

## **Brazil: Confusion amongst consumers over FIFA World Cup sponsors**

According to a survey carried out by Hello Research, a total of 47% of Brazilians could not remember the name of the company or brand that is sponsoring the 2014 FIFA World Cup in Brazil, with this proportion rising to 67% amongst Brazilians aged over 60 years old. Amongst people who stated that they could remember at least one sponsor, confusion still reigned. Of the top brands mentioned, only three were official World Cup sponsors. The most cited brand was Coca-Cola, at 32% of all responses, followed by Nike (at 18%), yet the latter is not a sponsor, as well as Caixa Economica Federal, Bradesco, Banco do Brasil and Itau all in joint third place (only Itau is a sponsor), and Adidas in fourth place.

Other brands such as Vivo, Brahma, Skol, Guarana Antarctica and TIM were all cited by respondents, yet none of these are official sponsors. There is general confusion over the sponsors of the World Cup, the national football team as well as other sports teams, according to Hello Research.

**Fonte: M-Brain – News Monitoring, 10 Apr. 2013 [Base de Dados]. Disponível em: <[http://site.securities.com/doc.html?pc=BR&doc\\_id=401224323&auto=1&query=world%3Acup%3A&db=all\\_7d\\_d&hlc=pt&range=7&sort\\_by=Date](http://site.securities.com/doc.html?pc=BR&doc_id=401224323&auto=1&query=world%3Acup%3A&db=all_7d_d&hlc=pt&range=7&sort_by=Date)>. Acesso em: 12 Abr. 2013.**

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