



FIFA World Cup

FIFA World Cup Partners failing at Search

FIFA partner companies are scoring a spectacular own goal online ahead of the biggest sporting event in the world

Overview

The FIFA 2010 World Cup kicks off in South Africa in just over two months' time and is a unique tactical opportunity for FIFA partner companies. But these major brands are scoring a spectacular own goal online ahead of the biggest sporting event in the world.

Detailed research by Tamar, the UK's award-winning search and social conversion agency for the first **Tamar Sports Index** shows that the five major partner companies - Sony, Adidas, Coca-Cola, Emirates and Hyundai - are failing to associate their brands online with the World Cup competition, which opens in Johannesburg and Cape Town on Friday, June 11th.

The **Sports Index** is the result of detailed research conducted over the past three months. The Tamar research team has tracked keywords and phrases relevant to the World Cup competition, and also analysed search trends since the previous World Cup in Germany four years ago.

As the research highlights, there is a huge opportunity to link sponsoring brands with popular World Cup search terms – and this trend will grow exponentially as the kick-off date nears. However, few of the major partner

companies are working to ensure that they are found online for World Cup-related search engine queries.

Of the big five FIFA partners, only Emirates and Adidas are beginning to rank for popular online search terms, but even these attempts will not be driving people to their websites and key brand messages as their search visibility is low – meaning that their websites will not appear on the first few pages of the “search results” (SERPs) returned by engines such as Google, Yahoo or Bing. For brands such as Coca-Cola, Hyundai and Sony, the visibility from “natural search” matches is non-existent currently.

Sony is making limited connections through very expensive “paid search” tactics but the Tamar research shows that the brand is not being associated with high-value “natural” terms linking 3D TV with the World Cup.

Findings in detail

Tamar first identified the most popular World Cup search terms and then used these to measure FIFA partner search performance.

Popular World Cup search terms

January 15	Local Search Volume: December	Global Monthly Search Volume (exact)
world cup	60500	110000
world cup 2010	135000	74000
world cup soccer	1300	33100
2010 world cup	12100	18100
world cup ticket	720	14800
soccer world cup	590	6600
world cup tickets	12100	6600
football world cup	4400	4400
world cup south africa	1900	2900
2010 soccer world cup	NA	1900
the world cup	1300	1900
world cup final	2400	1900
world cup games	1600	1900
world cup soccer 2010	NA	1600

Findings in detail

How the FIFA major partner brands rank

January 15	Adidas	Coca-cola	Emirates	Hyundai	Sony
world cup	0	0	0	0	0
world cup 2010	0	0	0	0	0
world cup soccer	0	0	0	0	0
2010 world cup	0	0	0	0	0
world cup ticket	0	0	0	0	0
soccer world cup	0	0	0	0	0
world cup tickets	0	0	0	0	0
football world cup	0	0	0	0	0
world cup south africa	0	0	30	0	0
2010 soccer world cup	0	0	0	0	0
the world cup	0	0	0	0	0
world cup final	0	0	0	0	0
world cup games	0	0	0	0	0
world cup soccer 2010	0	0	0	0	0

March 15	Adidas	Coca-cola	Emirates	Hyundai	Sony
2010 soccer world cup	0	0	0	0	0
2010 world cup	0	0	80	0	0
football world cup	0	0	0	0	0
soccer world cup	0	0	0	0	0
the world cup	0	0	0	0	0
world cup	0	0	92	0	0
world cup 2010	0	0	49	0	0
world cup final	0	0	0	0	0
world cup games	0	0	0	0	0
world cup soccer	0	0	0	0	0
world cup soccer 2010	92	0	0	0	0
world cup south africa	0	0	69	0	0
world cup ticket	0	0	0	0	0
world cup tickets	0	0	0	0	0

Trends

Tamar also analysed World Cup search trends, which clearly showed that there is a massive growth of interest and online search activity in the lead-up to the competition. These “spikes of opportunity” formed the basis for detailed research into how effectively the major brands were engaging through search marketing.

Web Search Interest: world cup ball

Worldwide, Oct 2005 - May 2010

Categories: [Sports \(75-100%\)](#), [Games \(0-10%\)](#), [Entertainment \(0-10%\)](#), [Local \(0-10%\)](#)

Totals

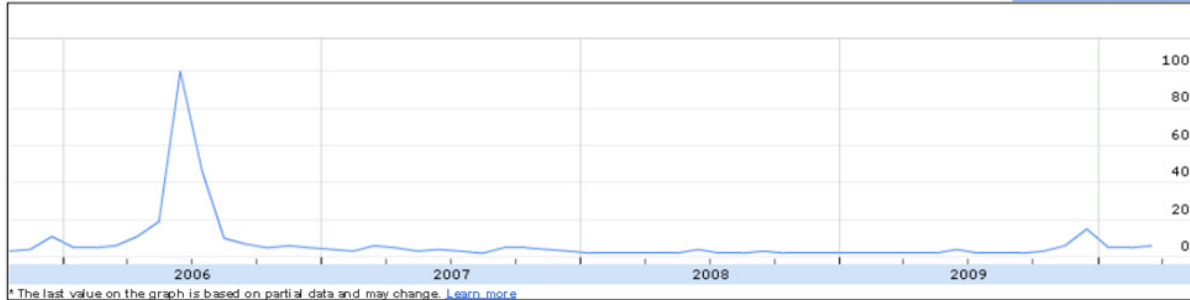
world cup ball 7

Interest over time

Forecast

News headlines

[Learn what these numbers mean](#)



Web Search Interest: fifa

Worldwide, Oct 2005 - May 2010

Categories: [Sports \(25-50%\)](#), [Games \(10-25%\)](#), [Entertainment \(0-10%\)](#), [more...](#)

Totals

fifa 15

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Trends

Web Search Interest: world cup ball

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Totals ⓘ

world cup ball 7

Interest over time

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Web Search Interest: fifa

Worldwide, Oct 2005 - May 2010

Categories: [Sports \(25-50%\)](#), [Games \(10-25%\)](#), [Entertainment \(0-10%\)](#), [more...](#)

Totals ⓘ

fifa 15

Interest over time

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The Adidas experience

Adidas, the manufacturer for the official World Cup ball, has a page ranking in the lower half of page two of the Google search results for "world cup ball". This low visibility for such a valuable transactional term means that Adidas is presently missing out on brand association and an array of profitable high-volume keyword matches.

The search match also points people to shopadidas.com, a US based website, with UK based shop.adidas.co.uk nowhere to be seen. If a UK visitor lands on the American page, there is no option to change the country.

Many other retailers of the World Cup ball rank higher on the search returns than Adidas, which is spending significantly to associate itself with the FIFA brand. Tamar's research shows that it is failing to use every channel to take advantage of the partnership to boost brand recognition and sales.

The UK Adidas site is nowhere to be seen in the rankings



The Adidas experience

Official Match Ball search trends

Tamar research into popular search term “world cup ball” shows a massive spike in interest around the months leading up to the competition, which Adidas is currently failing to capitalise on.

Web Search Interest: world cup ball

Worldwide, Oct 2005 - May 2010

Categories: [Sports \(75-100%\)](#), [Games \(0-10%\)](#), [Entertainment \(0-10%\)](#), [Local \(0-10%\)](#)

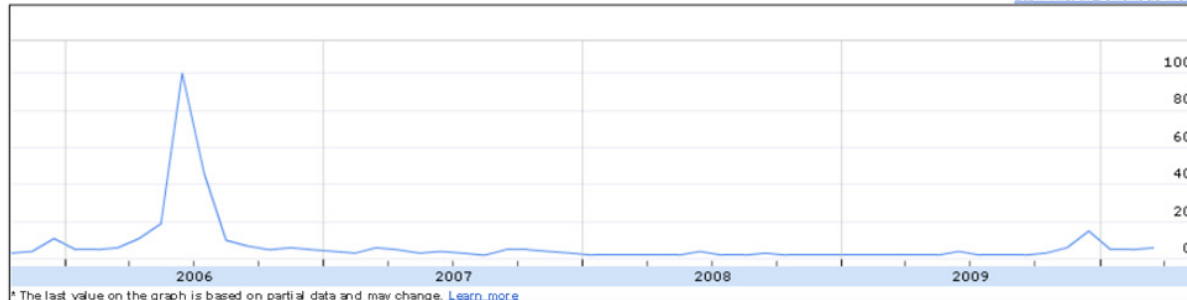
Totals ⓘ

world cup ball 7

Interest over time

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Web Search Interest: buy world cup ball

Worldwide, Oct 2005 - May 2010

Categories: [Sports \(25-50%\)](#)

Totals ⓘ

buyworld cup ball 4

Interest over time

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The Adidas experience

	Search volumes		Google ranks February		Google ranks March	
	Global monthly search volume		shopadidas.com	shop.adidas.co.uk	shopadidas.com	shop.adidas.co.uk
	(exact)	(broad)				
world cup ball	4400	60500	19	>50	18	>50
2010 world cup ball	3600	27100	19	>50	21	>50
world cup soccer ball	2900	18100	13	>50	16	>50
world cup soccer balls	880	18100	>50	>50	15	>50
adidas world cup balls	720	8100	6	11	6	>50
world cup balls	720	5400	18	>50	18	>50
2006 world cup ball	590	5400	>50	>50	>50	>50
new world cup ball	590	4400	>50	>50	>50	>50
world cup 2006 ball	390	4400	14	>50	>50	>50
2002 world cup ball	260	4400	12	>50	>50	>50
foot ball world cup	260	2400	14	>50	>50	>50
official world cup ball	260	1900	18	>50	11	>50
world cup match ball	210	1600	>50	47	8	>50
soccer world cup ball	170	1600	>50	>50	15	>50
worldcup ball	140	1000	>50	>50	>50	>50
world cup football ball	110	1000	>50	>50	>50	>50
1998 world cup ball	73	1000	>50	>50	>50	>50
world cup final ball	73	720	>50	>50	>50	>50
africa world cup ball	46	390	>50	>50	>50	>50
african world cup ball	46	320	>50	>50	>50	>50
1966 world cup ball	36	210	>50	>50	>50	>50

The Hyundai experience

The Sport Index shows that Hyundai has invested heavily in a purpose-built, interactive micro site for its FIFA World Cup campaign, which is highly engaging and uses advanced technology. However, it remains largely invisible to people searching for World Cup information online.

The Hyundai site has been built using Flash, with no search-friendly alternatives, which means that Google, Bing and the other search engines find it extremely hard to access, 'interpret' and associate it with the World Cup.

There are no effective back-links to speak of from external websites; there has been very poor uptake in general.

Tamar research reveals a complete lack of brand advocacy and affiliation to Hyundai's FIFA micro site. It only ranks for the words that appear in its URL and there has been no "buzz" created on any social networks.



Sony 3D TV World Cup opportunity

Other global brands with a big stake in the success of World Cup marketing campaigns are also failing to capitalise on the power of search to deliver engagement and results. Sony, for example, has invested heavily in development and marketing of 3D TV. Its ground-breaking technology will for the first time enable broadcast of World Cup matches in 3D.

Tamar research shows that there is a huge buzz around the new 3D TV technology on the internet. In the UK, the search volumes associated with this have skyrocketed yet neither the international version or the UK version of Sony's website are not ranking for generic terms such as "3D TV", "3D football" and "world cup 3d".

It fares little better with brand-associated terms such as "Sony 3D TV".

The internet is an excellent platform for branding and market domination. The volumes are quite high and set to increase. The fact that Sony only ranks for their branded terms, and not particularly well at that, shows that the company is failing to embrace search as a viable campaign medium.

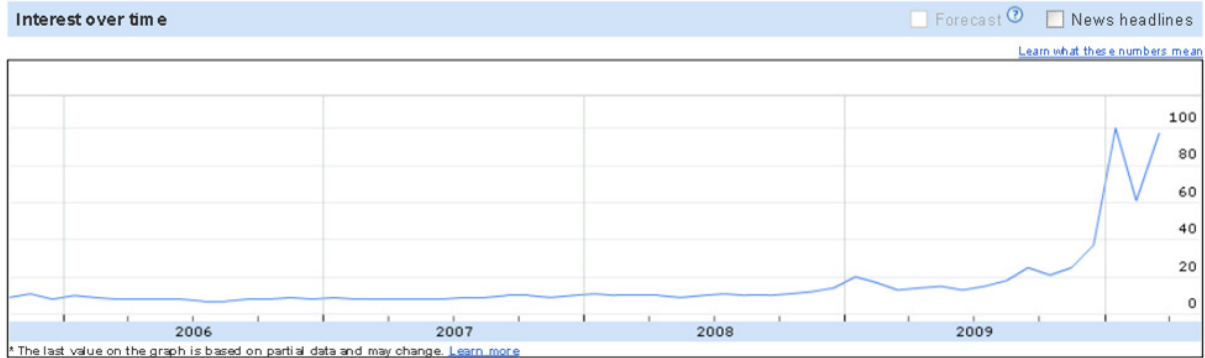
Also, unlike some other sectors Tamar studied for this White Paper, the 3D TV trend will proliferate long after the World Cup in South Africa ends on July 11th.

Web Search Interest: 3d tv

Worldwide, Oct 2005 - May 2010

Categories: [Computers & Electronics \(25-50%\)](#), [Entertainment \(10-25%\)](#), [Games \(0-10%\)](#), [more...](#)

Totals
3d tv 16



Web Search Interest: world cup in 3d

Worldwide, Oct 2005 - May 2010

Categories: [Sports \(10-25%\)](#), [Entertainment \(0-10%\)](#)

Totals
world cup in 3d 5



Sony 3D TV World Cup opportunity

	Volume		Google ranks January	Google ranks March
	Global monthly search volume (exact)	(broad)	sony.net	sony.net
3d tv	90500	301000	0	0
3d football	8100	74000	0	0
3dtv	6600	22200	0	0
sony 3d tv	4400	14800	7	6
world cup 3d	320	4400	0	0
sony 3dtv	260	590	12	8

We were genuinely shocked by the research into the big brands' search strategies. These companies all have the legal rights to use liberally the trademarked FIFA World Cup terminology. There is a huge volume of traffic surrounding these terms with massive spikes coming up in the near future.

These spikes are wonderful opportunities for brand engagement but it seems that the FIFA partners have not realised the effectiveness of using search for their campaigns this year. These are all trusted brands with huge global investments in marketing, both online and offline, yet our findings indicate that they are failing to make the most of the unique online opportunities.

Neil Jackson
Search Strategy Director , Tamar

Neil comments...

Tamar™

The Search & Social Conversion Agency

Tamar, the UK's award-winning search and social conversion agency, combines extensive expertise in natural search engine optimisation with conversion-driven design and social media to generate more online sales for businesses. This results-focused delivery of campaigns is achieved through five complementary divisions: search, analytics, conversion design, technology and social media.

Tamar's approach is to use its 14 years of online expertise and experience and combine this with clients' customer intelligence to maximise client revenues. Tamar specialises in working with major financial services, travel and retail brands. Its extensive, high-profile client base includes RBS, LloydsTSB, The AA, Citibank, Compare The Market, The Arcadia Group, B&Q, Royal Caribbean, Endsleigh and Domestic & General.

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