

How Publishers Across the Globe Engaged Fans for World Cup 2018



sky news

MARCA

Olé

GLOBO

Results

Publishers across the globe relied on EX.CO's suite of interactive content tools to craft articles that drove audience engagement. Argentinian publisher, Olé, and Brazilian publisher, Globo, created polls for their readers. Sky Sports, Globo and Marca created interactive lists.

KEY NUMBERS

2.3M +

Engagements
on Polls

85%

Engagement rate
on Polls

77%

Engagement rate on
Interactive List

2:33 Min +

Avg. Dwell Time

The Challenge

The World Cup unites and divides nations, with passionate fans exhibiting excitement both at games and online. With so many publishers writing about the same topic, how can one stand out and truly engage viewers in a unique manner that captures the spirit of competitiveness?

The Solution

- 01** Argentinian publisher Olé created a one question poll after the country's team was knocked out of the event, asking, Which team do you want to win the World Cup? At first, Uruguay was in the lead, but when Brazilian fans got ahold of the item on Twitter, their country raced to first place, creating cheeky buzz around the item across social media and the news.

Results

The energy of Brazil's fans was evident, with this poll garnering over 2.3M engagements, discussions on various news channels and 900,000 votes – 80% of which were votes for Brazil. Plus the story was covered on [Lance.com](#).

- 02** Brazilian publisher Globo produced multi-question, interactive polls during the first round of the World Cup and after the finals. Each poll amassed extremely close results, proving that interactive stories can host a live debate on publishers' sites, thereby creating more hype around the event itself.

Results

The pre-game poll accumulated between 45-49k votes for each question, an 84% engagement rate and a 2.21 min dwell time – 17X higher than the average dwell time on a piece of content. The multi-question poll after the finals garnered between 58-63K votes for each question, an 86% engagement rate and a 02.43 minute dwell time.

- 03** Other publishers – Marca, Globo and Sky Sports – created interactive lists that gave readers the opportunity to upvote their favorite moment from the World Cup, or for their favorite player. This cheerful content encapsulated fans' adoration of an event that occurs every 4 years.

Results

The interactive list from Marca saw a 77% engagement rate with an average dwell time of 1.49min. The interactive list from Globo saw an 84% engagement rate whilst the Sky Sports interactive list garnered 43.5K votes for the highest vote, and a 76% engagement rate!

Key Takeaways

Brands looking to advance their business goals through interactive content can learn the following lessons from these experiences:

01

Fans want to feel like they're a part of the game from home – even asking simple poll questions can result in high trafficked editorial.

02

Interactive content can inspire dialogue between fans outside of the site it was originally published on – adding even more excitement to the games themselves.

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