

# UNLOCKING BRAND POTENTIAL

THOUGHTS, PROPOSALS & CONVERSATION STARTERS ON OUR WAY TO BECOMING THE CENTER OF ATTENTION DURING THE 2022 WORLD CUP

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12.10.2021



# THE BRAND





# QATAR FOUNDATION

A MULTIFACETED ORGANIZATION WITH  
IMMENSE RANGE AND POTENTIAL

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**RESEARCHERS**



# PIONEERS



# COMMUNITY DEVELOPERS



# PROBLEM SOLVERS



# CULTURE CUSTODIANS



# BRAIN CAPITAL CURATORS



**GAME CHANGERS**



**THINKERS**



**DOERS**





# EDUCATORS

THE VISION

REGENERATIVE SUSTAINABILITY:  
a roadmap to a sustainable future

A process that enables our social and ecological systems not only to maintain a healthy state but also to evolve in order to meet future demands.

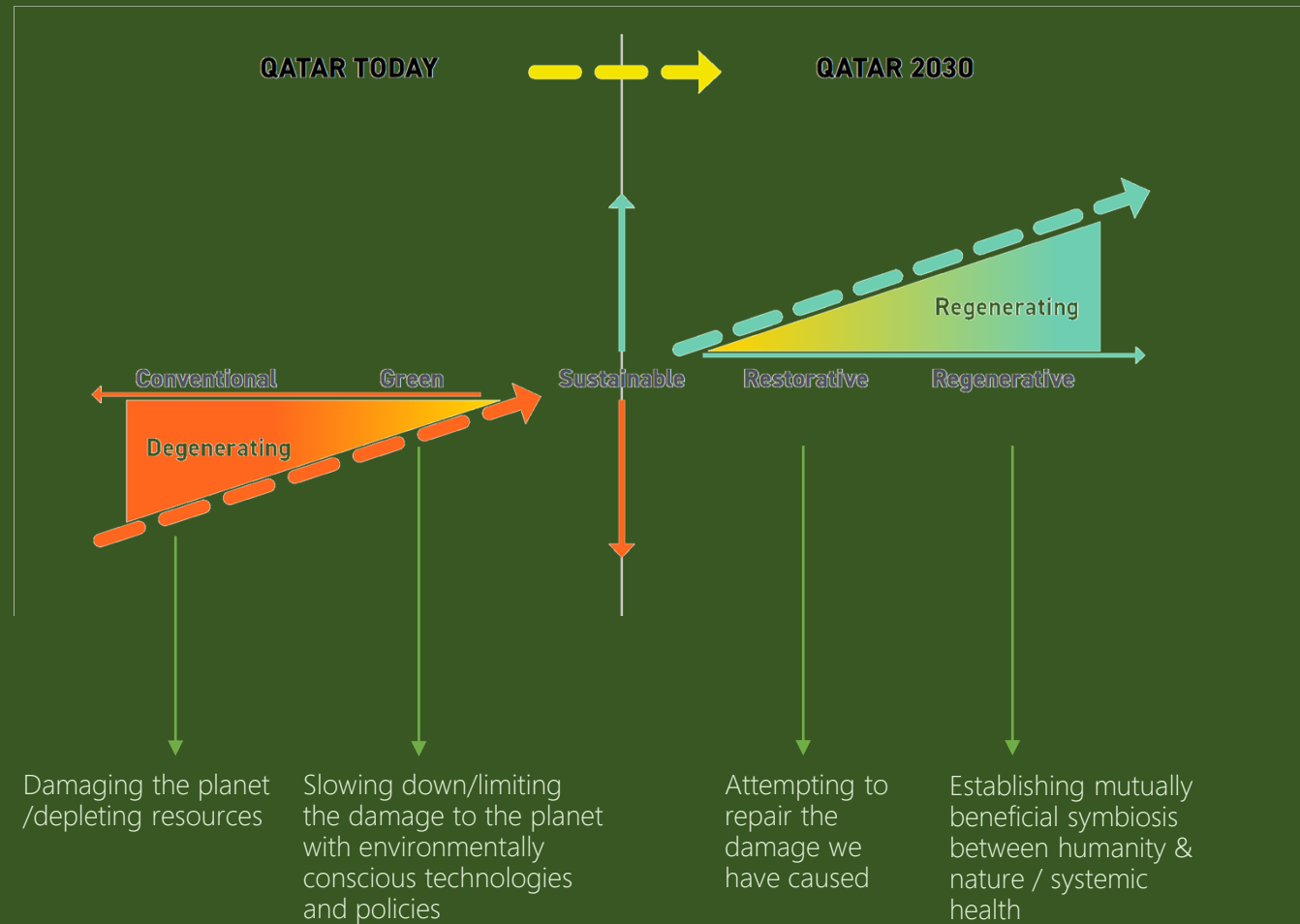
Focus: holistic view of sustainability, systemic health, reciprocal/harmonic symbiosis between humanity and nature



REGENERATIVE SUSTAINABILITY:  
a roadmap to a sustainable future

# ROADMAP TO REGENERATIVE SUSTAINABILITY

## THE MISSION



# THE TASK



WHAT KEEPS  
US AWAKE  
AT NIGHT

HOW DO WE DRIVE FOOTFALL TO EDUCATION CITY  
DURING THE 2022 WORLD CUP?



impossible?

nope.

A WORLD  
CUP IS A  
CELEBRATION

WORLD CUP FOOTBALL IS NOT CLUB FOOTBALL.

WORLD CUP  
VISITORS ARE  
OPEN TO  
NEW  
EXPERIENCES

WORLD CUP FOOTBALL IS NOT CLUB FOOTBALL.

CHEERFULNESS,  
OPEN-MINDEDNESS,  
GEARED TOWARD PARTYING  
& MAKING FRIENDS, OFTEN  
SUPPORTING A DIFFERENT  
TEAM IF FAVORITE TEAM  
DOES NOT ADVANCE TO  
THE NEXT ROUND,  
OPEN TO EXPERIENCES  
OUTSIDE FOOTBALL

FANATICISM,  
CLOSE-MINDEDNESS,  
AGGRESSIVE BEHAVIOR,  
STRONG PARTISANSHIP,  
UNWAVERING DEVOTION  
TO THE CLUB COLORS,  
"I CAME TO SUPPORT MY  
TEAM" ATTITUDE

difficult?

kinda.

# THE PASSION POINTS



WC 22  
VISITORS

THEY ARE NOT COMING TO QATAR JUST TO WATCH BRAZIL, GERMANY, SPAIN AND ITALY BATTLING HEROICALLY FOR THE CUP.

WC 22  
VISITORS

## THEIR GOAL

AN UNFORGETTABLE & INSTAGRAMMABLE TRIP, FILLED WITH RICH, ENTERTAINING, STANDOUT EXPERIENCES. EXCEPTIONAL MOMENTS TO SHARE INSTANTLY ONLINE WITH PRIDE AND JOY AND CHERISH FOREVER.\*

\* OK, IF THEIR TEAM LIFTS THE CUP – TALKING ABOUT PURE AWESOMENESS!

WC 22  
VISITORS

THE "EXCEPTIONAL" AND THE "UNEXPECTED" WIN  
THE DAY

WC 22  
VISITORS

CAN WE CONVINCED THEM THAT WE OFFER ALL THIS  
AND MORE?

WC 22  
VISITORS

CAN WE CONVINCED THEM THAT WE CAN TURN THEIR  
TRIP TO QATAR INTO THE TRIP OF A LIFETIME?

**THE ANSWER**





*yes, we can.*

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OUR  
WINNING  
POINTS

WE OFFER THE RICHEST EXPERIENCES ONE CAN  
FATHOM

OUR  
WINNING  
POINTS

WE COMPLIMENT PERFECTLY THE FOOTBALL FEST OF  
THE WC

OUR  
WINNING  
POINTS

WE OFFER AN IMMERSION INTO A STIMULATING  
VISION LIKE NO OTHER

# OUR WINNING POINTS

NOT JUST THE FUN-FILLED SUSTAINABILITY-RELATED EXPERIENCES, FROM THE AL SHAQAB EQUINE EXPERIENCE TO THE ULTRA-INCLUDING FAN ZONE, THE LAST MILE AND THE INSPIRINGLY SUSTAINABLE STADIUM.

OUR  
WINNING  
POINTS

WE OFFER THE EXCEPTIONAL

OUR  
WINNING  
POINTS

WE OFFER THE CHANCE TO WITNESS A SOLID PLANET-  
SAVING PLAN

OUR  
WINNING  
POINTS

WE OFFER THE CHANCE TO JUMP ON BOARD THE SHIP  
THAT CAN SAIL HUMANITY TO A BETTER TOMORROW

OUR  
WINNING  
POINTS

BECOME AN ADVOCATE OF WHAT WE STAND FOR

OUR  
WINNING  
POINTS

BECOME ONE OF US

OUR  
WINNING  
POINTS

SHARE OUR PRIDE

OUR  
WINNING  
POINTS

SHARE OUR BELIEFS

OUR  
WINNING  
POINTS

SHARE OUR BELIEFS ONLINE & OFFLINE

OUR  
WINNING  
POINTS

YOU CAME TO WATCH THE FOREMOST FOOTBALL  
TOURNAMENT.

YOU' LL LEAVE AS AN AGENT OF POSITIVE CHANGE.

# THE STUMBLING BLOCK



KEEP IT  
SIMPLE

MANY PEOPLE CANNOT DIGEST "SUSTAINABILITY" ,  
LET ALONE "REGENERATIVE SUSTAINABILITY"

SKIP THE  
TEACHING

PEOPLE WILL NOT COME TO QATAR TO BE  
"TAUGHT" LET ALONE "REPROGRAMMED"

GIVE THEM  
WHAT THEY  
WANT

PEOPLE ARE COMING TO HAVE FUN

GIVE THEM  
WHAT THEY  
WANT

IF FUN IS ALSO INSPIRING?  
WE HAVE THEIR ATTENTION, POSSIBLY EVEN THEIR  
HEARTS.

GIVE THEM  
WHAT THEY  
WANT

WE WILL GIVE THEM FUN-FILLED, SHAREABLE  
EXPERIENCES.  
THIS IS THE PERFECT COATING.

GIVE THEM  
WHAT THEY  
NEED

THIS IS THE PERFECT VENEER TO MAKE OUR ROADMAP  
TO A BETTER FUTURE DIGESTIBLE.

GIVE THEM  
WHAT THEY  
NEED

WE ALL NEED TO BE INSPIRED.  
WE ALL NEED TO FEEL PART OF SOMETHING BIG.

IS THERE ANYTHING BIGGER THAN RE-ROUTING THE  
WORLD TOWARD A BETTER FUTURE?

GIVE THEM  
WHAT THEY  
NEED

IS THERE ANYTHING BIGGER THAN GIVING A LIFE  
WORTH LIVING TO OUR CHILDREN?

GIVE THEM  
WHAT THEY  
NEED

IS THERE ANYTHING BIGGER THAN  
REDEFINING THE POSSIBLE FOR FUTURE GENERATIONS?

# STRATEGIC EXPRESSION

## REDEFINE THE POSSIBLE\*

Until today you thought that the world is on a one-way street to ruin. You and the coming generations are living on borrowed time.

You've heard the term "sustainability" time and again, either from activists or brands that are eager to jump on the eco train in order to appear caring, sensitive and more importantly, en vogue.

By now you're convinced that "sustainability" is an empty buzzword with little real value.

You're also convinced that the answer to the question "Can we save the planet?" is "Not possible".

You're coming to Qatar to experience an amazing World Cup..  
You'll leave the country having been part of something much bigger.

QF is about to help you realize that there is a silver lining in the clouds and it's getting wider and wider with your help and with the help of people like you. Through continuous education, we are beating the odds, redefining the fate of this planet. We are opening a door to new possibilities; we are rewriting a future that you thought was written in bleak and dreary colors.

You will come to Qatar a football enthusiast. You will leave an agent of change.

We helped redefine the possible for you. You will do the same for others.

\* This is neither a campaign line nor a tagline. It will not appear in our campaign. It simply aims at capturing the essence of our strategy.

# PROOF POINTS



## REDEFINE THE POSSIBLE

- AL SHAQAB EQUESTRIAN CENTER
- ULTRA-INCLUSIVE FAN ZONE
- LIVING FOOD CART PROGRAM
- VOLUNTEER HUB
- ECO FASHION SHOW
- ECO FAN APP
- EDUCATION CITY STADIUM LEGACY
- REGENERATIVE EDUCATION

# PHASED TARGET AUDIENCES JOURNEY



# PHASE 1

- Online ads
- Billboards
- Internal events / activations
- Sharing of mood video on SoM / WOM
- Mood video

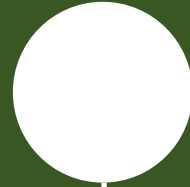


**AWARENESS+**

# PHASE 2

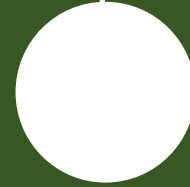
## ENGAGEMENT

- External partners/ sponsors
- Collaboration with influencers (SoM)
- Radio spots
- Activations
- TV spot
- Short films on Youtube
- Podcasts



# PHASE 3

- YouTube bumper ads
- Google display ads
- SoM targeted posts
- Activations (use proof points)
- Collaboration with influencers (SoM)



**RESOLUTION**

## CONVERSION

- Website
- Master Program Activations
- QF proof points
- Educations City visits

# ADVOCACY PHASE

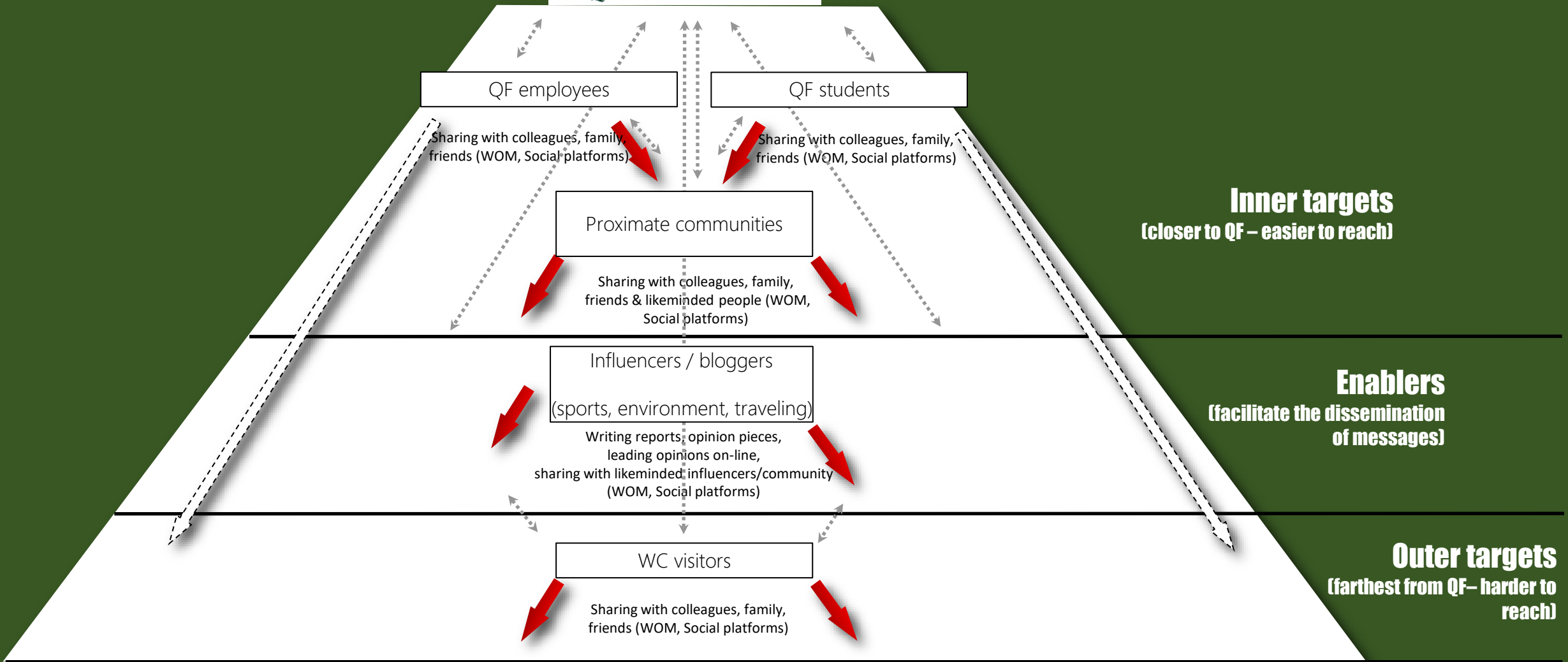
- SoM targeted posts
- Emails / newsletters
- Emails / newsletters
- Masterclasses/panels/debates



**ADVOCACY**

# ENGAGING OUR TARGET AUDIENCES: THE LOGIC





QF employees

QF students

Sharing with colleagues, family, friends (WOM, Social platforms)

Sharing with colleagues, family, friends (WOM, Social platforms)

Proximate communities

Sharing with colleagues, family, friends & likeminded people (WOM, Social platforms)

Influencers / bloggers

(sports, environment, traveling)

Writing reports, opinion pieces, leading opinions on-line, sharing with likeminded influencers/community (WOM, Social platforms)

WC visitors

Sharing with colleagues, family, friends (WOM, Social platforms)

**Inner targets**  
(closer to QF - easier to reach)

**Enablers**  
(facilitate the dissemination of messages)

**Outer targets**  
(farthest from QF - harder to reach)



**“YOU MISS 100% OF THE  
SHOTS YOU DON’T TAKE.”**

WAYNE GRETZKY