Brands Are Already Losing the World Cup

Cannes Lions is where the biggest ideas take center stage. **Join ADWEEK** for must-see conversations, top industry leaders, and the moments everyone will be talking about.

I fear brands have flopped the World Cup before it’s even started.

A World Cup hosted on U.S. soil is something most of us will see once in a lifetime. More than just another tournament, this is a cultural moment that will live in the history books. 5.6 billion people will be watching, or the equivalent of 44 Super Bowl audiences. Brands have a chance to be part of that story and do something legendary.

Instead, we’re weeks out, and it’s pretty quiet.

Yes, Adidas dropped an absolute bomb last week with an incredible film, and Fox Sports came out strong by challenging us to believe Team USA can win.

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