

WORLD CUP REPORT 2026

# KICK IT UP

A GUIDE FOR **MARKETERS AND  
COMMUNICATORS** WHO WANT TO  
LEVERAGE WORLD CUP MANIA



The Marketing Cloud



## What you'll find inside

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# There's still time to score

Fans around the world are buzzing with World Cup anticipation. But it's quite likely that, at work, your CMO has been late to catch soccer fever. The summer-long FIFA games kick off on June 11, but they might just now be creeping into the marketing and comms conversation, leaving your team scrambling to leverage all this energy and enthusiasm.

Maybe the head of PR brings it up during a weekly status meeting—"Hey, is anyone thinking about this

summer soccer stuff?"—or a product marketing manager mentions a billion dollar brand they saw already activating. Suddenly, a quick turnaround social campaign is on your content calendar, without the benefit of a fully baked strategy.

In this special report, we leverage data from various parts of [The Marketing Cloud](#) suite. Lace up your cleats and get up to speed on one of 2026's hottest marketing opportunities and audiences.



The Marketing Cloud

**UNICEPTA**

**BERA.ci**

 **Agent Cloud**

 **Influencer Marketing.Ai**

The Marketing Cloud's range of AI-driven solutions are built by marketers, for marketers—and powered by the undeniable competitive edge of proprietary data intelligence.

# A short cheatsheet to the FIFA World Cup

Establishing a credible marketing or comms presence during the FIFA World Cup requires more than just buying programmatic ads or tweeting a celebratory emoji when a popular team is crushing it. You'll need a nuanced understanding of the tournament's specific lexicon—and some basic understanding of soccer itself, of course. Luckily, we're here to help speed things along.

For those aiming to move beyond sloppy, on-the-fly tactics and toward a legitimate strategy, this explainer will have you pitch-ready in no time.

## **FIFA (Fédération Internationale de Football Association)**

Founded in 1904 in Paris and currently headquartered in Zurich, FIFA is the non-profit organization that functions as the ultimate governing body for global soccer. While it oversees everything from the Laws of the Game to international transfers, its primary commercial engine is the World Cup.

For marketers, FIFA is a gatekeeper. It manages the tournament's massive intellectual property portfolio, awards hosting rights to nations, and controls the "Official Partner" tiers. Navigating FIFA requires recognizing that it is not just a sports league, but a geopolitical entity with strict, litigious control over its brand assets.

## **Fan zones and activations**

Fan zones are the official (and unofficial) designated areas where thousands of supporters gather to watch matches on massive screens. These physical spaces are the epicenter of the tournament's energy.

For marketers, fan zones are the primary site for experiential activations and out-of-home advertising. Whether it's a physical sampling booth or a digital scavenger hunt tied to the location, these zones represent the rare moment where global digital energy manifests into a concentrated, physical moment that brands can actually touch.

## **The 48-team expansion**

The 2026 tournament marks a significant shift in inventory and scale, expanding from 32 to 48 teams. For marketing teams, this means a significantly longer tournament window and a more diverse range of "home" markets to target.

The sheer volume of matches—104 in total—requires a "pace, not race" comms or marketing strategy. Rather than blowing a budget on the opening week, brands must account for a marathon of engagement opportunities across North America, necessitating more localized content segments to stay relevant through the final whistle.

## Host cities

Those 104 matches will play out across the United States, Mexico, and Canada.

In the U.S., major cities hosting multiple matches include Dallas, New York (technically East Rutherford, NJ), Atlanta, Los Angeles, Miami, Boston, Houston, Kansas City, Philadelphia, San Francisco Bay Area, and Seattle.

The World Cup opening match kicks off in Mexico City on June 11. Semi-finals are hosted in Dallas and Atlanta. The Bronze Medal Match will take place in Miami, and the World Cup Final lands at MetLife Stadium in New Jersey on July 19.

## The pitch

In the world of global soccer, "the field" is referred to as the pitch. Using this term is the quickest way for a marketing asset to gain credibility (and flubbing it is the surest way to expose yourself as a newbie).

The pitch is the hallowed ground where the narrative unfolds, and for brands, it represents the primary visual context. When developing creative—whether it's a digital spot or a physical OOH installation—maintaining the specific aesthetics of a professional pitch (the grass texture, the specific dimensions of the penalty box) prevents your campaign from looking like a generic stock-photo afterthought.

## Added time (stoppage time)

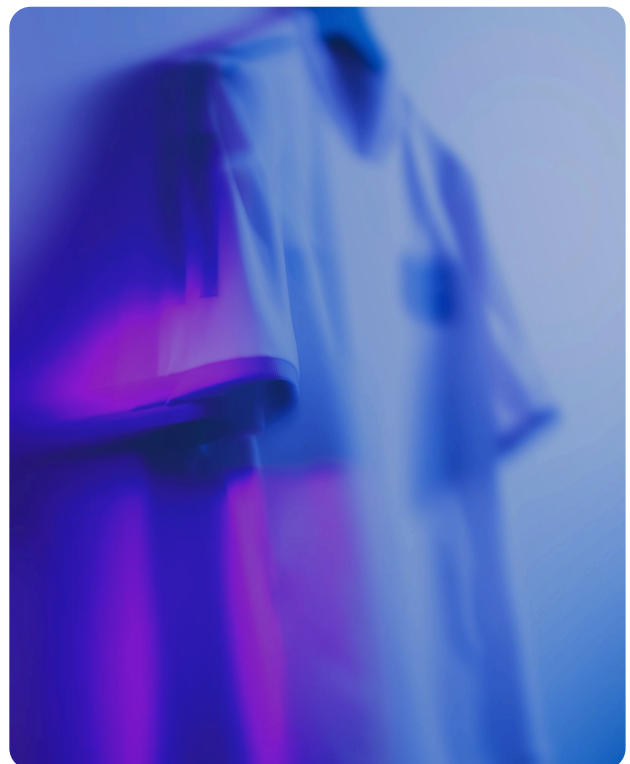
Because the clock in soccer never stops, the referee adds "stoppage time" to the end of each 45-minute half to account for injuries and delays. This period is often the most intense and high-engagement window of the entire game. For social media and performance marketing teams, Added Time is the "clutch" moment for real-time reactivity. If your brand can own the tension of these final minutes, you are capturing an audience at their peak emotional state, where brand recall and sentiment are most volatile.

## VAR (Video Assistant Referee)

VAR is the technology used to review head referees' decisions, and it is arguably the most debated aspect of the modern game. When a major goal is reviewed by VAR, there is a natural pause in the action where fans flock to social media to argue. For a brand that prides itself on agility, these VAR moments can provide a perfect opening for playful, real-time commentary. It proves that the brand is actually watching the game alongside the fans, rather than just running a pre-scheduled, automated content calendar.

## The knockout phase

The World Cup is divided into the Group Stage (round-robin) and the Knockout Phase (single-elimination). The stakes transition from curiosity to life-or-death intensity. Strategy must shift accordingly: Move away from broad, inclusive "celebration of the world" themes and toward high-stakes, all-or-nothing storytelling—more like Greek mythology than pedestrian sports. This is where the emotional resonance of your brand can be tied to the high-drama narratives of legendary teams being eliminated in an instant.



# Defining the World Cup audience

BERA.ai's data on FIFA World Cup's brand positioning gives marketing and comms teams a leg up.

Which audiences are the most passionate about the FIFA World Cup?

We leveraged [BERA.ai](#), a brand analytics platform within **The Marketing Cloud** suite that measures how people perceive brands across key dimensions like purpose, emotion, and distinctiveness, and links those perceptions to real business outcomes. Instead of relying on assumptions, it shows how audiences actually respond to a brand today.

## How do people actually feel about FIFA World Cup?

At a broad level, the World Cup scores strongly on attributes tied to Universal Connection and Sophistication, indicating that audiences associate the brand with bringing people together and having a polished, premium presentation. These attributes include 'exciting,' 'outdoorsy,' 'spirited,' and 'culturally relevant.'

### Gender

Men consistently score higher than women and stand out as the audience segment most aligned

with the FIFA World Cup. The difference is meaningful and shows up most clearly on Purpose and Emotional dimensions, particularly around Universal Connection and Sophistication.

Women show a different pattern. They are more likely to fall on the "Boredom" side of BERA's Love Curve.\* This is driven largely by lower associations with Meaningfulness.

That said, this is not uniform across all female audiences. When segmented by age, women 18–29 and 30–39 have a moderate but active relationship with the FIFA World Cup brand.

This means that brands targeting younger and mid-career women still have an opportunity to connect, particularly when messaging aligns with the attributes where the FIFA World Cup already resonates.

### Age

Millennials show the strongest alignment with the FIFA World Cup's brand positioning overall, with Zillennials and Gen Z not far behind. These groups report higher levels of alignment across key

attributes, indicating stronger overall resonance with the brand in this context.

### Income

Consumers with household income above \$100K report higher Familiarity with the World Cup, alongside stronger Regard, as well as higher Meaningfulness and Uniqueness. As income increases, Regard and Uniqueness scores also increase.

### World Cup in context

It is also worth noting where the World Cup sits relative to other major sporting events. Compared to properties like the Olympics or Super Bowl, which cluster closer to the peak of the Love stage, the World Cup sits slightly earlier on the curve—see the chart below.

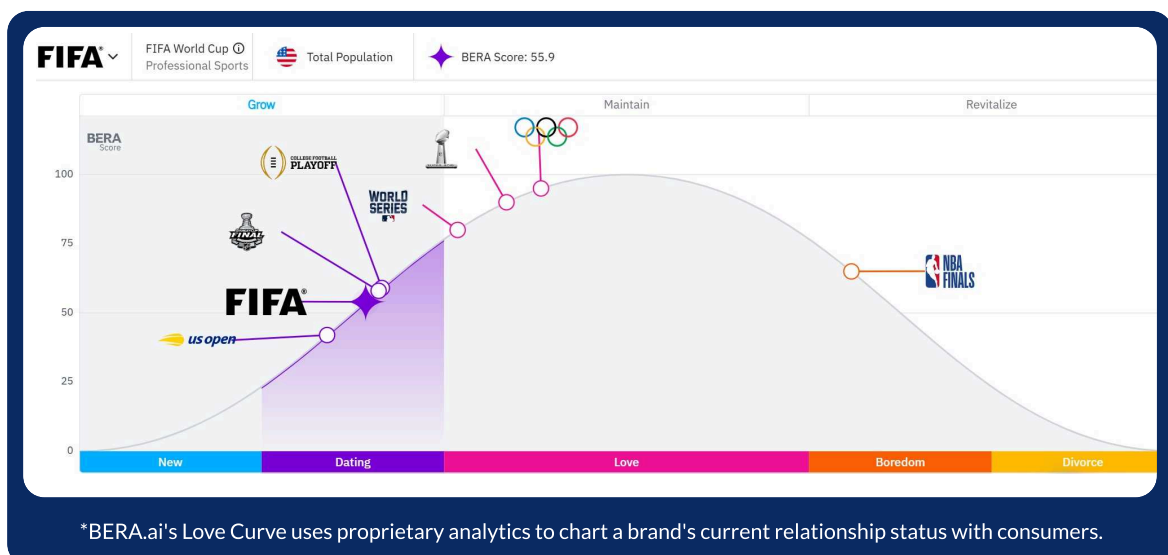
Translation: There is still room for marketers and comms pros to build deeper emotional connection with these audiences, rather than relying on an already maximized level of affinity.

### What this means for your World Cup marketing plans

Your brand might very well squeeze ROI out of an ad campaign that hitches itself to summer soccer mania if your own target demo is already aligned with the World Cup’s sweet spot. Who does that look like? A man, between the ages of 30 and 45, with an income over \$100k and an affinity for community-centered messaging and sophisticated polish.

That profile also points to where adjacent opportunities exist. Industries that align with high-income, experience-driven, and socially oriented audiences are particularly well positioned to benefit. That includes:

- **Credit cards, payments, and digital wallets**, which map closely to higher-income consumers and premium positioning.
- **Tourism and travel brands**, which align with the World Cup’s global, culturally relevant appeal.
- **Hardware and outdoor retailers**, which connect to the “outdoorsy” and “spirited” attributes that index strongly.
- **Gaming and video game platforms**, which resonate with millennial audiences and high discretionary spending.
- **Streaming services and sports programming**, which reinforce access and shared viewing experiences.



# Listen to the stadium roar!

UNICEPTA tracks global media narratives driving the conversation.

The World Cup is a complex global platform where sport, culture, politics, and commerce collide. To navigate this high-friction environment, brands and stakeholders require more than simple media monitoring—they need **precision intelligence**.

[UNICEPTA](#), a global leader in media and data intelligence within **The Marketing Cloud** suite, combines AI-driven analytics that track over 460 million daily sources with deep human expertise. In the analysis below, UNICEPTA deconstructs the emerging narratives of the 2026 World Cup, helping marketers and communications professionals move from reactive tactics to proactive, evidence-based strategy.

## The geopolitical pitch: Why the game is no longer enough

Traditional sports marketing once operated on the principle of "borrowed positivity"—the assumption that a brand could simply align with the joy of the game to win favor. Our data suggests that for 2026, this approach is fundamentally flawed. World Cup discourse is currently being interpreted less as a simple celebration and more as a values-driven global platform.

The media landscape is overwhelmingly shaped by three dominant themes: **geopolitics**, **athlete activism**, and **host-nation readiness**.

Together, these pillars account for 72% of total visibility, signaling a highly politicized event environment where "infrastructure and spectacle" are no longer the primary drivers of the conversation.

## The visibility hierarchy

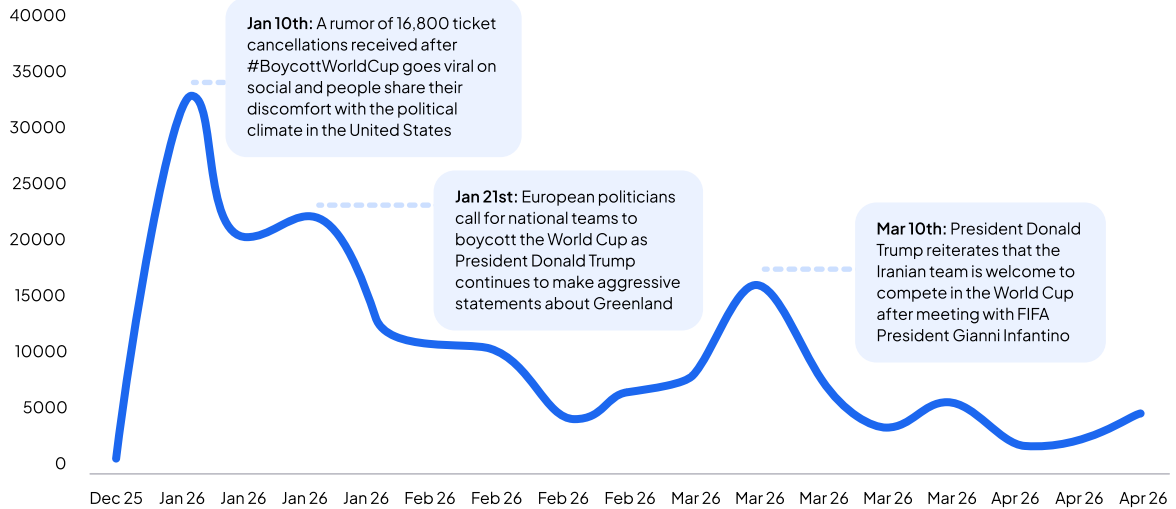
1. **Geopolitics:** 178,801 articles and posts.
2. **Athlete Activism:** 100,344 articles and posts.
3. **Host-Nation Readiness:** 68,320 articles and posts.

By contrast, traditional "legacy" themes—such as tourism uplift from the World Cup, community engagement, and local pride in host cities—receive limited visibility, suggesting that societal tensions currently outweigh classic event storytelling.

## A timeline of narrative spikes

The conversation leading up to the 2026 World Cup has been punctuated by sharp spikes in media volume, often triggered by political friction rather than sporting milestones.

## Geopolitics in focus: key theme in World Cup discourse



Tracking volume of World Cup articles & posts against major news moments. All data via UNICEPTA.

For communicators, these spikes highlight the importance of **predictive monitoring**.

Understanding the velocity and sentiment of these (and similarly fraught) narratives early allows for more effective scenario planning.

### The sentiment divide: Tension meets anticipation

A deep dive into sentiment reveals a polarized discourse. While the public feels high levels of anticipation for the event itself, structurally sensitive topics come with heavily negative framing.

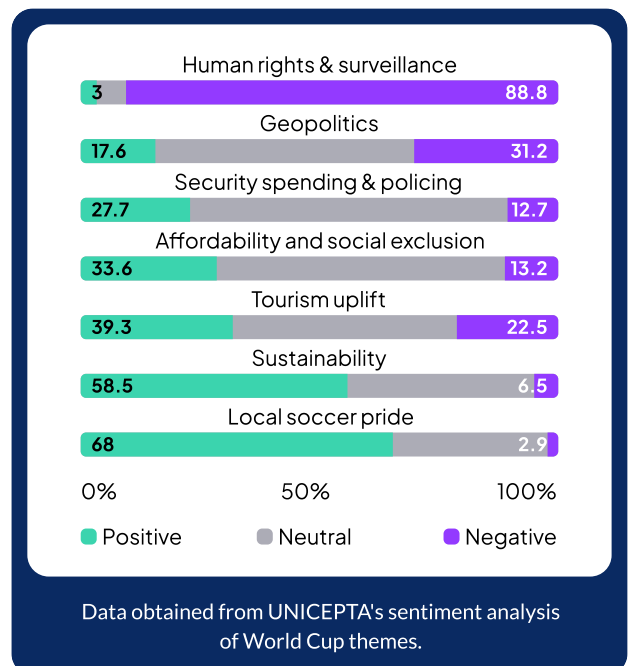
#### Reputational risk zones

The most pronounced risks center on **human rights and surveillance**, which stand out as the most negatively perceived topics in the entire discourse.

- **Human rights & surveillance:** 88.8% negative framing.
- **Geopolitics:** 31.2% negative framing.
- **Labor rights:** Highly critical framing, highlighting concerns over fair treatment and wages during the event's preparation.

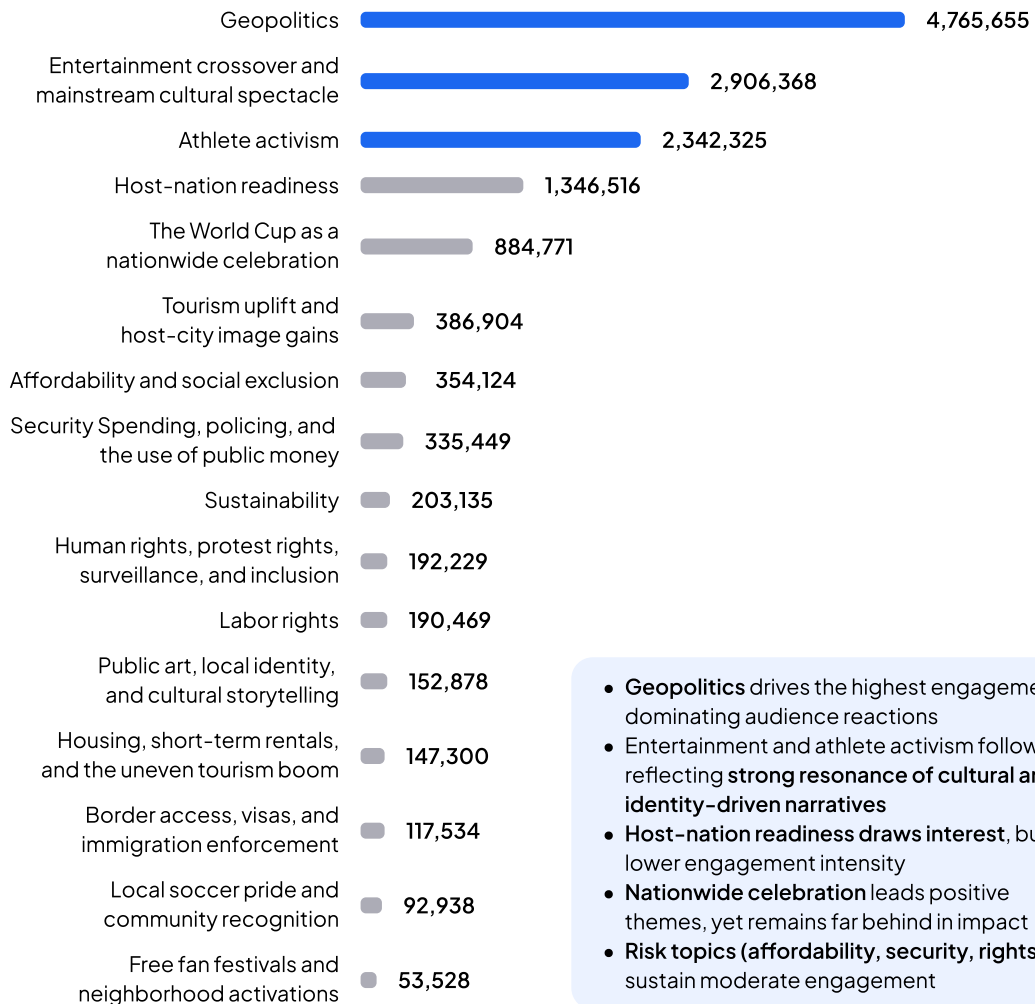
### Resilience pillars

In contrast, **local soccer pride (68% positive)** and **sustainability (58.5% positive)** act as primary reputation-building assets. These "legacy themes" are predominantly positive but lack the emotional intensity required to set the broader media agenda on their own.



# World Cup 2026: Relevant themes in public disclosure

Themes ranked by engagement: total no. of likes, shares & comments



- **Geopolitics** drives the highest engagement, dominating audience reactions
- Entertainment and athlete activism follow, reflecting **strong resonance of cultural and identity-driven narratives**
- **Host-nation readiness** draws interest, but lower engagement intensity
- **Nationwide celebration** leads positive themes, yet remains far behind in impact
- **Risk topics (affordability, security, rights)** sustain moderate engagement

Data via UNICEPTA.

## Engagement vs. volume: The entertainment phenomenon

One of the most striking findings in our analysis is the "engagement gap." While geopolitics leads in sheer volume, **entertainment crossover** and **athlete activism** trigger disproportionately high audience reactions.

This suggests that moments at the intersection of sport, culture, and identity generate the highest interaction. For brands, this means that cultural spectacle is a powerful tool for cutting through the

noise, *but* it must be managed carefully to avoid being pulled into the surrounding "risk narratives" like public spending or surveillance.

And while the high-level political debates dominate headlines, several secondary themes represent "under-the-radar" risks that could impact operational success for marketers or comms pros looking to tie a campaign to the World Cup:

- **Affordability & social inclusion:** With 10,721 mentions, this topic highlights a critical debate over whether the World Cup is accessible to everyday fans or exclusively for the elite. (This

includes hot-button topics like the cost of public transport and parking at MetLife Stadium).

- **Security & policing:** The use of public money for surveillance and security is a growing point of contention, contributing to the overall critical tone of host-nation readiness.

- **Border access & visas:** Though lower in visibility (2,680 mentions), this is a structurally sensitive topic that directly affects the fan experience and international participation.

## Strategic implications: Your playbook for 2026

From a communications perspective, the implication is clear: **optimism exists, but it is not currently setting the agenda.**

To succeed in this high-friction context, UNICEPTA recommends a shift in strategy:

### 1. Move from "messaging" to "evidence"

Because the discourse is shaped by scrutiny, purely celebratory campaigns will likely be viewed with skepticism. Marketers and communicators must provide **tangible proof points**: what did the brand enable? Who benefited locally? What legacy will remain after the final whistle?

### 2. Implement scenario planning

Teams should assume that even neutral campaigns can be pulled into debates around related topics like migration, protest, or public spending. This requires:

- **Partner/spokesperson checks:** Ensuring all representatives are prepared for political inquiries.
- **Brand "red lines":** Clearly defining the brand's position on sensitive issues—like the presence of ICE agents around match stadiums—before they escalate.

### 3. Lead with legacy

While legacy themes have lower visibility now, they are the most resilient assets. Grounding communications in local community benefit and cultural inclusivity helps balance the negative weight of geopolitical tension with credible, positive impact (this also aligns neatly with some of our [BERA.ai](#) findings back on page 4).

The 2026 FIFA World Cup will be the most logistically and communicatively complex event in the history of the sport. This massive sporting event isn't just one static narrative, but rather a collection of conflicting stories. That keeps things dynamic and exciting, much like the matches themselves—but also opens the door to marketing and comms failure for those who aren't prepared.

# Winning influence

Partnering with the wrong influencer for a campaign can be a waste of money, not to mention a reputational risk.

[InfluencerMarketing.AI](#) (IMAI), part of **The Marketing Cloud**, connects brands with a vast network of creators, utilizing advanced AI and machine learning technologies to serve up robust analytics, sales prediction models, and management tools that optimize end-to-end influencer marketing campaigns.

Here, we share a few collaborators specifically identified as strategic targets for brands wanting to leverage the 2026 soccer zeitgeist. To move beyond vanity metrics, we utilized IMAI's advanced filtering to isolate creators based on:

- **Hyper-local audience density:** Pinpointing creators with high concentrations of followers in specific host cities like Miami, Los Angeles, and Dallas.
- **Technical & lifestyle affinity:** Cross-referencing interests in professional soccer and activewear with high-engagement niches like the local food scene and urban city guides.
- **Verified performance data:** Filtering for domestic US reach, specific age and gender demographics (such as the high-spending 25–34 millennial segment), and consistent engagement rates that outperform industry benchmarks.
- **Brand sentiment & alignment:** Analyzing existing brand affinities, including previous work with brands associated with the World Cup, to ensure a natural and safe brand fit for your messaging.

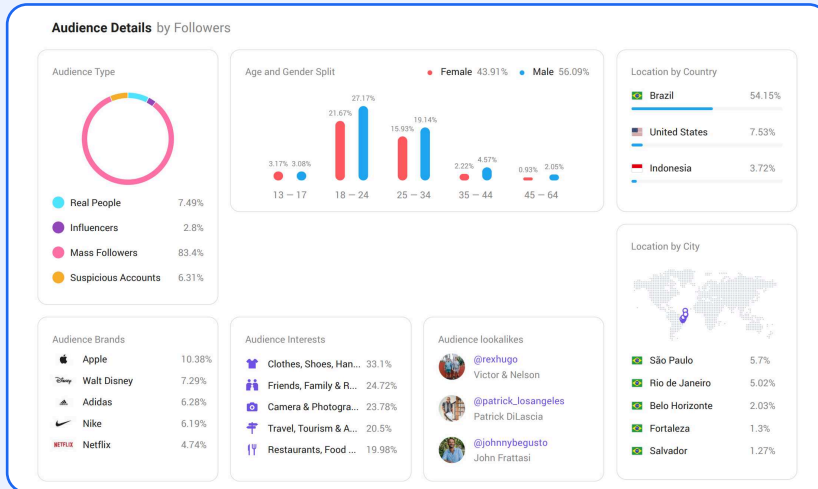
By leveraging these deep-data variables, IMAI identifies the specific collaborators who offer genuine ROI potential, turning the tournament's global energy into precise revenue targets for your brand.





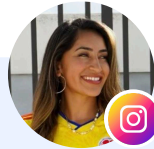
**Marco Arrieta**  
(Miami/NYC)

Luxury/lifestyle, 619k followers



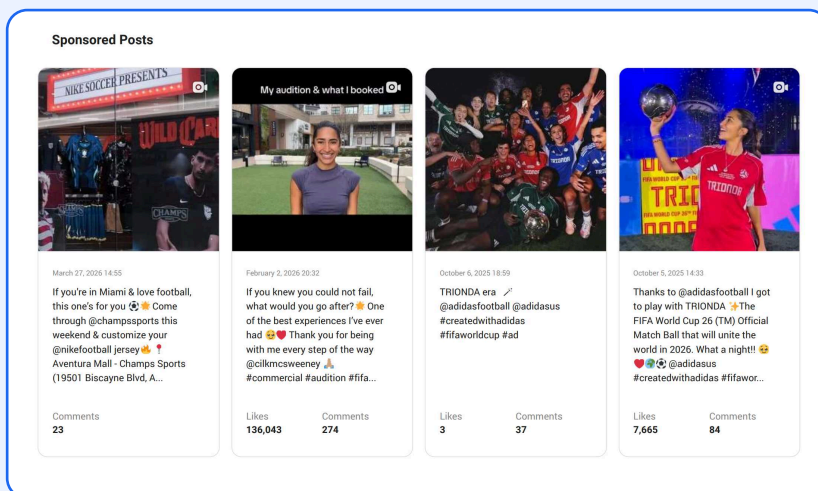
High-index match for men age 30-45 earning >\$100k; 4.2% engagement in the Luxury vertical.

[Relevant Post](#)



**Paula Quintero-Craig**  
(Miami)

Soccer culture, 9k+ followers



Former pro athlete turned lifestyle creator; bilingual posts (English/Spanish); perfect for brands targeting the "305 Fútbol" soccer community in Miami, through the World Cup and beyond.

[Relevant Post](#)



**Megan Reyes**  
(NYC/National)

Soccer heritage, 24.6k followers

Notable Followers					
Influencer	Likes	Followers	Influencer	Likes	Followers
@easymoneysniper	205k	1.4m	@nwsl National Women's Soccer League	2.4k	831k
@ilonamaher Ilona Maher	46k	5.4m	@mancityus Manchester City US	2.1k	824k
holliester	5.8k	5.1m	@joytayfortalks Joy Taylor	4.2k	796k
@champssports Champs Sports	208	2.7m	@brittneyelena Brittney Elena #VibeCreator	1.4k	754k
@amberrosegill AMBER ROSE	5.5k	2.3m	@khleoethomas Khleo Thomas	3.4k	718k
@iprod Paul Rodriguez	8.7k	1.9m	@filipinosinthe6ix Filipinos in the 6ix	4k	712k
@ideynacastellanos Deyna Castellanos	16k	1.7m	@jrdguz JR De Guzman	1.9k	623k
@zth.training Haris Hussaini	7.5k	1.6m	@brookhoury Brooklinn Khoury	40k	573k
@plimusa Premier League USA	2.4k	1.4m	@philaunion Philadelphia Union	1k	559k
@lafc Los Angeles Football Club	4.7k	1.3m	@swishcultures Swish Cultures	3.5k	547k
@topps Topps	84k	1.3m	@johnestrada_ John Estrada	21k	510k
@justwomenssports Just Women's Spo...	5.7k	1.1m	@togethrx TOGETHRX	5.5k	505k
@larryjnetfm UNCLE LARRY	53k	1.1m	@brittany1wilson Brittany Wilson Isehour	8.3k	491k
@leaguefits LeagueFits	2.4k	1.1m	@soccergirl SoccerGirl	2k	487k
@hbarnes Harrison Barnes	14k	977k	@jzsports Jorge Alonso	1.2k	483k

Sports marketing pro turned creator; specializes in "heritage storytelling" and soccer fashion.

[Relevant Post](#)



**DALLASSITES101**  
(Dallas)

Local food/city guide, 660k followers

**Influencer Details**

**Influencer Interests**

- Music
- Shopping & Retail
- Coffee, Tea & Beverages
- Clothes, Shoes, Handbags & Accessories
- Beer, Wine & Spirits

**Popular # and @**

#ad #100 #reallintofood #centralmarket  
#neworleansvent #sawest40prestonwood  
@dallasites101 @kydewarrepark  
@thedallasbarboonium @mayersgarden

**Lookalikes**

- @almeqdad\_jewellers مجوهرات القفاد
- @cheersjustin Justin Anderson
- @centralmarketlancaster Lancaster Central Market
- @centralcoffeeandwine Coffee Shop & Wine Room
- @muquera\_art MUQUERA
- @cliffirawan Cliff Irawan
- @cosmoryba.usachevsky Cosmoryba Sushi & Oysters

**Influencer Brand Affinity**

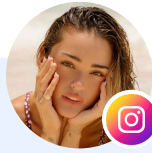
- Bacardi
- Baileys
- Brandy Melville
- Busch
- Cafecito

**TopicTensor®**

visitfortworth  
greenehall  
gotexan  
centralmarket  
acmawards  
marketstreet  
texasvibes

'Community Catalyst' archetype; engagement spikes around local event-based content.

[Relevant Post](#)



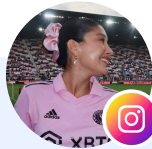
**Vale Gente**  
(Miami/NYC)

Luxury/lifestyle, 1.3M followers

Brand	Interest
Athleta	Clothes, Shoes, Handbags & Accessories
Cadillac	Activewear
Carolina Herrera	Cars & Motorbikes
Delta	Luxury Goods
Fendi	Luxury Goods
HomeGoods	Home Decor, Furniture & Garden
iHeartRadio Music Awards	Music
Michael Kors	Clothes, Shoes, Handbags & Accessories
NARS Cosmetics	Beauty & Cosmetics
Neutrogena	Beauty & Cosmetics
OneTeaspoon	
Pottery Barn	Home Decor, Furniture & Garden
Prada	Luxury Goods
Publix	Shopping & Retail

High conversion rate on luxury fashion/hospitality; bridges NYC and Miami aesthetics.

[Relevant Post](#)



**Lauren Markwith**  
(Miami)

Soccer culture, 7.4k followers

Sponsored Posts			
<p>November 20, 2025 22:40</p> <p>#ad #SecretDeoPartner: Shhh you DONT have to keep this secret! Get your hands on the Outlast Stick today! @secretdeodorant</p> <p>Comments: 23</p>	<p>September 21, 2025 22:46</p> <p>Thank you @masbymessi for a (no adjective can describe the feeling) weekend! #ad #MasbyMessi1v1 #1v1WorldCrown</p> <p>Likes: 935   Comments: 28</p>	<p>June 18, 2025 22:56</p> <p>more research, more investment, more confidence. Sparkfusion 🏆🏆🏆 @miafishel @michelleleakers #createdwithadidas @adidasus @adidasfootball</p> <p>Likes: 112   Comments: 4</p>	<p>June 17, 2025 21:56</p> <p>A women's specific boot made for female footballers. This is the Sparkfusion. Period. @adidasus @adidasfootball #createdwithadidas</p> <p>Likes: 179   Comments: 19</p>

Lauren Markwith is a "Technical-Lifestyle Hybrid" creator, with a 3.4% engagement rate and a 2.51x audience affinity within the Activewear vertical, making her the ideal micro-influencer to bridge the gap between pro-athlete credibility and the high-spending US millennial soccer fan.

[Relevant Post](#)

# How to leverage the matches without risking a red card

Unless your brand has paid millions for an official partnership, you are operating in the territory of **ambush marketing**. This is the practice of associating a brand with the World Cup (or any similarly branded event) without being an official sponsor.

FIFA is protective of its trademarks, including the "World Cup" name and the image of the trophy. To avoid legal friction, savvy marketers pivot toward "soccer culture" rather than the tournament's specific IP. Focusing on fan rituals, watch parties, and the universal emotions of the game allows for high-relevance campaigns that sidestep trademark infringement.

## Consider this

To stay on the right side of the law, focus whenever possible on the **human experience** of the game rather than the tournament's specific IP.

- **Partner with individual athletes:** While FIFA owns the tournament, they don't own the players' personal commercial rights. Engaging a national team player for a "day in the life" campaign is a high-impact way to gain proximity.
- **Lean into local geography:** 2026 is a North American story. Use host city icons—the Seattle skyline, the Philly cheesesteak, or the vibrant street life of Mexico City—to ground your campaign in the physical location of the games.

- **Generic iconography:** Use the "pitch," national flags, and generic soccer balls. These are universal symbols that evoke the spirit of the game without infringing on stylized, protected logos.

## Avoid this

FIFA is famously litigious. Their enforcement teams look for anything that implies a "false association" or "passing off." Avoid these high-risk triggers:

- **The trophy and mascot:** The likeness of the FIFA World Cup Trophy and the official mascot are strictly off-limits. Do not attempt to "parody" them or use lookalikes.
- Creating a branded "**Match Calendar**" or "**Countdown Clock**" with your company logo positioned near the tournament data is a foul. FIFA considers this "proximity association."
- **Ticket giveaways:** You cannot legally use World Cup tickets as prizes for a sweepstakes without being an official sponsor. FIFA's ticketing terms explicitly forbid unauthorized commercial use.

**TL;DR:** If your creative absolutely relies on the words "FIFA World Cup" to be understood, it's a legal liability. If it relies on the vibe of a summer soccer party, it's a safer strategy.

# Low on marketing bandwidth?

With Agent Cloud, compete at the highest levels.

If you've made it to the end of this report, you're probably interested in leveraging your summer marketing or comms efforts to harness part of this engaged, soccer-loving audience.

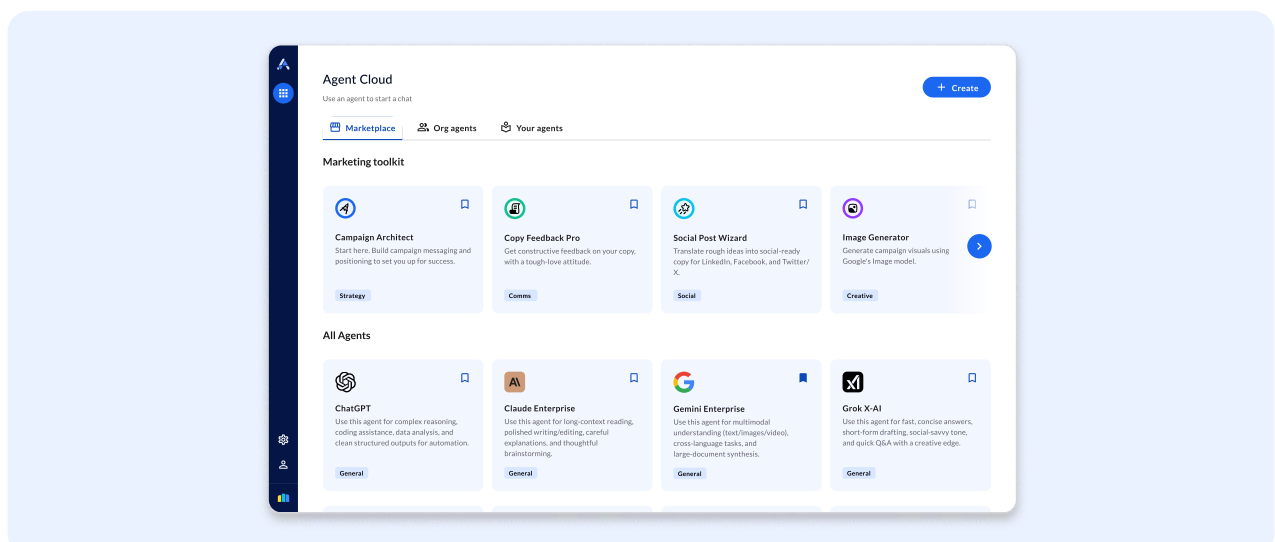
But you might be thinking: *That's great and all...if our marketing team consisted of more than a single colleague who "wears a lot of hats" and is already stretched thin.*

Enter [Agent Cloud](#), the AI-driven solution for SMBs and lean in-house agencies that want to scale their marketing efforts.

Even if you're just now catching soccer fever, Agent Cloud enables quick turnaround social campaigns that'll have you joining the conversation with authenticity and impact.

## How it'll work:

- Use a bespoke toolkit of pre-built marketing agents, trained to handle every aspect of a marketing campaign.
- Not a soccer pro? Agent Cloud agents can sense-check your messaging against specific audiences, sharpen copy for added authenticity, and create dynamic, soccer-focused images and videos for social campaigns.
- During the World Cup, leverage a social listening agent to capture the online zeitgeist—then open Social Media Post Wizard to join the conversation yourself with winning copy.





## The Marketing Cloud

Learn more at

[themarketingcloud.com](https://www.themarketingcloud.com)