










CreatorIQ

# FIFA WORLD CUP Qatar 2022

Report



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# Introduction

The popularity and allure of the world's game is undeniable, and the reception of the 2022 World Cup has been no exception. Upon the conclusion of the group stage, FIFA announced that the tournament has delivered record-breaking TV audience numbers across multiple global markets. In the U.S. alone, viewership peaked at 19.6M viewers on FOX during a key matchup versus England.

Despite being embroiled in controversy, the 2022 World Cup is expected to continue smashing viewership records, and ultimately claim the title of the most popular competition of all time. As such, brands who have elected to sponsor the event, and maintain a strong presence in related advertisements, stand to benefit tremendously from their involvement.

In this report, we take a look at which brands are currently winning the 2022 World Cup, and the influencer marketing campaigns that these brands have deployed to achieve their success.

## Winners



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# WINNERS

by Impressions



McDonald's

Coca-Cola





**McDonald's**

**October–November 2022**



**802.7M**  
Impressions

McDonald's has enjoyed a prosperous World Cup thus far, with the official event sponsor capturing an impressive 802.7M impressions thanks to its successful "Wanna Go to McDonald's?" campaign. The fast-food brand's advertising initiative has been self-described as its "largest global campaign to date," featuring big names like Emmy Award-winning actor Jason Sudeikis and TikTok star Khaby Lame.

**Coca-Cola**



*Coca-Cola*

Coca-Cola

October–November 2022



**677.8M**  
Impressions

A World Cup mainstay for decades, Coca-Cola remained dominant during this year's competition, collecting 677.8M impressions between October and November. Contributing to the beverage giant's success was its "Believing is Magic" campaign, which highlighted the aura and feelings associated with supporting your nation at the world's largest sporting event.

**Winners**  
**by Share of voice**



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# WINNERS

by Share of Voice



Nike

New Balance

The New Balance logo, featuring a stylized "B" with horizontal lines through it, positioned above the words "new balance" in a lowercase sans-serif font, all contained within a white circle.



**Nike**

**October–November 2022**



**70.3k**  
Posts

You can't have a sports tournament without Nike, and this World Cup has been no different. The sportswear giant supplied branded kits to 13 of the 32 qualified teams, featuring the Nike logo in eye-catching new designs. Among the brand's partners were powerhouse football nations like England, Portugal, and France, all of which helped Nike capture the largest share-of-voice at the World Cup with 70.3k mentions.

**New Balance**



## New Balance

October–November 2022



**23.7k**  
Posts

New Balance made a splash ahead of the World Cup, announcing the launch of new football boots the Furon v7 and Tekela v4. The boots were promoted by England stars Raheem Sterling and Bukayo Saka, as well as USA youngster Timothy Weah, in flashy ads that contributed to New Balance's 23.7k brand mentions.

**Winners  
by Reach**





Adidas

October–November 2022



10.3B  
Reach

Adidas amassed an impressive 10.3B reach thanks to its star-studded “Impossible Is Nothing” campaign. Featuring a lineup of superstars like Lionel Messi and Karim Benzema, the campaign launched with an inspiring short film titled “The Family Reunion,” demonstrating the global football community coming together for tournament preparations.

Nike



Nike

October–November 2022



8.8B  
Reach

Nike's "Football Verse" commercial contributed to its impressive 8.8B reach by offering football fans a glimpse into a multiverse where legendary players—past and present—go head-to-head in an attempt to settle the ultimate score. The ad featured cameos from football icons such as Netherlands' Edgar Davids, Brazil's Ronaldo de Assis Moreira, and France's Kylian Mbappé.

New Balance



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# WINNERS

by Engagement



Louis Vuitton

Adidas





# Louis Vuitton

October–November 2022



**172.9M**  
Engagement

Louis Vuitton scored big with November's "Victory is a State of Mind" campaign. The French luxury house's viral ad, which featured football stars Lionel Messi and Cristiano Ronaldo playing a game of chess on a board echoing the design of a Louis Vuitton Damier attaché case, inspired global buzz, securing a whopping 172.9M engagements for the brand.

## Adidas



**Adidas**

**October–November 2022**



**156.8M**  
Engagement

Adidas celebrated the World Cup history of Lionel Messi as part of its “Impossible Is Nothing” campaign. With the help of CGI technology, Adidas brought together all previous World Cup versions of the Argentinian forward for an ad showcasing an epic Messi-versus-Messi rondo warm-up. The nostalgia-inducing visuals contributed to the brand’s 156.8M engagements in October and November.

**Top Creators**



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# TOP CREATORS



Vinicius Jr.



Harry Maguire

# Vinicius Jr.

October–November 2022



Posts

10

**156.8M**  
Total Engagements

Leading up to the World Cup, Pepsi announced Real Madrid and Brazil star Vinicius Jr. as its latest global ambassador. Vini Jr.'s ten brand mentions—and dazzling skills throughout the tournament—have netted Pepsi an impressive 1.4M engagements, making him one of the World Cups' most impactful athlete influencers.

**Harry Maguire**

# Harry Maguire

October–November 2022

@harrymaguire93 on Instagram



Posts

8

995.0k  
Total Engagements

Harry Maguire has been a Puma athlete for years, and despite wearing the Nike-emblazoned kits of the English national team, he has emerged as Puma's top ambassador, generating 955.0k engagements across eight branded posts.

## Top Hashtags

#

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# TOP HASHTAGS



#Messi

#Ioniq6

The Hyundai logo, consisting of a stylized blue 'H' inside a white oval, with the word 'HYUNDAI' in a bold, blue, all-caps sans-serif font below it. The logo is centered within a white circular background.

HYUNDAI



# #Messi

October–November 2022



Posts

77



Creators

6

156.8M

Total Engagements

Unsurprisingly, #Messi ranked as Louis Vuitton’s top hashtag, fueled by hype and conversation surrounding the brand’s “Victory is a State of Mind” campaign. The hashtag netted 2.3M engagements across 77 mentions from six content creators.

#loniq6

# #Ioniq6

October–November 2022



Posts

30



Creators

11

241.0k

Total Engagements

A digital billboard campaign for Hyundai's upcoming Ioniq 6 electric sedan has proven a massive hit at the World Cup, with #Ioniq6 inspiring 241.0k engagements from 30 posts via 11 creators.



# Advance your influencer marketing maturity in the age of the Creator Economy with the industry's most trusted software solution.



CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.