Brands Are Already Losing the World Cup



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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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