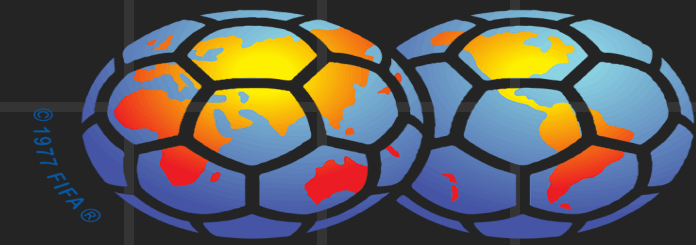


**FIFA®**

*For the Good of the Game*



**FIFA**

**FIFA®***For the Good of the Game*

*Fédération Internationale de Football Association*

# Overview

**ESTABLISHED**

*May 21, 1904*

**FOUNDER**

*Robert Guerin*

**CURRENT CEO**

*Gianni Infantino*

# Logo, Values & Slogan

## LOGO



## VALUES

- Integrity
- Respect
- Inclusivity
- Excellence
- Teamwork
- Transparency
- Sustainability

## SLOGAN

*For the Game. For  
the World.*

# Why did



# Became a Brand ?

- **Global Football Popularity:** *Most popular sport worldwide.*
- **Historical Legacy:** *Governing body since 1904.*
- **World Cup:** *Highly watched and prestigious event.*
- **Rule Standardization:** *Ensures uniformity and fairness.*
- **Marketing & Sponsorship:** *Boosts brand recognition.*
- **Development Programs:** *Invests in global football growth.*
- **Media Coverage:** *Extensive global reach.*
- **Iconic Players/Moments:** *Rich cultural heritage.*
- **Innovation & Technology:** *Modernizes the sport.*
- **Social Impact:** *Positive community initiatives.*



# History



## 1904: FIFA Founded in Paris

| Founding members: Belgium, Denmark, France, Netherlands, Spain, Sweden, and Switzerland.

|

## 1930: First FIFA World Cup

| Held in Uruguay; Uruguay wins the inaugural tournament.

|

## 1947: FIFA and British Associations Agreement

| British associations rejoin FIFA post-World War II.

|

## 1954: Formation of UEFA

| The Union of European Football Associations (UEFA) is established.

|

## 1970: Introduction of Red and Yellow Cards

| First used in the World Cup held in Mexico.

|

## 1982: Expansion of World Cup Teams

| World Cup expands from 16 to 24 teams.

|

## 1991: First FIFA Women's World Cup

| Held in China; USA wins the inaugural tournament.

|

## 1998: World Cup Expansion to 32 Teams

| The tournament in France features 32 teams for the first time.

|

## 2002: First World Cup in Asia

| Co-hosted by South Korea and Japan.

|

## 2010: First World Cup in Africa

| Hosted by South Africa.

|

## 2018: Introduction of VAR

| Video Assistant Referee (VAR) technology used in the World Cup in Russia.

|

## 2022: First Winter World Cup

| Held in Qatar during November-December.

# Product & Launch



## PRODUCT CATEGORIES

- **Official Merchandise** - Apparel, Accessories, Souvenirs
- **Sports Equipment** - Soccer Balls, Training Gear, Goalkeeper Gloves
- **Media and Publications** - Magazines, Books, Digital Content
- **Video Games** - EA Sports FIFA Series
- **Broadcasting and Media Rights** - TV Broadcast, Streaming Services
- **Events and Tickets** - Tournament Tickets, Hospitality Packages
- **Licensing and Sponsorships** - Brand Partnerships, Licensing Deals
- **Educational and Development Programs** - Coaching Courses, Grassroots Programs
- **Digital Platforms and Apps** - Official FIFA App, Online Platforms
- **Fan Engagement and Community** - Fan Clubs, Social Media Engagement
- **Official FIFA Stores** - Online and Physical Retail Stores

# Product & Launch



## SIGNIFICANT LAUNCHES

- **FIFA World Cup** - Inaugural in 1930, Uruguay (Key editions: 1950 (Brazil), 1994 (USA), 2010 (South Africa))
- **FIFA Women's World Cup** - First held in 1991, China (Notable: 1999 (USA))
- **FIFA Club World Cup** - Launched in 2000
- **FIFA Confederations Cup** - Started in 1992 as King Fahd Cup, renamed in 1997
- **FIFA Interactive World Cup (FIWC)** - Launched in 2004
- **FIFA 100** - Launched in 2004, Pelé's list of 125 greatest living players
- **FIFA 2.0** - Strategic roadmap launched in 2016
- **FIFA eWorld Cup** - Rebranded from FIWC in 2018
- **FIFA Forward Development Programme** - Launched in 2016
- **FIFA Women's Football Strategy** - Launched in 2018
- **FIFA Global Series** - Launched in 2018, part of esports initiatives

# Product & Launch



## RECENT INNOVATIONS

- **Video Assistant Referee (VAR)** - Implemented in 2018 World Cup for accurate decision-making.
- **FIFA Connect Programme** - Global digital platform for player registration and management.
- **FIFA Transfer Matching System (TMS)** - Online system for monitoring international transfers, ensuring compliance.
- **FIFA Women's Development Programmes** - Initiatives to support and grow women's soccer through funding and training.
- **FIFA eFootball Innovations** - Expansion of FIFA Global Series and eWorld Cup, partnerships with gaming companies.
- **FIFA Performance Programmes** - Advanced data analytics and technology for team performance improvement.
- **Sustainability Initiatives** - Green strategies for tournaments, focusing on reducing carbon footprint and sustainable stadiums.
- **FIFA Digital Ecosystem** - Enhanced digital platforms for real-time updates and fan engagement.
- **FIFA Talent Development Scheme** - Identifying and nurturing young talent globally with resources and support.
- **FIFA Innovation Programme** - Encouraging technological advancements and supporting startups in soccer technology.

# Why Study these Brands



- **Global Influence** - FIFA is one of the most recognized sports organizations worldwide, impacting millions of fans and players.
- **Marketing Excellence** - FIFA's branding strategies offer valuable insights into global marketing, sponsorships, and partnerships.
- **Event Management** - Studying FIFA provides lessons in organizing large-scale events like the World Cup, including logistics, security, and fan engagement.
- **Cultural Impact** - Understanding FIFA's role in promoting cultural exchange and unity through soccer.
- **Innovation Leadership** - Insights into how FIFA integrates technology and innovation to enhance the sport and fan experience.
- **Sustainability Practices** - Learning from FIFA's initiatives in sustainability and social responsibility in sports.
- **Economic Impact** - Analyzing FIFA's influence on the global economy, including tourism, infrastructure, and job creation.
- **Governance and Ethics** - Examining FIFA's governance structures, ethical challenges, and reforms for better organizational practices.

# Innovation & Sustainability



Below the highlights how FIFA integrates innovation and sustainability into its operations

## *Innovation:*

1. **VAR (Video Assistant Referee):** Improved match fairness and decision accuracy.
2. **FIFA Connect Programme:** Digital player registration and management globally.
3. **FIFA eFootball:** Expanded eSports initiatives like FIFA Global Series and eWorld Cup.
4. **Performance Programmes:** Advanced data analytics for team and player performance.
5. **Transfer Matching System (TMS):** Ensured transparent and compliant international transfers.

## *Sustainability:*

1. **Green Tournaments:** Eco-friendly practices at events, e.g., 2022 Qatar World Cup.
2. **Sustainable Stadiums:** Focus on reducing carbon footprint and waste management.
3. **Community Programs:** Promoted social good, inclusivity, and community development.
4. **Talent Development:** Global initiatives to nurture young soccer talent sustainably.

# Culture & Workplace



Below concise summary highlights the key aspects of FIFA's culture and workplace:

- **Diversity and Inclusion** - Multicultural, inclusive environment.
- **Teamwork and Collaboration** - Emphasis on supportive teamwork.
- **Innovation and Creativity** - Encourages innovative thinking.
- **Professional Development** - Training and career growth opportunities.
- **Work-Life Balance** - Flexible arrangements and wellness programs.
- **Ethical Standards** - High integrity and compliance policies.
- **Global Impact** - Focus on positive global and community impact.
- **Passion for Soccer** - Collective passion for the sport's growth.

# Advertisement Strategies Campaigns & Sponsorships



- **Global Reach:**
  - Leverages the worldwide popularity of soccer to reach diverse audiences.
  - Uses major tournaments like the World Cup for maximum visibility.
- **Brand Partnerships:**
  - Collaborates with global brands for co-branded campaigns.
  - Long-term partnerships with companies like Coca-Cola, Adidas, and Visa.
- **Digital and Social Media:**
  - Extensive use of digital platforms and social media to engage fans.
  - Interactive content, live updates, and fan engagement initiatives.
- **Innovative Campaigns:**
  - Creative and memorable advertising campaigns.
  - Focus on storytelling that resonates with soccer fans.
- **Event Sponsorships:**
  - Sponsors key events, including World Cup, Women's World Cup, and Club World Cup.
  - Provides sponsors with exclusive rights and branding opportunities.
- **Youth and Grassroots Programs:**
  - Campaigns supporting youth development and grassroots soccer.
  - Engages younger audiences and promotes the sport's growth.
- **Sustainability and Social Responsibility:**
  - Campaigns highlighting sustainability and community initiatives.
  - Aligns with sponsors committed to social good and environmental responsibility.
- **Regional Campaigns:**
  - Tailors advertising strategies to regional markets.
  - Localized content to connect with specific cultural and regional audiences.



Coca-Cola



FIFA PARTNERS

aramco

Lenovo

QATAR  
AIRWAYS

VISA

# How to Build a Brand ?



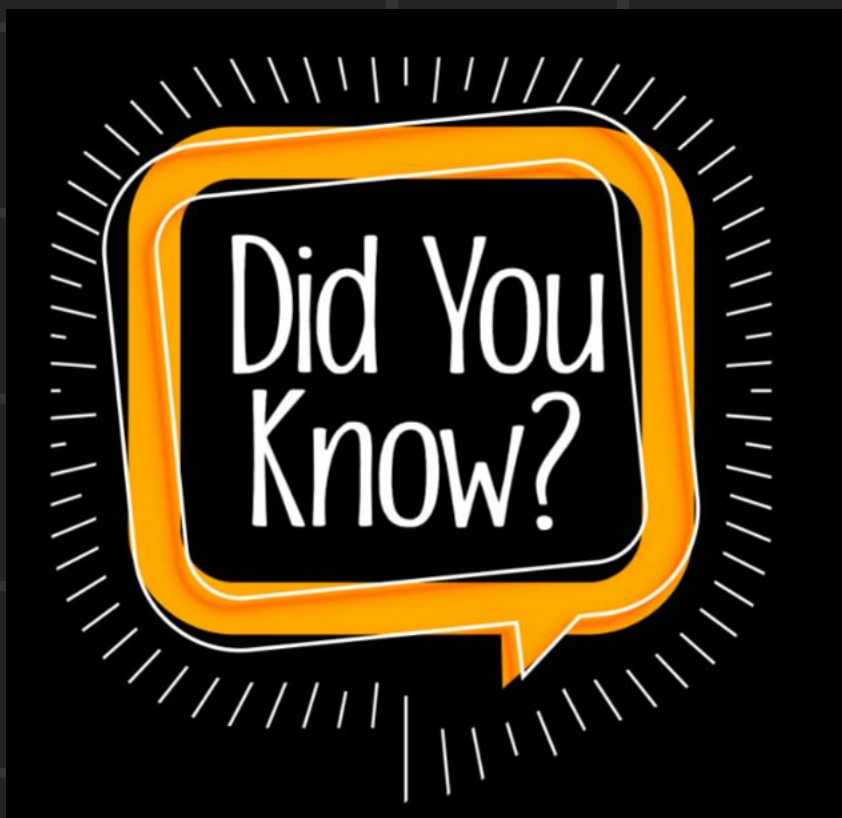
- ❑ Aim for a worldwide presence and influence.
- ❑ Develop a brand that resonates across different cultures and regions.
- ❑ Create a clear and consistent brand identity.
- ❑ Use recognizable logos, colors, and messaging.
- ❑ Ensure high standards in all products and services.
- ❑ Strive for excellence in every aspect of operations.
- ❑ Collaborate with well-known global brands.
- ❑ Form long-term, mutually beneficial partnerships.
- ❑ Build a loyal and engaged fan base.
- ❑ Use social media and digital platforms for direct communication.
- ❑ Develop creative and memorable marketing campaigns.

# Fun Facts



- **Oldest World Cup Winner** – *Italy's Dino Zoff is the oldest player to win the World Cup, at age 40 in 1982.*
- **First World Cup** – *The inaugural FIFA World Cup was held in 1930 in Uruguay.*
- **Most Goals in a Single Tournament** – *Just Fontaine of France scored 13 goals in the 1958 World Cup, a record for a single tournament.*
- **Largest Attendance** – *The 1950 World Cup final between Brazil and Uruguay had an estimated attendance of 199,854 spectators at Maracanã Stadium.*
- **Youngest Goal Scorer** – *Pelé of Brazil became the youngest goal scorer in World Cup history at age 17 in 1958.*
- **Most World Cup Titles** – *Brazil holds the record with 5 World Cup titles.*
- **First Women's World Cup** – *The first FIFA Women's World Cup was held in 1991 in China.*
- **Fastest Goal** – *Hakan Şükür of Turkey scored the fastest goal in World Cup history, just 11 seconds into the match against South Korea in 2002.*
- **FIFA Headquarters** – *FIFA's headquarters are located in Zurich, Switzerland.*
- **World Cup Trophy** – *The current FIFA World Cup Trophy, introduced in 1974, is made of 18-carat gold and weighs 6.1 kilograms.*

# Quiz



1. Who is the oldest player to win the World Cup?

- A) Dino Zoff
- B) Pelé
- C) Gianluigi Buffon
- D) Lothar Matthäus

2. In which year was the inaugural FIFA World Cup held?

- A) 1928
- B) 1930
- C) 1934
- D) 1940

3. Which player scored the most goals in a single World Cup tournament?

- A) Pelé
- B) Miroslav Klose
- C) Just Fontaine
- D) Ronaldo

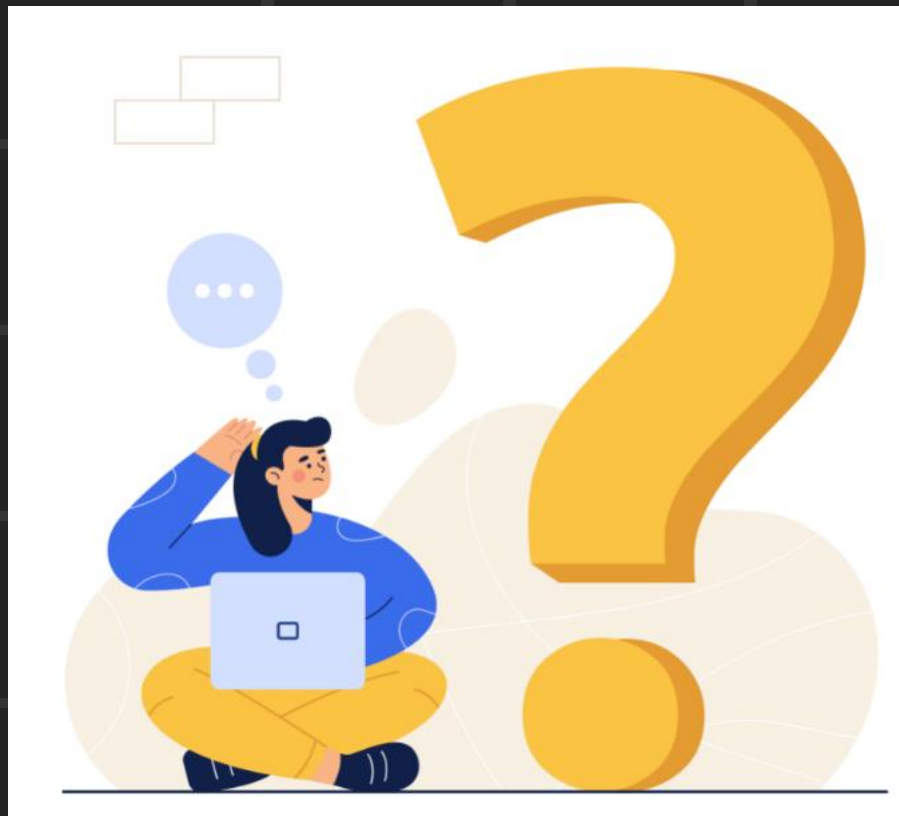
4. What was the estimated attendance at the 1950 World Cup final?

- A) 150,000
- B) 199,854
- C) 120,000
- D) 175,000

5. Who is the youngest goal scorer in World Cup history?

- A) Lionel Messi
- B) Kylian Mbappé
- C) Pelé
- D) Michael Owen

# Answers



1. Who is the oldest player to win the World Cup?

A) Dino Zoff

2. In which year was the inaugural FIFA World Cup held?

B) 1930

3. Which player scored the most goals in a single World Cup tournament?

C) Just Fontaine

4. What was the estimated attendance at the 1950 World Cup final?

B) 199,854

5. Who is the youngest goal scorer in World Cup history?

C) Pelé