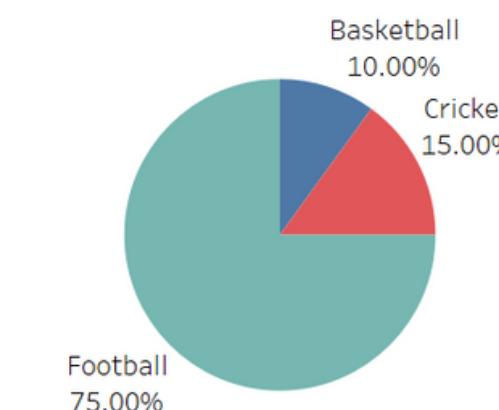
**\$400M**  
*AFP / FIFA feasibility study  
July 2021*

## Top 20 Individuals on Instagram

Instagram user  
arianagrande  
beyonce  
cristiano  
jlo  
justinbieber  
katyperry  
kendalljenner  
kevinhart4real  
khloekardash..  
kimkardashian  
kourtneykarda..  
kylijenner  
leomessi  
mileycyrus  
neymarjr  
nickiminaj  
selenagomez  
taylorswift  
therock  
virat.kohli



## Top 20 Athletes on Instagram







# APPENDIX

TEAM  
25

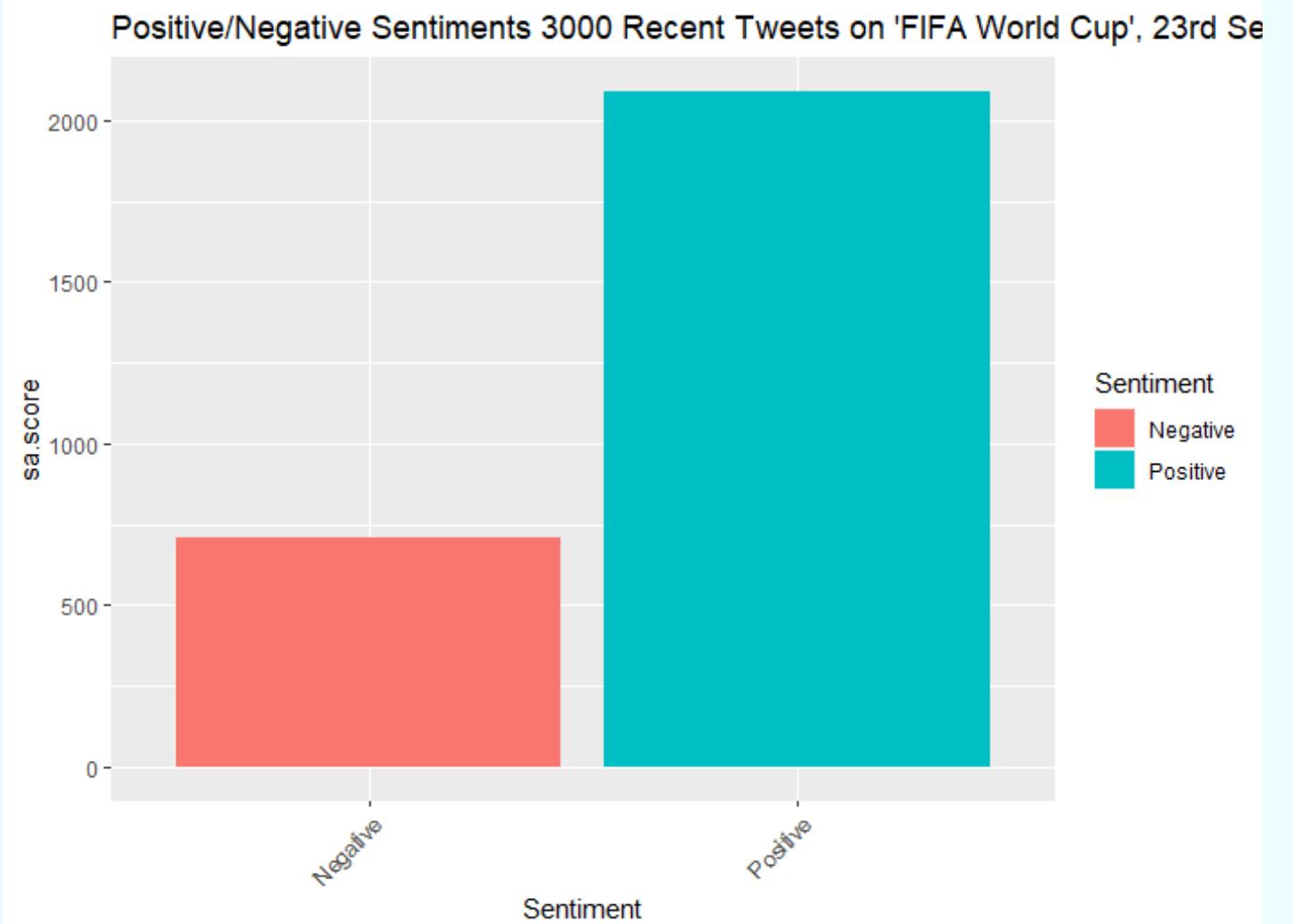
Alex Kim, Steve Jang, Jamie Tay, Janette Lin

# NLP ANALYSIS OF TWEETS, R/TWITTER API

```
# Extracting actual twitter text
# Search for tweets about lockdown, exclude retweets
fifa_tweets <- search_tweets("fifa 2022", n = 18000, include_rts = F, lang = 'en')

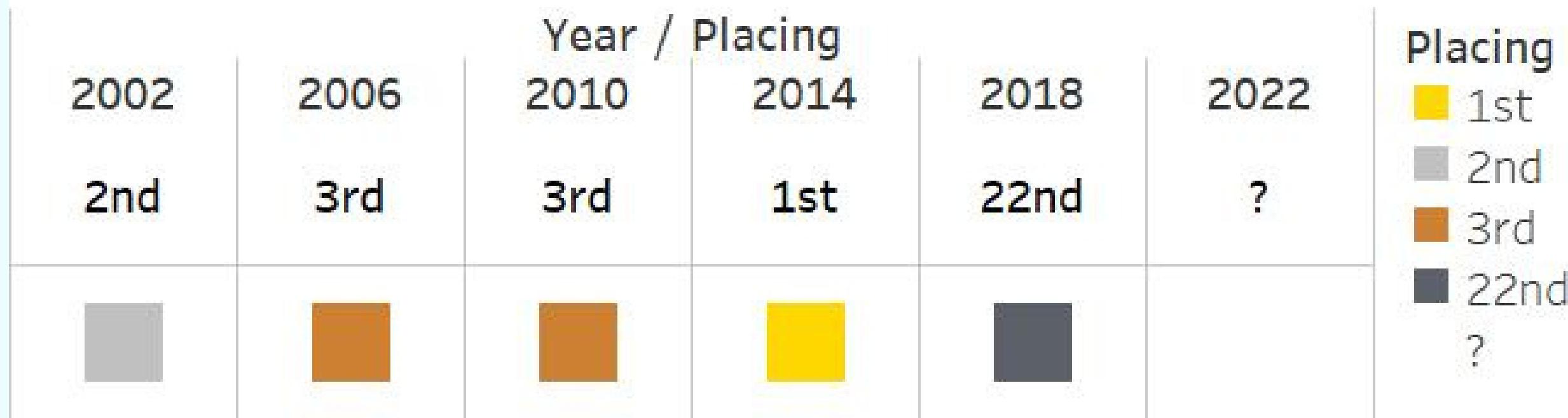
# Sentiment analysis(sa): Looks at sentiment of lockdown tweets
sa_value <- get_nrc_sentiment(fifa_tweets$text)
# View sentiment scores
sa_value[1:5, 1:7]
# Calculate sum of scores
sa_scores <- colsums(sa_value[,])
# Convert to data frame
sa_scores_df <- data.frame(sa_scores)
# Create sentiment column in the dataframe
sa_scores_final <- cbind(sentiment=row.names(sa_scores_df),
                           sa_scores_df, row.names = NULL)
# Plot the sentiment scores
ggplot(data = sa_scores_final, aes(x = sentiment, y = sa_scores,
                                    fill = sentiment)) +
  geom_bar(stat = "identity") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1)) +
  ggtitle("Sentiment Analysis of 3000 Recent Tweets on 'FIFA World Cup', 23rd Sept 2021")

# Create new plot with ONLY negative and positive column
# Find data with only negative emotions
neg.df <- sa_scores_final[sa_scores_final$sentiment %in%
  c("anger", "disgust",
  "fear", "sadness", "negative"), ]
```



# GERMANY: DOMINANT FORCE IN THE PAST

## Germany's placing

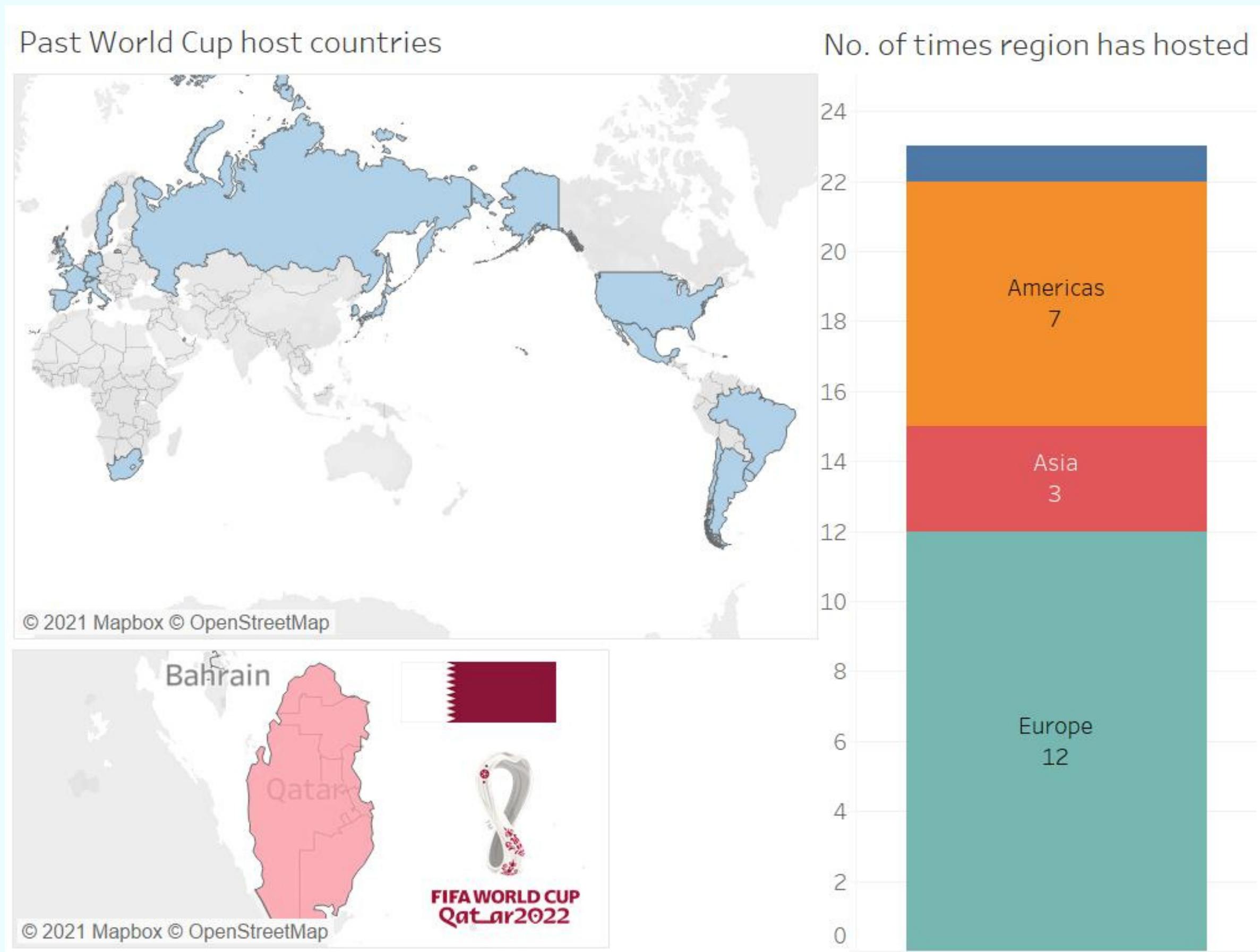


Placing (color) broken down by Year and Placing.

VICTORIES OF THE GERMAN NATIONAL FOOTBALL TEAM

3

# DATA ON HOST COUNTRIES



# ADIDAS SUCCESS



**Adidas Sales During FIFA World Cup 2018**

Net Income	Sales Revenue	Quarter Profit
\$460 million (+90)	+15.6%	+4.4%

**MarketWatch** • Latest Coronavirus Watchlist Markets Investing Barron's Personal Finance Economy

Home > Industries > Clothing/Textiles

## Adidas earnings boosted by World Cup sales

Published: Aug. 9, 2018 at 7:28 a.m. ET  
By William Boston

**MARKETINGDIVE** Deep Dive Library Events

Brand Strategy Mobile Creative Social Media Video Agencies Data/Analytics Influenc

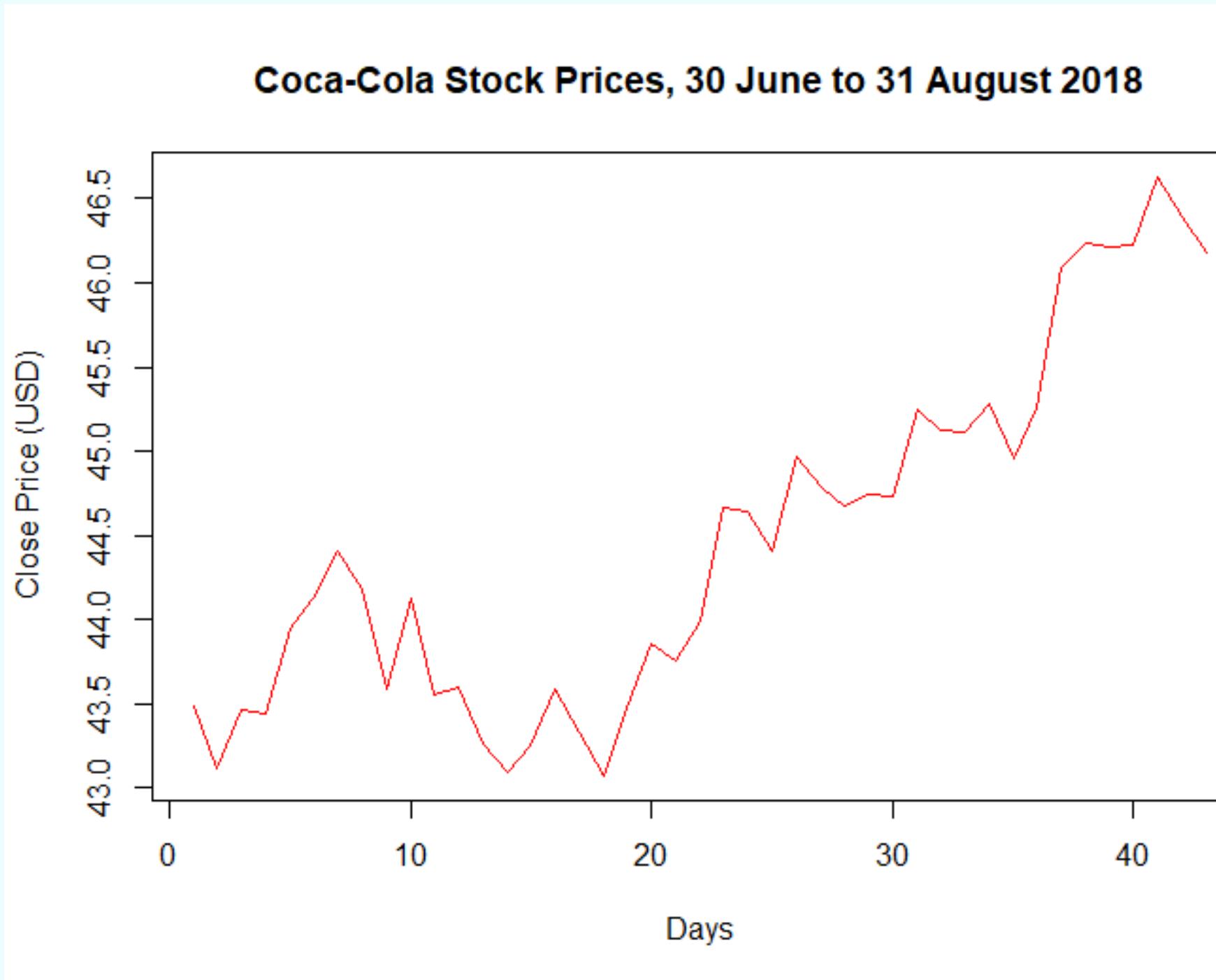
**BRIEF**

## Adidas sales surge on strength of World Cup sponsorship

Published Aug. 10, 2018  
By Peter Adams and Erica Sweeney

in f t e p

# COCA-COLA SUCCESS



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### How did Coca-Cola put fizz into its World Cup sales?

By Matthew Wall  
Technology of Business editor  
① 28 August 2018

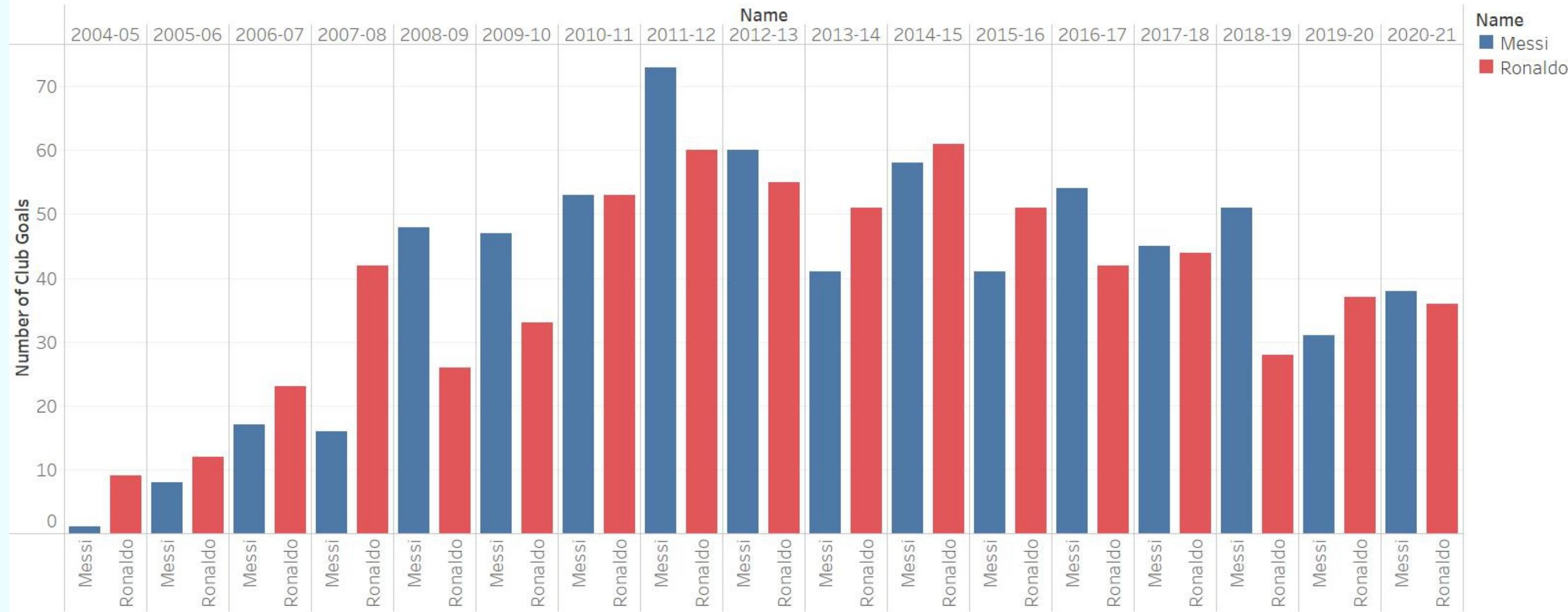
### Good weather and FIFA World Cup boost Coca-Cola Hellenic revenue

By Rachel Arthur ↗  
09-Aug-2018 - Last updated on 09-Aug-2018 at 11:16 GMT

f t in m

# MESSI VS RONALDO

Messi vs Ronaldo - Goals over Club Seasons



2004-05, 2005-06, 2006-07, 2007-08, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14, 2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20 and 2020-21 for each Name. Color shows details about Name.

Messi v Ronaldo: World Cup Stats

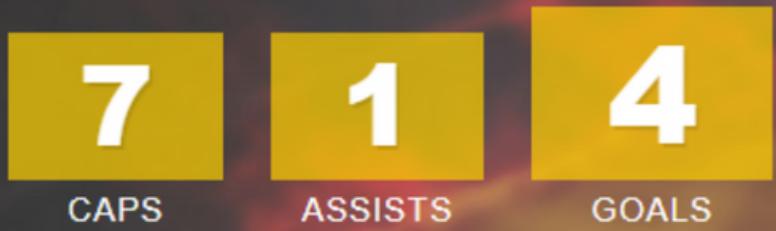


Sum of Goals per game, sum of World Cup Appearances and sum of World Cup Goals. Color shows details about Name.

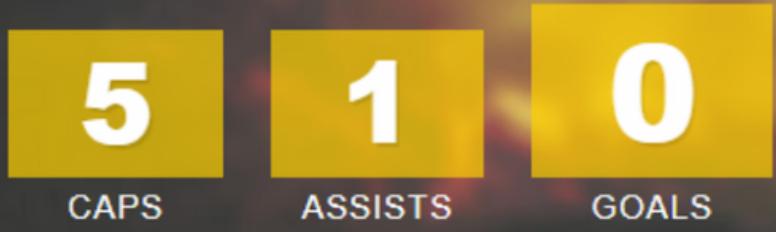
# MESSI VS RONALDO



RUSSIA WORLD CUP 2018



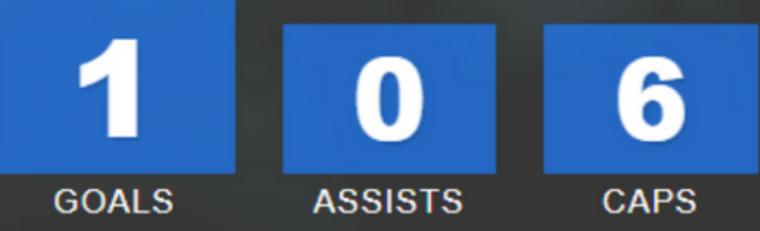
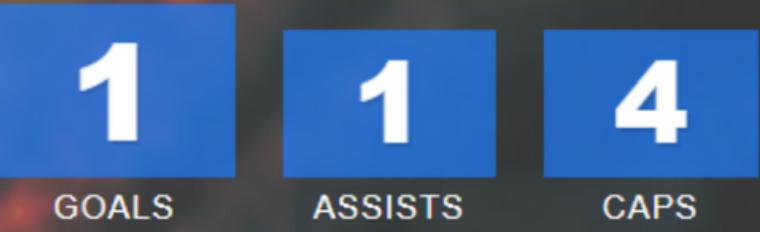
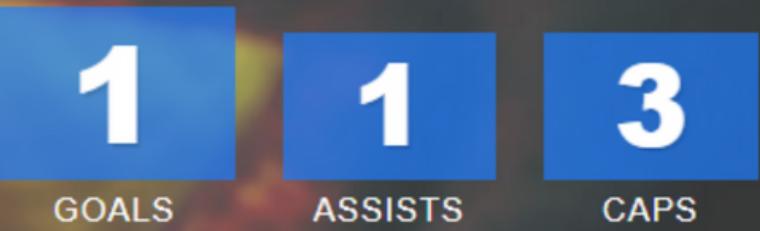
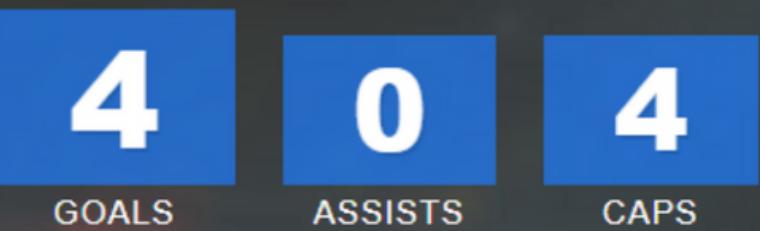
BRAZIL WORLD CUP 2014



SOUTH AFRICA WORLD CUP 2010



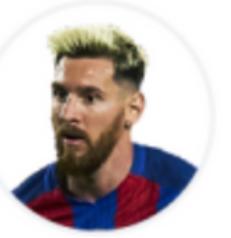
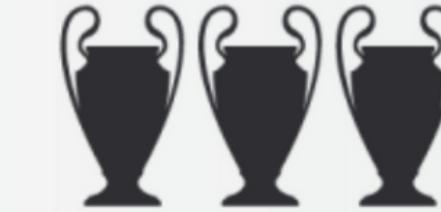
GERMANY WORLD CUP 2006



RONALDO

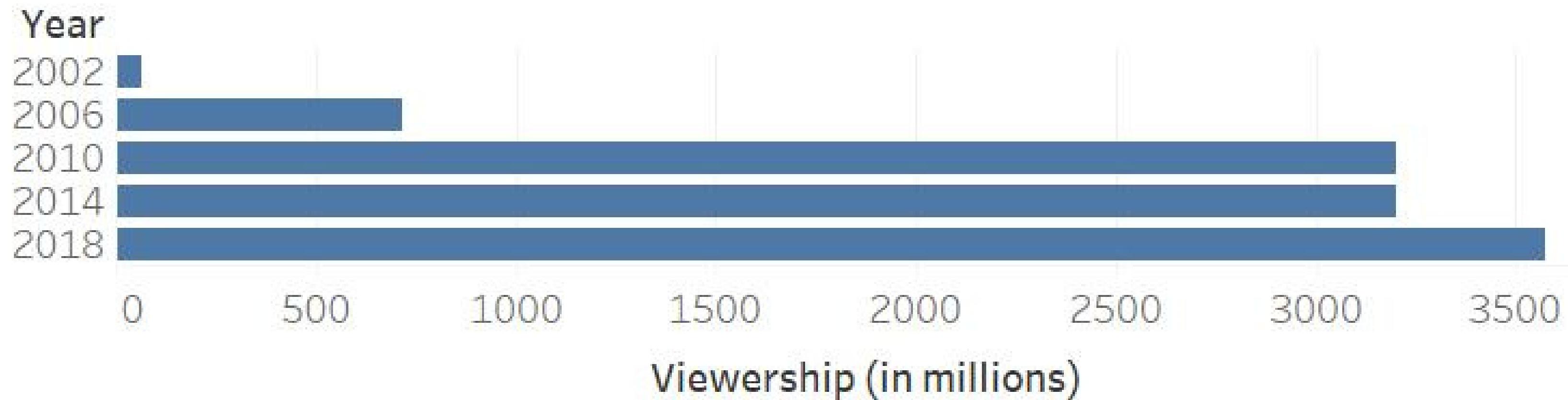
vs

MESSI

HONOURS  
HEAD 2 HEADLEAGUE  
TITLESDOMESTIC  
CUPSCHAMPIONS  
LEAGUEWORLD CLUB  
CHAMPIONSHIPFIFA  
WORLD CUPS

# RISING POPULARITY EVERY YEAR

## World Cup Viewership



Sum of Viewership (in millions) for each Year: