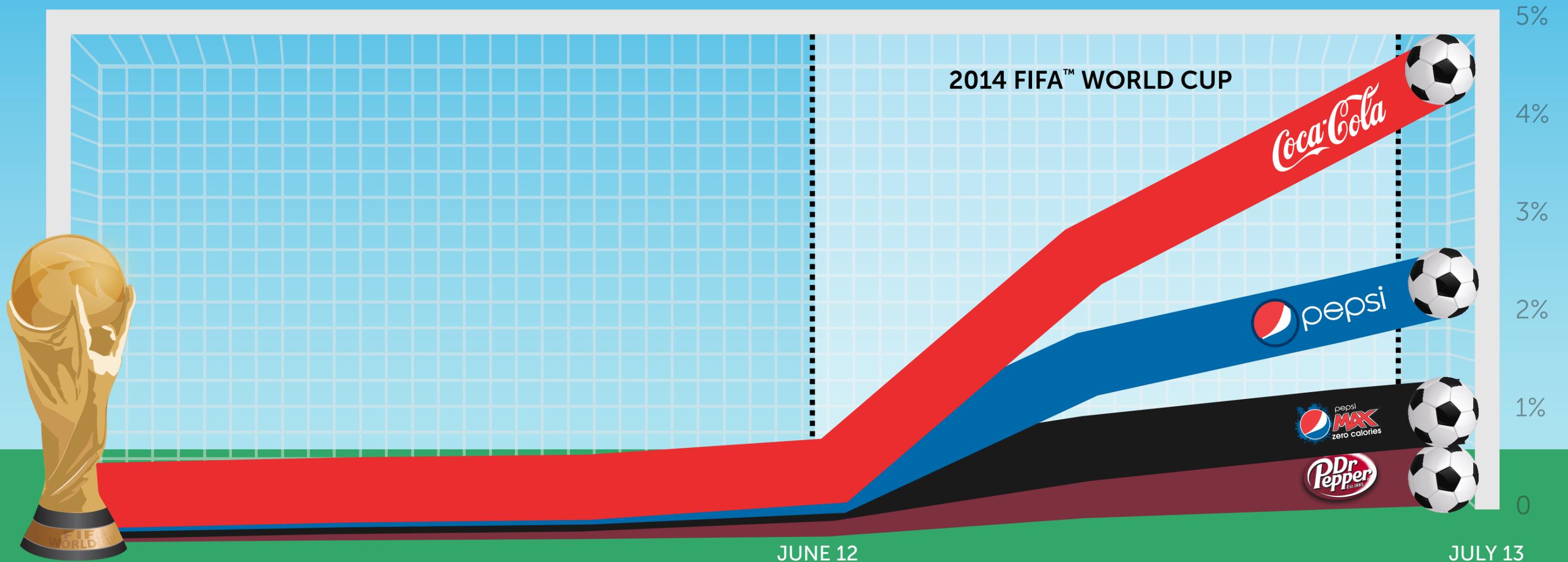


How Won the World Cup

PRESENTED BY 

Growth in Reciprocal Reach (% of FIFA World Cup fans who like the brand)



Coca-Cola's status as official sponsor propelled its massive increase among tournament fans. Trailing just behind Coke is Pepsi, who scored well with its soccer-themed ads, but did not equal its rival's presence throughout the tournament.