



The FIFA World Cup logo makes soda brands seem healthy to teens.

APRIL - MAY 2026





Famous Brand




Worldwide
Partner



FIFA
WORLD
CUP 26™
Trophy Tour

Generic Brand




Worldwide
Partner



FIFA
WORLD
CUP 26™
Trophy Tour



Open Ended Word Responses

“Por favor toma un minuto completo para escribir TODAS las palabras que se te vienen a la mente cuando piensas en *Coca-Cola*.”

- **Refrescante**
- **Deliciosa**
- **Sabor**
- **Dulce**
- **Familia**
- **Amigos**
- **Compartir**
- **Fiesta**
- **Emoción**
- **Mundial**
- **FIFA**
- **Fútbol**
- **Calidad**
- **Popular**
- **Azúcar**
- **Mexicana**

A black silhouette of a soccer player in mid-air, kicking a bottle. The bottle is tilted and has several small circles above it, suggesting motion or a splash. The background is a solid red color.

Coca-Cola's Grip on the World Cup

The science of how sports sponsorship, athlete endorsements, and marketing affect the health of children and teens.

Soda ads paired with the FIFA logo generated **more positive and healthy-related words** than similar soda ads without FIFA branding.



Coca-Cola generated **stronger feelings of connection and belonging** than a generic soda brand.

Coca-Cola's Grip on the World Cup

The science of how sports sponsorship, athlete endorsements, and marketing affect the health of children and teens.

