

# WORLD CUP PULSE SERIES

A weekly snapshot of the biggest cultural shifts, standout moments, and signals shaping the tournament.

 THE WEEK IN CULTURE

## THE BIG STORY OF THE WEEK.

Even when everyone is watching the same game, they're often having a completely different World Cup experience.

**WHY IT MATTERS FOR BRANDS:**

Brands will win by showing up in the moments, conversations, and experiences fans are already living.

### 4 SIGNALS SHAPING THE TOURNAMENT

- 1 EXPECTATIONS ARE CHANGING FAST.**  
As strong performances raise expectations heading into the knockout rounds, the U.S. conversation has already shifted from "can they compete?" to "how far can they go?"
- 2 HERITAGE IS BECOMING PART OF THE FANDOM.**  
Global communities are expressing heightened national pride, with conversations about representing heritage becoming more visible both online and in person.
- 3 NOSTALGIA IS DRIVING PARTICIPATION.**  
From Panini stickers to throwback moments, fans are engaging with the tournament through memories as much as the matches they're watching live.
- 4 ENTERTAINMENT COMPETING WITH FOOTBALL.**  
From halftime performances to creator commentary and memes, some of the biggest World Cup conversation has nothing to do with the game and everything to do with moments happening around the game.




### WATCH NEXT

As the group stage comes to a close, watch which player stories, host cities, and emerging conversations start to bring more casual fans into the tournament.

## 6 MOMENTS THAT DEFINED WEEK 1: THE TL;DR



 **USA ANNOUNCES ITSELF**


The U.S. opened with a 4-1 win over Paraguay, turning doubt into belief while delivering one of the most-watched U.S. men's soccer broadcasts in years.



 **MESSI REIGNITES THE GOAT DEBATE**


One hat trick was enough to dominate social feeds again. The conversation quickly shifted from nostalgia to, "can he make one more magical run?"



 **GERMANY SENT A MESSAGE**


Germany's emphatic 7-1 win over Curaçao was one of the most dominant performances of the opening week and instantly put the rest of the field on notice.



 **THE UNDERDOGS ARE STEALING THE SHOW**


Scotland, Morocco, and others have become fan favorites, proving that compelling stories and identity-driven fandom can travel farther than traditional powerhouses.



 **FAN CULTURE IS EVERYWHERE**

From packed fan parks to global celebrations and city watch parties, the World Cup experience is extending far beyond the stadium and becoming a social catalyst.



 **CREATORS ARE CALLING THE PLAYS**

Football creators and platforms like Score90 and 433 are increasingly shaping how fans experience the World Cup in real time.

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## 1. AUDIENCE & VIEWERSHIP HISTORIC START WITH MASSIVE MOMENTUM

**27.5M**

LARGEST SOCCER TV AUDIENCE IN U.S. HISTORY

U.S. opener across FOX + FOX Deportes + Telemundo

**+152%**

FOX/FS1 VIEWERSHIP VS. SAME STAGE IN 2022

**+234%**

TELEMUNDO VIEWERSHIP VS. FIRST 12 MATCHES IN 2022

**15.4M**

ENGLAND OPENER PEAK AUDIENCE ON ITV

Largest UK broadcast of the year

## 3. CREATOR & CULTURE WATCH CREATORS ARE DEFINING THE EXPERIENCE



### IShowSpeed

Showing how entertainment talent can command World Cup attention at the same scale as traditional sports media.

**90**

### Score90 & 433

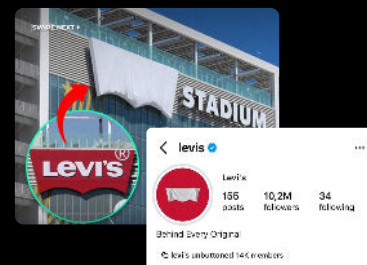
Shaping the conversation, not just covering it. Millions of fans are experiencing the tournament through football-first social media.



### Mark Goldbridge

Watchalongs have become appointment viewing, proving personality-driven reactions are now part of matchday culture.

## 4. WHO'S WINNING? BRANDS THAT ARE WINNING AT THE WORLD CUP



### LEVI'S

As a non-official tournament sponsor, Levi's had its logo at Levi's Stadium covered, but the silhouette remained instantly recognizable, prompting the brand to lean into the joke across social media.



### PANINI

Proving a thirty-year-old legacy ritual still matters. Panini remains one of the most authentic ways fans participate in the World Cup, with their official stickers.



### ADIDAS

Winning with talent-led World Cup activations, from Brooklyn Bridge Park to collaborations with legends like Messi and top streamers.

## 2. SOCIAL CONVERSATION WHAT FANS ARE TALKING ABOUT



Opening night performances sparked the largest early spike in conversation



Messi's historic performance and Cape Verde's breakout kept engagement high beyond the favorites.



Music, creator coverage, and player stories are expanding the conversation well beyond the match



**66M** MENTIONS



**2.7B** ENGAGEMENTS

## 5. THE CULTURAL SIDE OF THE CUP THE STORIES BEYOND THE SCORELINE



### Ranch Dressing goes viral

International fans are discovering ranch dressing for the first time, and the obsession has grown enough for TSA to explain how to get bottles home.



### Tunisia makes an early change

One match in, the head coach was out, proving the pressure-cooker nature of tournament football.



### England's gear theft

Boots, balls, and training gear were stolen enroute to Kansas City. Most was recovered, but the story added to the early off-field chaos.



### The Tartan Army Takes Boston

Kilts, bagpipes, pub takeovers, and a march to Fenway turned Boston into Scotland's own version of a World Cup experience.



### Japan's keeper has U.S. roots

Zion Suzuki was born in Newark, NJ, before growing up in Japan, giving fans another personal story to follow beyond the squad.



### FIFA's Travel Magic

FIFA President Gianni Infantino seems to be everywhere, appearing at matches in multiple cities in a single day.

## PULSE SERIES 1 CONTRIBUTORS



Steven Carter  
Director, Culture Strategy



Keenan Thomas  
National AM, adidas Field Marketing, Archrival



Julian Pavão  
Director, adidas Field Marketing, Archrival



Jeff Gagne  
SVP, Sports Marketing



Nishelle Oglesby  
Intelligence Specialist



Tricia Miller  
VP, Marketplace Intel



Juliet Tierney  
SVP, Culture Strategy



Liza Rozenberg  
Culture Strategy Manager



Andrea Isaac  
Managing Partner, Havas Play



Ben Harms  
Chief Growth Officer, Archrival