

Coca-Cola Captures ‘All the Feels’ of Soccer Fans for World Cup 2026

With the 2026 FIFA World Cup fast approaching, Coca-Cola is staking out its place on soccer’s biggest stage.

The brand this week launched “All the Feels”, a global campaign marking Coca-Cola’s 12th FIFA World Cup as an official partner and nearly five decades tied to the tournament.

The effort positions Coke as a constant companion through the emotional highs and lows of World Cup fandom, from pre-match anticipation to last-minute heartbreak.

The campaign debuts with “Bubbling Up,” the first of three TV spots rolling out in the lead-up to FIFA World Cup 2026. The ad captures pre-tournament excitement spilling into everyday life, following a fan whose giddy nerves take over a crowded rush-hour elevator.

The 30-second film also offers a preview of Coca-Cola’s new World Cup anthem—a reimaged version of Van Halen’s 1983 hit “Jump”—performed by J Balvin, Amber Mark, Steve Vai, and Travis Barker ahead of its official release.

“Bubbling Up” will be followed by “Uncanned Emotions” in April and “No Better Feeling” when the tournament kicks off in June.

According to Islam ElDessouky, global VP of creative strategy and content at The Coca-Cola Company, the work is rooted in a simple insight: watching soccer is an emotional roller

coaster.

“Our number one focus has always been the fans,” ElDessouky told ADWEEK. “It’s the fans in front of the TVs, in fan zones, traveling to stadiums. We’re a companion to their entire experience.”

Developed with Coca-Cola’s in-house teams and WPP’s Open X, the campaign leans into the intensity of matchday emotions. ElDessouky recalled being inspired by a conversation with a colleague, who said they needed to step away from a particularly intense game, grab a Coke, and reset.

“Football goes so deep in terms of emotions,” ElDessouky said. “If you want to go personal, local, and global, you need to tap into the emotional territory, not the rational.”

“All the Feels” will expand across digital, social and on-the-ground activations throughout the tournament. That includes Coca-Cola’s ongoing partnership with Panini, featuring a custom World Cup collection with both physical and digital formats, as well as the FIFA World Cup 2026 Trophy Tour by Coca-Cola, giving fans close-up access to the sport’s most coveted prize.

The campaign will also feature creator collaborations and player appearances, including a cameo from Barcelona star Lamine Yamal and another from Cameroon legend Roger Milla.

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