



**Choueiri Group**

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# EURO2020 MAKES A COMEBACK

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**CURATED RESEARCH AIMED AT SUPPORTING  
ADVERTISERS WITH KEY INSIGHTS FOR EURO2020.**

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## ABOUT THE RESEARCH

Sample Source:

**Online sampling across  
DMS platforms**

Sample Size:

**6,808**

G.C:

**GCC**

Criteria:

**16+ who consume  
sport content online**





## KEY TAKEAWAYS

1

Some of the participating teams, such as Germany, France, Netherlands, Spain, Portugal, England, and Italy, have strong fan bases in the GCC region. Overall, Spain leads with the largest fan base (28% of respondents across the GCC).

2

Those interested in football can be segmented into various cohorts depending on their level of involvement, associated behaviour, and the emotional connection they have to the sport. Football Fanatics are more passionate about football and emotionally connected with their favorite teams and players compared to Football Fans. As for Football Tourists, who represent 20% of the researched sample, their status of activity is based on key triggers, such as friendly matches or hot seasons such as the Euro Cup.

3

Digital paves the way for consumption of football-related content across the different phases of the content journey on both the macro (the event) and micro level (the match); from pre-event build up to event coverage (driven by TV) to post-event coverage. Local and non-local platforms, whether sports-specific or not (e.g.: social media) cater to the content journey through strong sports coverage and content proposition. beIN Sport, KOOORA, Google and Twitter were some of the platforms that stood out with dominating roles.

4

Popular consumer-related habits that manifest before matches include coordinating with friends/family on where to watch the match (56%) and checking out football related content online (40%). Other common habits include ordering food, cooking, and buying groceries to add extra enjoyment to the match experience.

5

While the majority of respondents (57%) give their full attention to live matches, double screening (or using smart-phones for chatting, checking out videos, etc in parallel) is also common for more than half of the respondents. Therefore, the demand for online football content tends to be linked to post-match coverage.



Shou, are you planning to watch Euro2020?

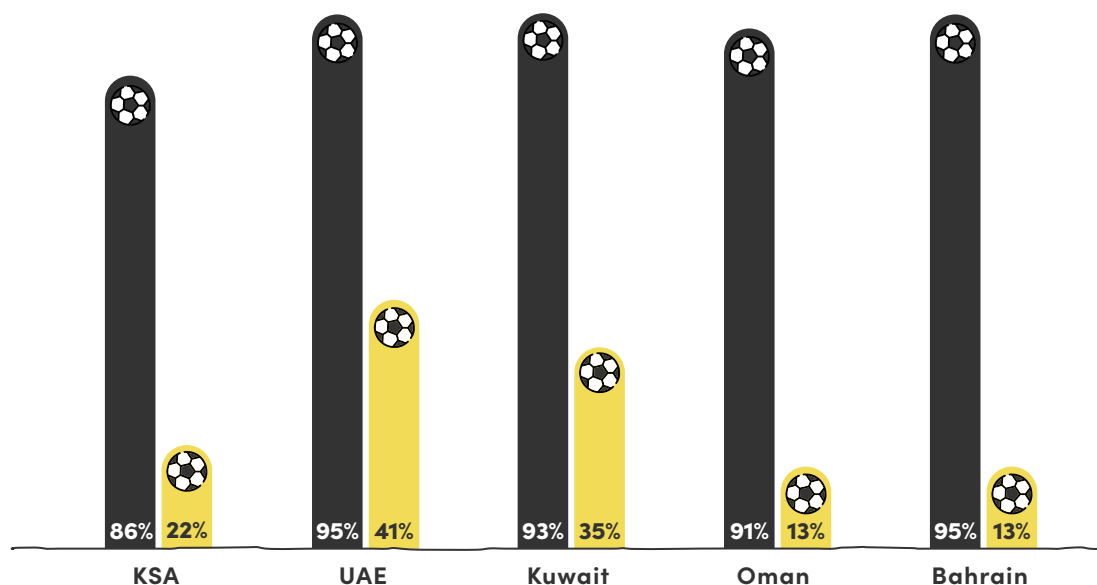
Akid! I've been waiting for it since last year!



There are high levels of intention to follow the Euro2020 across GCC countries, with the highest levels spotted in UAE and Kuwait among both males and females.

Levels of intention to follow Euro Cup across GCC countries

Male Female



**21% of females have the intention to follow Euro2020**



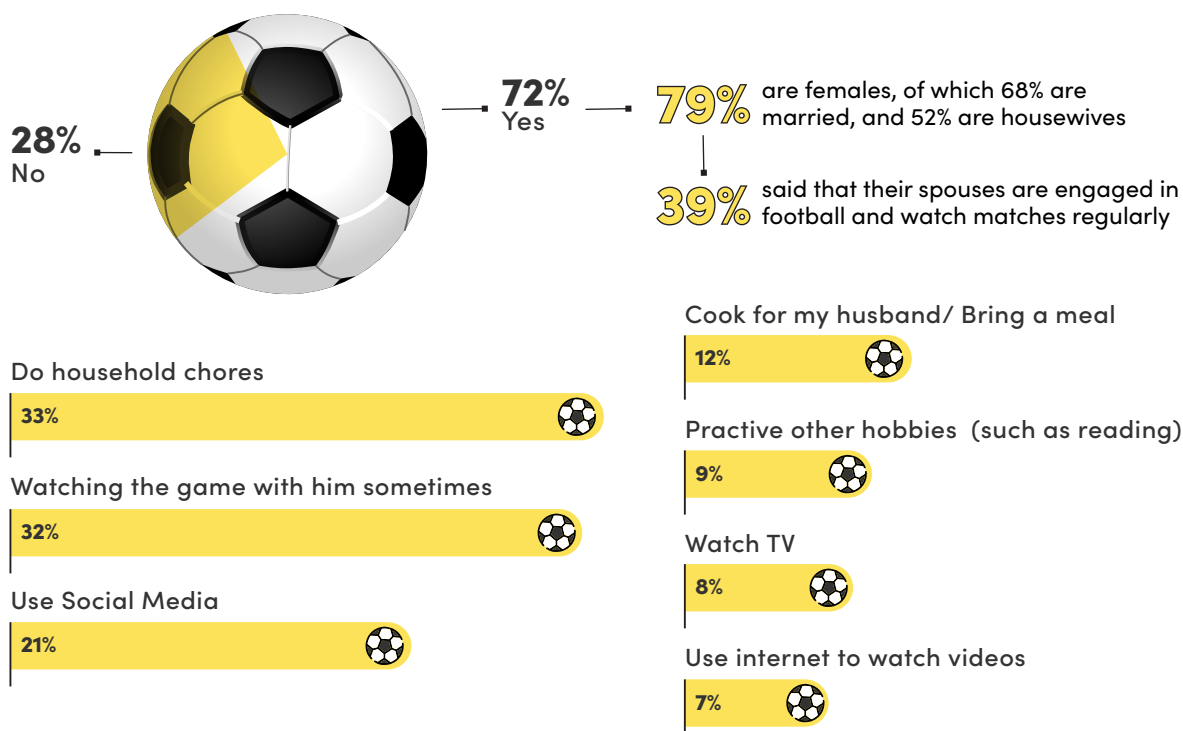
What about your wife Shaimaa?

She's not a diehard fan but will watch the matches with me.



Despite the lack of intention, during key moments such as live matches, 32% of female respondents will watch the EuroCup games with their husbands. Therefore, brands related to household chores or cooking can be appealing in certain mediums and formats (social/video).

#### Habits while husbands are watching the games





Which team will  
it be this time?  
Are you still planning  
on wearing red?

Ole, Ole,  
Ole, Ole,  
Viva Espanaaa



People across the globe await the rescheduled UEFA EuroCup championship, which has officially been named Euro2020 rather than Euro2021. Aleksander Ceferin, President of the UEFA, reassured fans, stating 'the UEFA is committed to holding Euro2020 in 12 cities as originally planned' and that 'the EuroCup is the flagship competition for national football teams in Europe and a vital source of funding for grassroots and wider football developments'.

With national teams' squads and line-ups being announced, football fans' excitement is mounting as they count down impatiently towards June 11, when Italy and Turkey will kick off the opening match in Rome's famous Stadio Olimpico.

While football fans across the GCC support different teams, from a DMS audience perspective, Spain reigns supreme with the biggest following among the 12 nations. GCC females also favor Spain (22%), followed by Germany (18%), and France (14%).

	Overall	KSA	UAE	Bahrain	Oman	Kuwait
Germany	20%	19%	26%	23%	24%	23%
France	21%	22%	15%	17%	23%	23%
Netherlands	15%	14%	14%	21%	17%	17%
Spain	28%	28%	31%	29%	29%	22%
Italy	16%	14%	20%	17%	20%	17%
Portugal	17%	16%	18%	24%	21%	19%
England	13%	13%	14%	14%	13%	18%



What about you?  
You support a different  
club every season.

I'm thinking Germany  
or France, I still haven't  
decided yet.



Our study revealed a football ***fans wheel*** which is divided into different fan segments or cohorts based on behavior and levels of engagement in football. One third (1/3) of our digital audience are Football Fanatics, or emotionally connected football supporters who do not miss a single match for their favorite team/-club, have a higher tendency of watching non-important matches, and highly seek football content online. One quarter (1/4) of the audience are Football Fans. They enjoy the sport, favor a certain team, and consume online football content frequently, however, have a lower level of passion for football compared to the Football Fanatics. A newly discovered segment is the Football Tourists who are named as such because they only watch and consume important games and content. Triggered by key events, Football Tourists get active during football seasons, and inactive quickly afterwards. Nevertheless, our insights reveal that they are game-changers from a commercial standpoint as they have high purchasing power, run households, and are main decision makers when it comes to household purchases. Finally, we have the Indifferent Fans or those who are not affiliated to the sport or a specific team but enjoy the hype that surrounds the events (including player stories, celebrities, videos, etc). This segment is highly driven by females as shown from the positive indexes.



## Fans Wheel

**33%**

### Football Fanatics

Emotionally and passionately connected supporters

**25%**

### Football Fan

Favour the sport a lot and continue to be part of his regular habits



**7%**

### Indifferent Fan

Not affiliated to the sport, But like the hype around big football events

**20%**

### Football Tourist

They only get activated during key events like Euro Cup



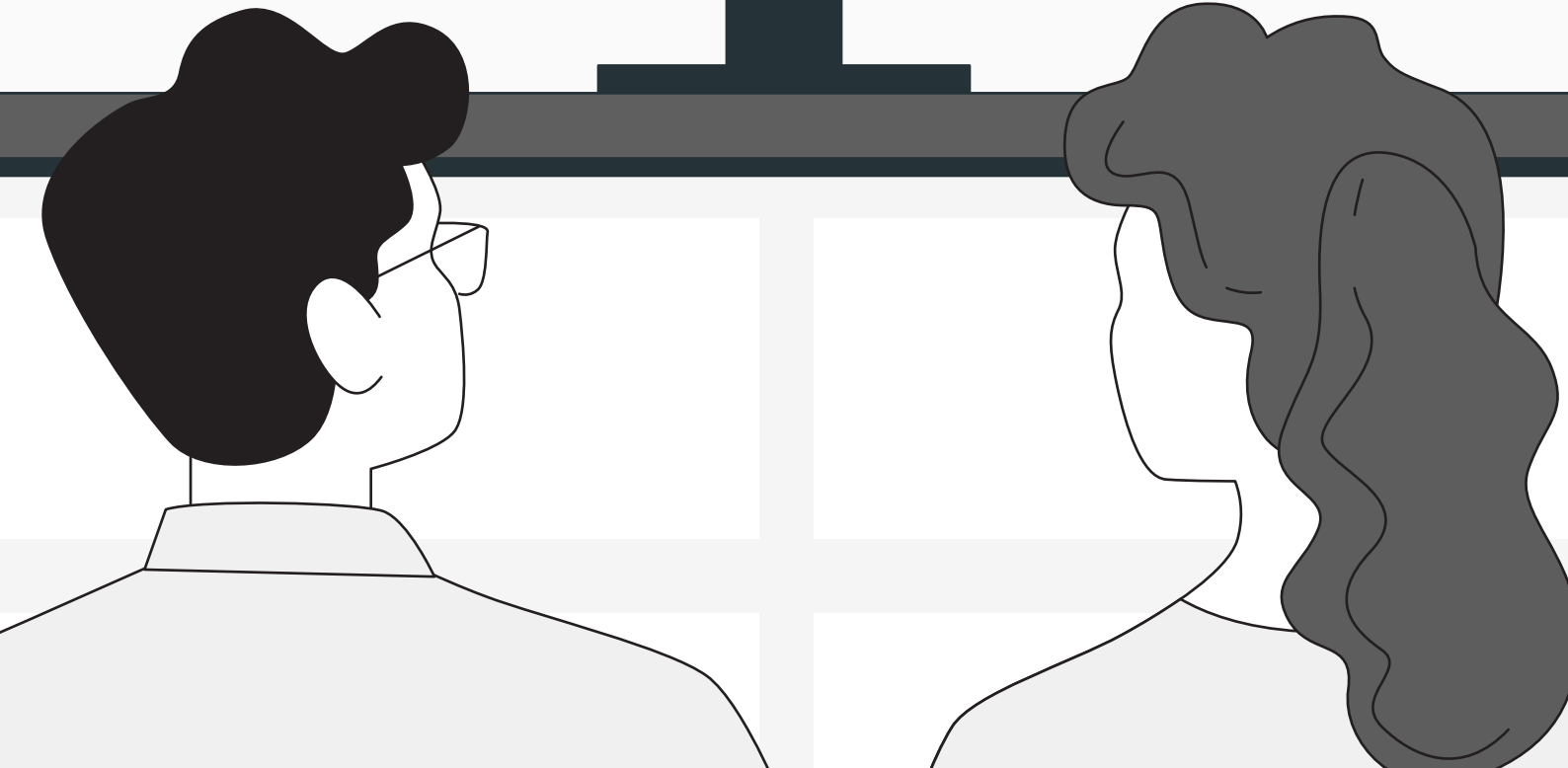
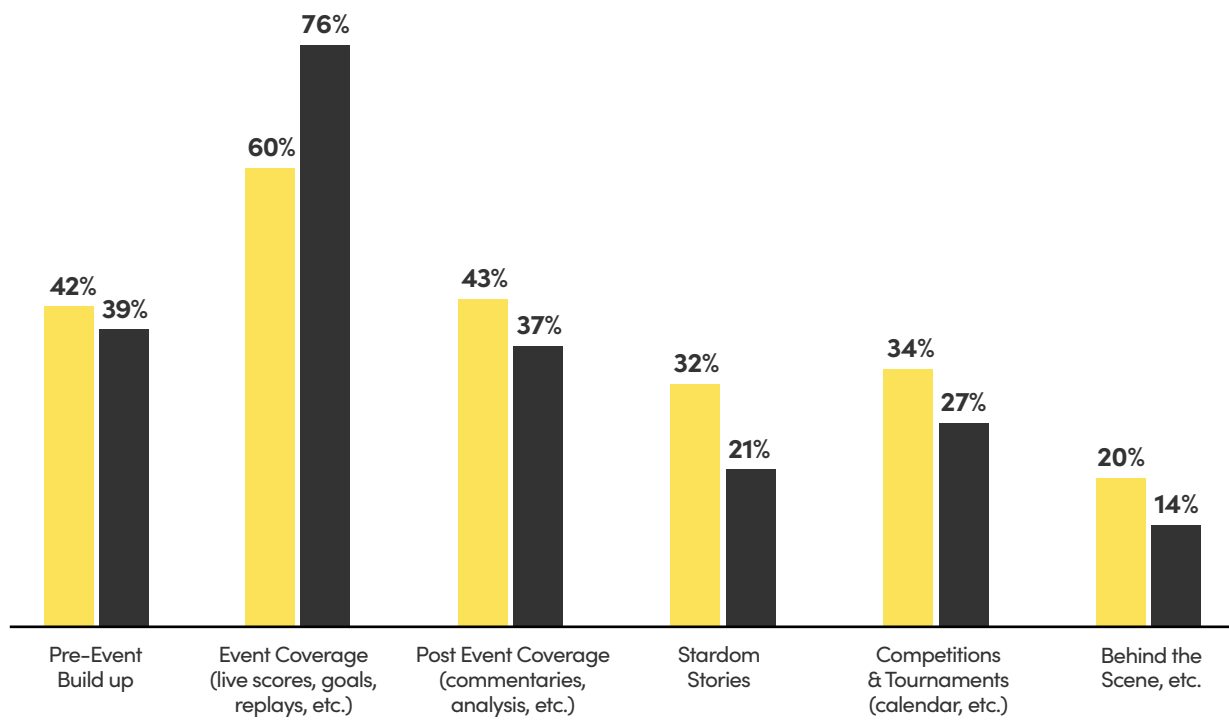


**CONTENT CONSUMPTION  
BEHAVIOR, GO-TO DESTINATIONS,  
KEY MOMENTS, AND CAPTURED  
HABITS (PRE, DURING,  
AND POST-MATCH).**





Whether it's the cup calendar, news, team formations, coach and fans interviews, commentaries and analysis post-match, or replays and highlights, digital paves the way for staying connected with everything related to the Euro Cup. That said, television is still the platform of choice for everything related to event coverage, including live scores, goal replays, and more.



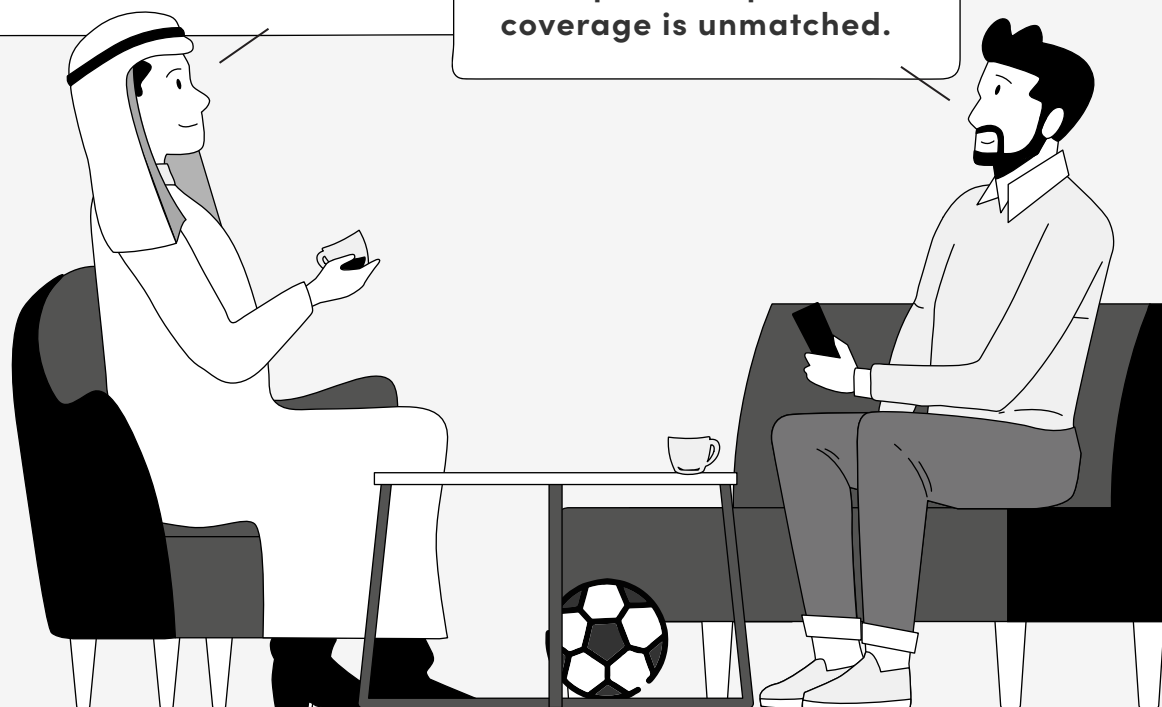


Walla? What's your favorite digital platform to follow updates on?



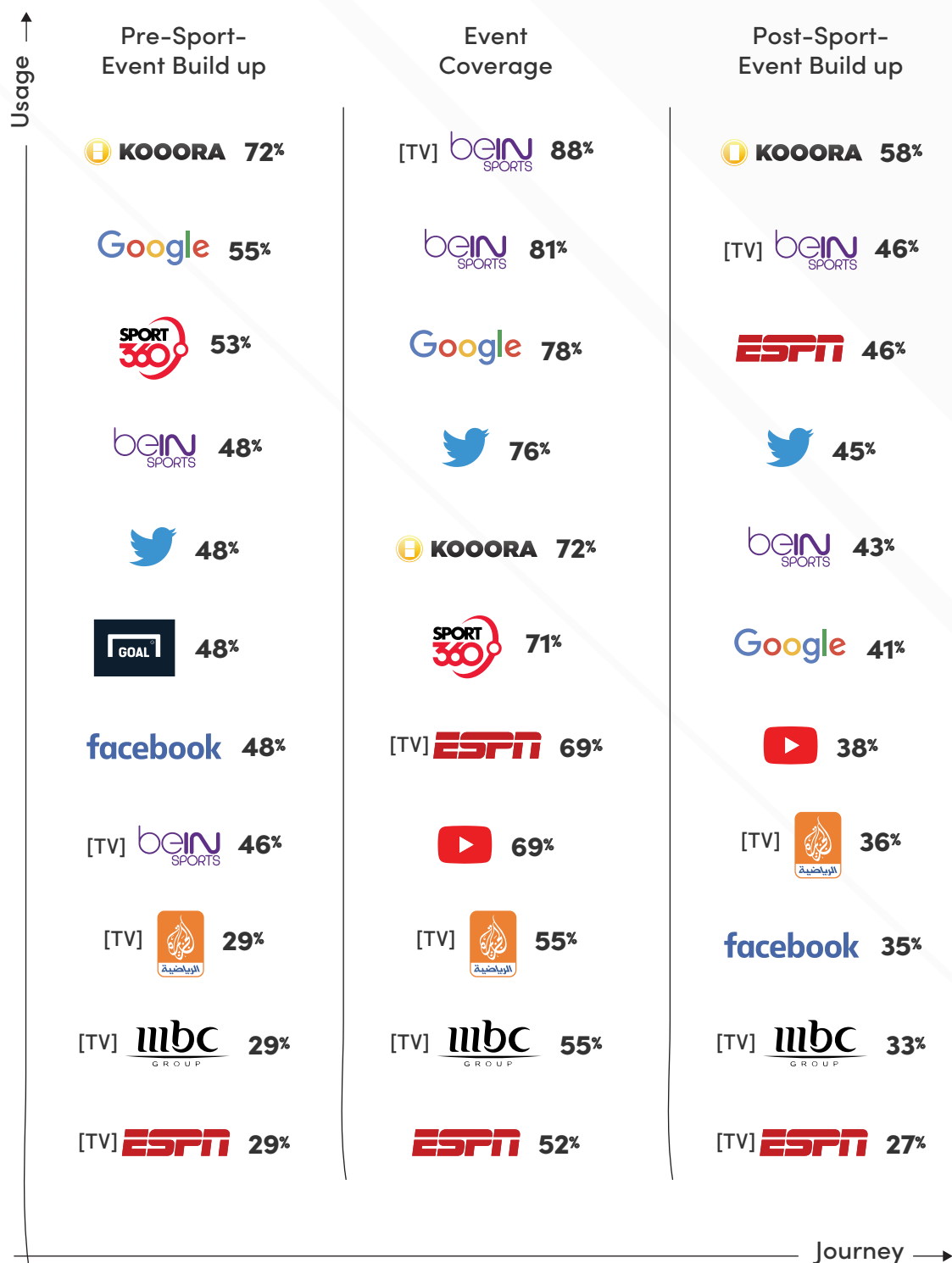
**KOOORA**

Their pre- and post-event coverage is unmatched.



## EuroCup Content Journey across GCC (Match level - Digital & TV):

When it comes to pre-event hype, a mix of digital and TV platforms own the space, with digital platform KOOORA taking the lead (60%). TV station BeinSports, who acquired rights for UEFA Euro2020 live coverage, came out on top for event coverage (88%), however, coverage content is also heavily consumed on Google (78%), Twitter (76%), and other sport independent publishers. As for post-event coverage, KOOORA leads over TV as well as other sport and social platforms. In order to augment their reach, boost interactive brand experience and engagement, or extend to a wider target audience, media planners in the process of initiating multi-channel approaches and integrated communication campaigns will have to find effective planning strategies.

EuroCup Content Journey across  
GCC (Match level - Digital & TV)



## Pre-Match

Coordinate with friends/family on where to watch the match

56%



Check out football related content online (team formation, etc.)

40%



Watch pre-match content on TV (match preparations, behind the scene, etc.)

24%



Cook food or prepare some appetizer for the match

22%



Chat with friends/family on chatting apps

17%



Buy groceries

13%



Post or engage in social media conversations related to match or event

11%



Order food online or through telephone

10%



Watch a movie or program on TV

7%



Home chores (tidy up living room, etc.)

6%



Take a shower

6%



Post or engage in online sport forums related to the match or event

5%



Listen to music

5%



**4 in 10 GCC consumers check out football related content before the match.**

**Also, over 30% either cook or order food online.**



Are you the type that chats with your friends about the match while watching the match?

Lahh, I'd hate to miss something so I'm all eyes and ears!



### During Match

None, I usually give my full attention to the live game

57%



Chat with friends/family on chatting apps

13%



Engage in social media conversations related to the match or event (friends/sport accounts)

12%



Use my smartphone for other purposes such as browsing or reading some content

11%



Check out sport content to see if there are any new updates or news

10%



Watch some videos on my smartphone

6%



Order food online or through telephone

6%



Post or engage in online sport forums related to the match or event

5%



Buy some groceries online using e-com apps

2%



**Although 57% of respondents give their full attention to the game, double screening behaviour is also common. Over half of the respondents use their smartphones to chat, engage in social platforms, check out sports content, and watch videos.**



Do you do anything specific after the match?

I like to listen to commentaries and watch goal replays online.



## Post-Match

Check out post match content online

56%



Watch post-match content on TV

35%



Chat with friends/family on chatting apps

20%



Post or engage in social media content related to the match or event

16%



Go to sleep

15%



Buy groceries

8%



Post or engage in online sport forums related to the match or event

8%



Watch a movie or program on TV

8%



Cook food or prepare some appetizer

7%



Take a shower

6%



Home chores (tidy up living room, etc.)

4%

Listen to music

4%

Order food online or through telephone

4%

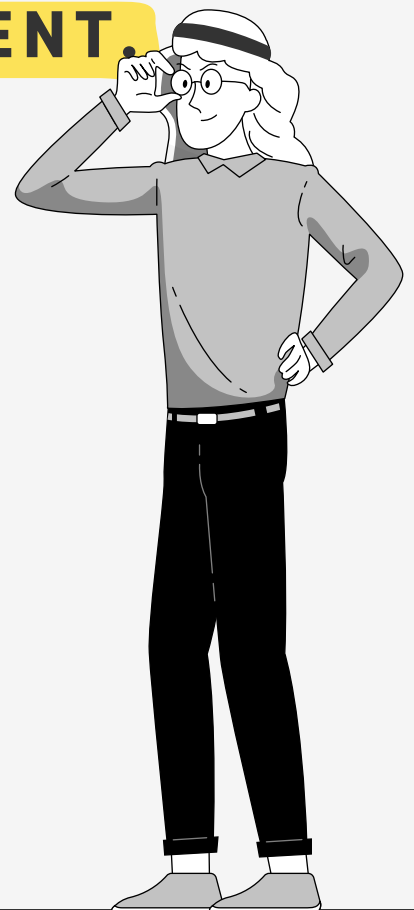


**Over 50% of respondents check out content online after the match signaling an obvious demand for post-match content such as commentary, short-videos, goal replays, highlights, experts' views.**





# **EXPLORING ATTITUDES TOWARDS AND PERCEPTION OF ADVERTISING ASSOCIATED WITH THE EURO CUP EVENT.**





What do you think of the advertising associated with the Euro Cup?

Mmmm I never really thought about it, bass I tend to pay attention to the advertisements that are relevant to me.



**40%**

are attentive to advertisements during Euro 2020

**33%**

remember most ads that came across during Euro 2020

**33%**

receptive to advertisements during Euro 2020

**35%**

find most advertisements during Euro 2020 to be interesting

**35%**

curious about products/services advertised during Euro 2020

**50%**

only pay attention to advertisements that are relevant to me during Euro 2020

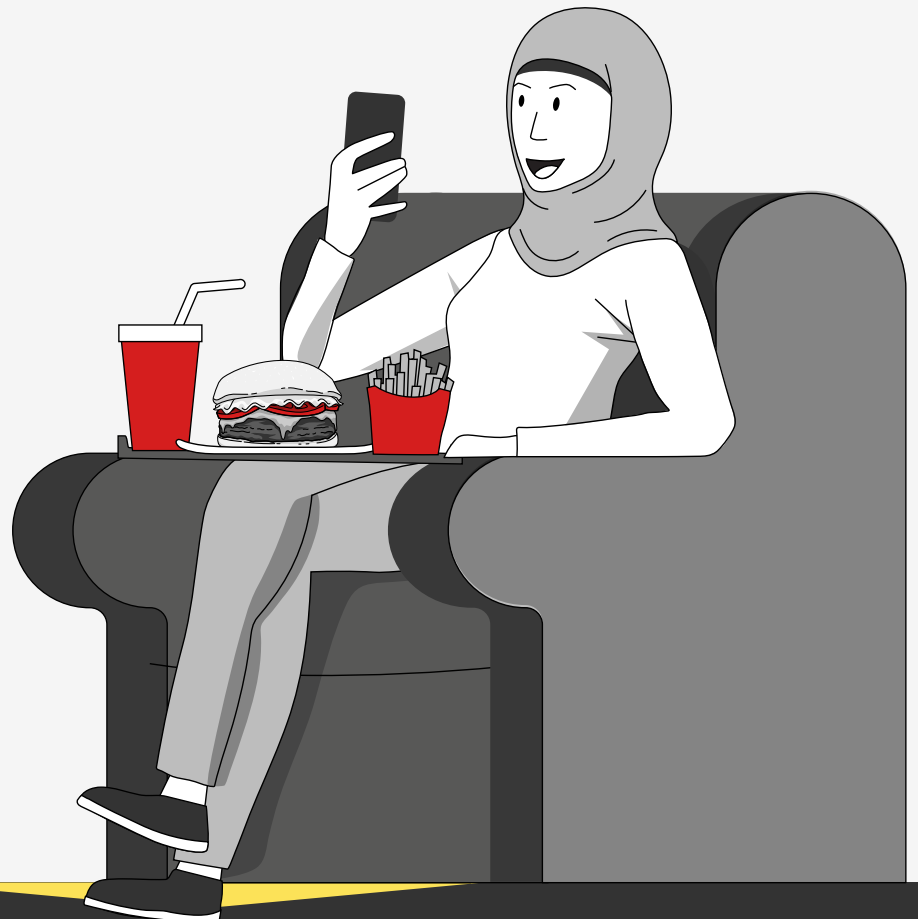
**28%**

I find most advertisements during Euro 2020 to be annoying

Ironically, attitudes towards advertising are highly impacted by the level of fandom– the higher the passion in football, the higher the receptivity, memorability, interest and tolerance of advertisements. That said, relevancy and personalization are still important and necessary.



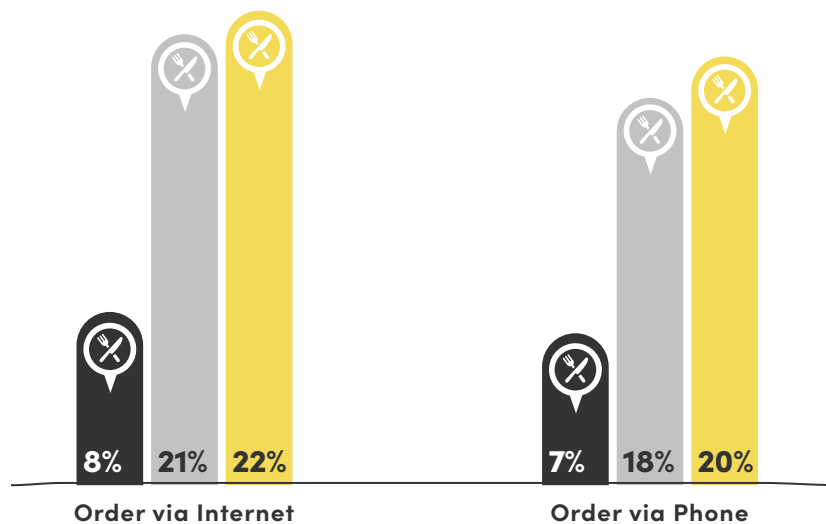
## A CATEGORY UNDER THE SCOPE: QSR





Frequency of order fast food or dining/ takeaway

■ Every day  
■ 2 to 3 times a week  
■ Once a week



**33% of football fans (or fanatics) will order food online before, during, or post match**

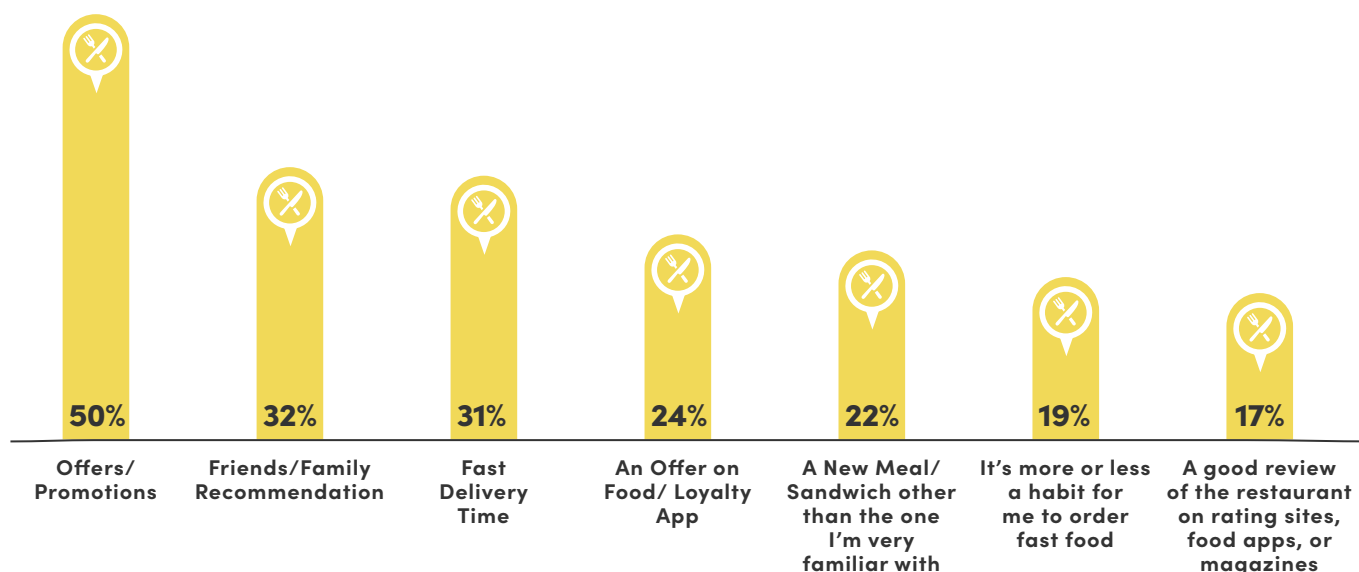


Walla! And what motivates you to order?

All the tempting offers and promotions!  
I also love biting down into a burger while watching the game.



#### Triggers for ordering fast food



Triggers for ordering fast food during the Euro Cup are offers/ promotions, recommendations from friends and family, and speed of delivery. With people gathering in groups to watch the games, brands must be ready to promote new menu items as well as big size meals. Moreover, with high traffic on food ordering during the event, brands must prioritize speed of delivery in order to remain competitive and retain their customers.



When highlighting the attributes considered when choosing a fast-food restaurant, hygiene, price, and food/beverage quality and taste came out on top. Speed of delivery also made its way into the list as an important attribute, alongside quantity versus price which is important as matches are usually watched in big groups with family and friends. Brands must therefore flex their muscles and take into consideration all the above attributes when planning their offerings.

#### Attributes taken into considerations

##### Hygiene

71%

##### Price

52%

##### Food/Beverages quality and taste

36%

##### Value for money (quantity vs. price)

32%

##### Customer service & attitude (staff friendliness, responsiveness, etc.)

31%

##### Offers in general

30%

##### The overall experience

28%

##### Variety in food menu

25%

##### Previous customers ratings

23%

##### Brand name

21%

##### Available family size offers

18%

##### Prizes/Sweaptakes (a trip to Europ, etc.)

15%

## CONCLUSION FOR THE MARKETERS OUT THERE.

Is your brand all set to be in Football history?

1



Football is the most popular sport in the world with an estimated global following of 4 billion. For many, it is not just a game but a religion – a sport that is consistently played across the globe. Based on a survey by FIFA, 1 in 25 individuals you meet happen to be involved directly with football, and remarkably, this statistic continues to increase every year by 2 to 3 percent. This year the excitement is making a comeback with the Euro Cup 2020, and will be a source of relief for millions around the globe following the pandemic and during the current situation. Football Fans and Football Fanatics are impatiently waiting for the official kick-off of Euro2020, while Football Tourist and Indifferent Fans can't wait to dive into the thrill of this big event and the beautiful stories that are yet to unfold.

2



Brands and marketers who turn their heads away from the event will miss out on great potential in terms of reach and engagement, brand equity elevating opportunities derived from all the momentum, as well the fruitful key moments to be leveraged. No matter who you are, which industry you belong to, and the products you present, the Euro Cup is a big opportunity to achieve marketing KPI goals and the secret lies in the 'ball' and how the world revolves around it. The recipe to success? Brands and marketers will have to understand how consumers are behaving and adapting their lifestyles. Our study makes it clear that the advertising associated with the Euro Cup has its own unique experience, and while receptivity, memorability, interest, and tolerance are high, brands need to know exactly how to naturally embed themselves in the entire event story, be accessible during key moments, and remain relevant and personalized when facing their target audiences.



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