



# Using location to understand consumers during the World Cup 2018





# A World Cup to remember

## INTRODUCTION

We wait four years for a World Cup to come around. The final is the most watched event in the world. That's a whole lot of consumer interest – it's one that businesses need to get right in order to maximise the effect of this once-every-four-year event.

The World Cup consists of 32 nations. In the UK every game is broadcast on terrestrial TV. Globally around 3.4 billion people watch some part of the tournament. It's a huge event for a number of industries, but none more than perhaps the beverage industry.

That's why it's important to understand consumer behaviour during these monumental global events. Understanding how customers move and behave can help business perform well across a number of different functions, from advertising and marketing to insights and planning.

To identify alcohol and consumer trends during the World Cup we analysed visits to over 5000 venues across London during the 3 week tournament.

Our accurate first party data-set combined with our network of precise location sensors provides detailed insights into how consumers behaved during the World Cup. Our visit methodology provides a powerful way to reveal trends and behavioural information around consumers.

## IN THIS REPORT WE'LL LOOK AT:

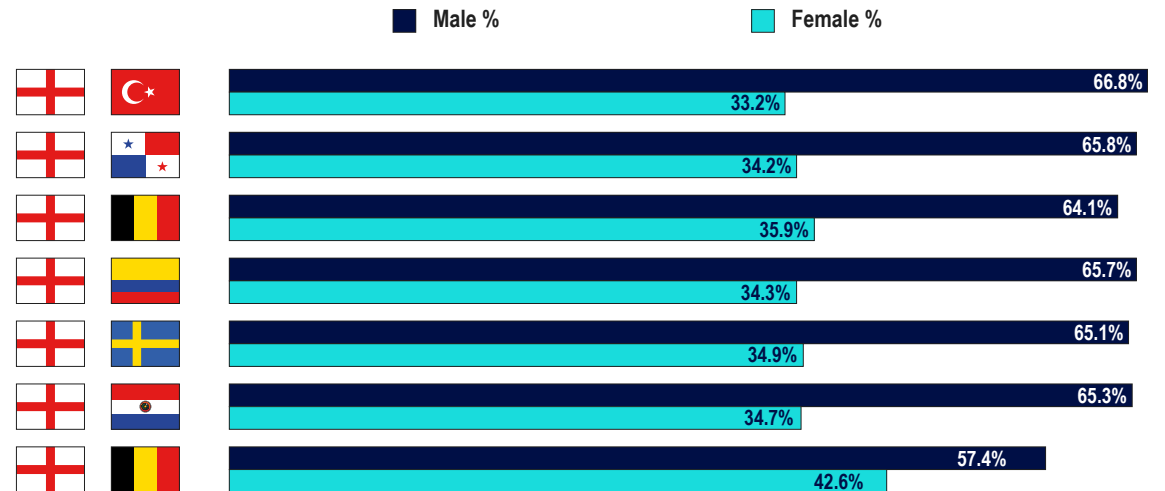
- How footfall traffic changes to different categories during the World Cup
- Which venues performed well during the tournament
- On-trade and off-trade patterns
- Busiest games, times and days of different categories
- Trends in the behaviour of different demographics such as millennials.
- How to use these insights to inform marketing and other business decisions

# Gendered behaviour

Gendered bar visits remained consistent throughout the tournament.

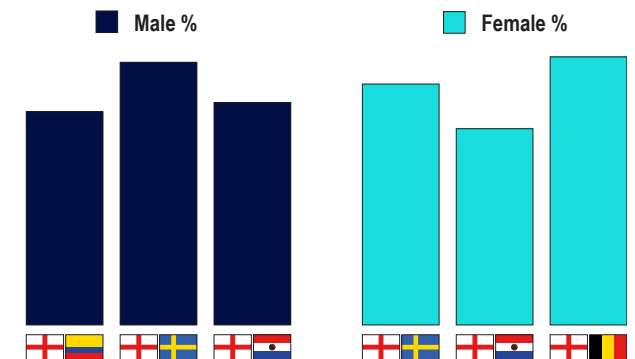
## BAR ATTENDANCE DURING ENGLAND MATCHES

In venues the gender breakdown remained consistent throughout England's campaign.



## TOP GAMES

Women and men had slightly different preferences when we look at the most popular matches in terms of bar visits. For example, the Colombia match was the second most popular game for men to head out to watch. This match was not in the top three for women.



**FUN FACT:** Female restaurant attendance was up over 3x for the England-Sweden match suggesting they would leave their significant other to watch the game alone!

# Age-based behaviour

Millennials dominated when going out to watch matches.

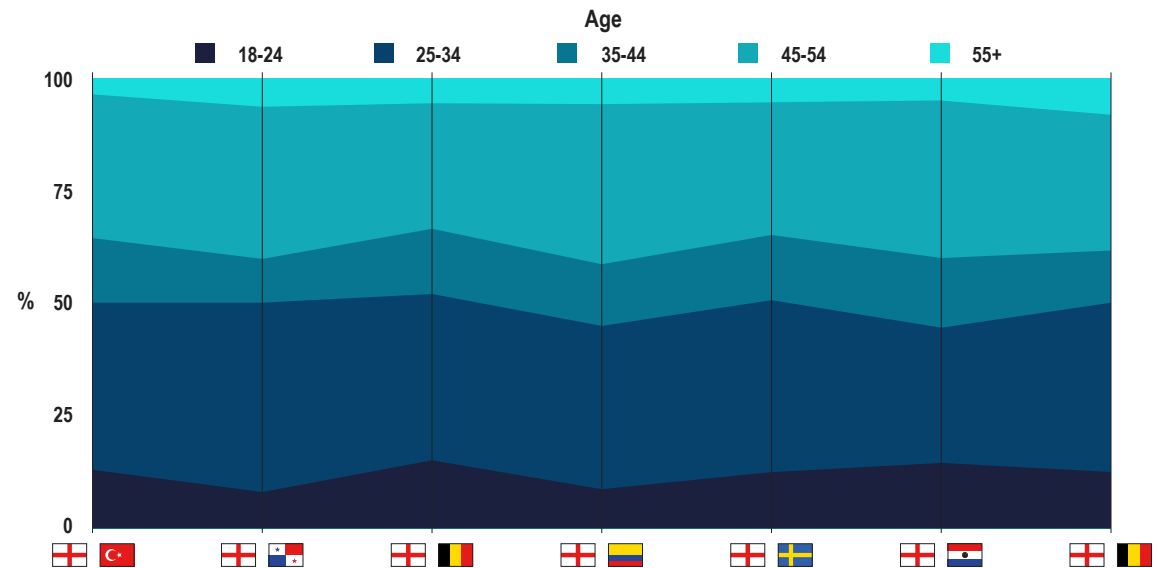
**FUN FACT:** Millennials were 3 times more likely to visit both a restaurant and a bar on the day of an England game!

## WHO'S IN THE BARS?

For England games it was millennials that were consistently the most likely to head out to bars. London bars were still popular amongst the 45-54 category but this was still some way off the millennials.

## WHICH GAMES FOR WHICH AGE GROUP?

If we look at the differences in category visits we can identify some interesting trends on how different age groups behaved during the World Cup. Whilst millennials and 45-54 dominated the on trade, the 35-44 group were much more likely to visit an off trade venue and not visit a bar.



These kinds of insights are important for brands that have different products or strategies across multiple age ranges. Location is an effective filter that creates more valuable segments and offers powerful insights for businesses.

# Group stage vs knock-out stage

England fans were initially reluctant to head out to watch matches.

**FUN FACT:** The Super Saturday group stage day (4 games) was the most popular day in the tournament for off trade!

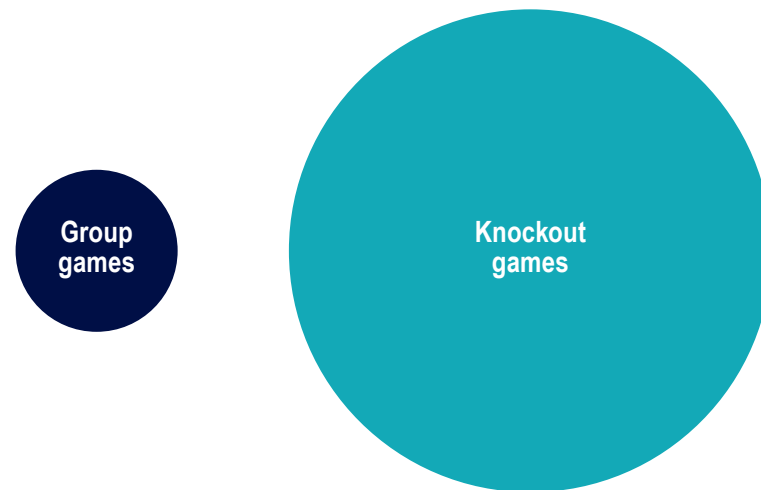
## A EUROS HANGOVER?

Our data suggests that England fans were less likely to head out to matches during the group stage. Once World Cup fever had truly taken hold, fans flocked to venues in large numbers.

## QUANTIFYING ENGLAND'S SUCCESS FOR VENUES

When England usually crash out of a major tournament estimates are made as to the value lost to the economy. Our data suggests that the positive impact to venues is seismic with England making it to the later stages of the tournament.

## AVERAGE INCREASE DURING THE WORLD CUP TO PRE TOURNAMENT DAYS



**300% average increase**  
between England's group games and knockout games

# Busiest games and times

Saturday games deliver in terms of footfall and visit length.

## SUPER SATURDAY

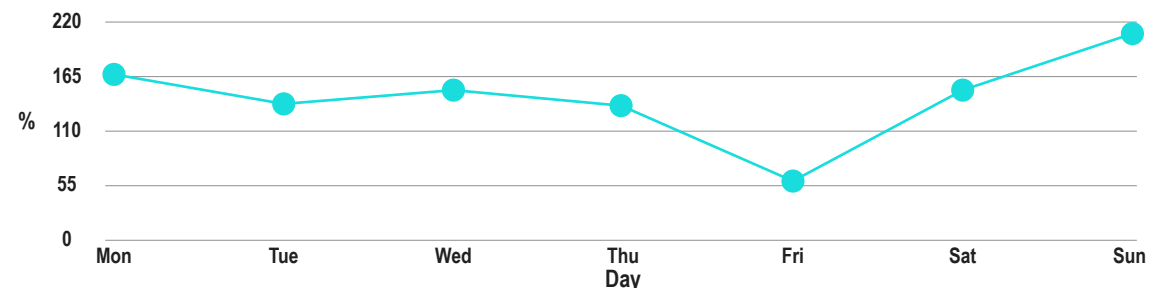
Our data shows that England's quarter-final clash with Sweden on Saturday 7th July was the best performing game. This makes sense as it was the only England match to take place on a Saturday. However in terms of uplift we still see a phenomenal uplift in visits to on trade venues.

For venues that are planning stock and staff plans around key events these kind of insights are crucial to maintain a smooth operation. For advertisers and marketers understanding behaviour around these key times can help to inform key decisions at a pivotal moment.

## BEYOND VISITS

As we stated before, Tamoco's data allows us to combine multiple data points into a device visit. This provides more detailed metrics and insights. For example, our visits data set also contains a visit length metric which is crucial when looking at planning for large events such as this.

The average visit time was highest during the Sweden match, suggesting that fans were more likely to remain in a single venue for longer. However, across the tournament visit length decreased compared to pre-tournament, suggesting that The World Cup has a negative effect on the average length of each visit.



# Category performance

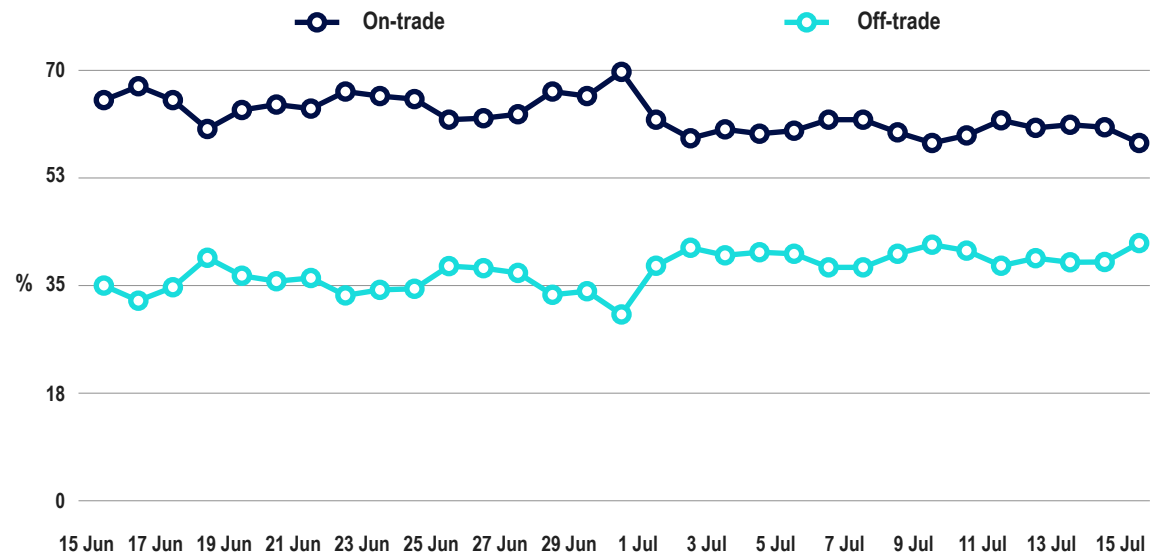
Off trade performed surprisingly well in the knockout phase, whilst visits to both increased as the tournament went on.

**FUN FACT:** Tuesday nightclub visits increased by 257% on the night that England won their first ever World Cup penalty shoot out!

## ON-TRADE V OFF-TRADE

Our data shows that visits to on-trade and off-trade POIs increased throughout the tournament. But when we look at the share between the two we see some interesting behaviour.

As a percentage of total visits on trade seems to be a more popular option, suggesting that people were more likely to head to a bar to watch a group stage game. After the knockout stage commences, the percentage of off-trade visits increases more dramatically. This shows that there is some joy to be found for brands that want to push products and advertising in stores during these tense knockout matches.



These kinds of insights can be further broken down by including other metrics such as age, interest or location. For example looking at the breakdown of on-trade and off-trade in a single postcode by gender would provide even more information for marketing and advertising purposes.

# Data methodology

Millennials dominated when going out to watch matches.

## POI CATEGORY:

Tamoco POI was split into the following:

- Bars
- Cafes
- Casinos
- Convenience stores
- Gas stations
- Hotels
- Music venues
- Nightclubs
- Restaurants
- Stadiums
- Supermarkets

## USING DATA TO UNDERSTAND CONSUMER BEHAVIOUR

**Behaviour:** to identify trends we need to focus on behaviour.

**Movement:** one of the most effective things to measure to identify behaviour is movement. Tamoco uses movement as a key indicator of behaviour.

**Location:** using precise location we are able to understand how consumers behave in the real world.

**Device:** we combine device movement with our network of location sensors to understand widespread consumer behaviour.

## ADDING EXTRA DETAIL

To provide value Tamoco provided context around the location behaviour. By using data sourced from our first party SDK the campaign could rely on accurate location data. We then complemented the data with the following data points:

- Age
- Gender
- Interests
- Social media platform

## POIS

Tamoco used over 40,00 POIs throughout the greater London area. The POI were divided by category and contained the associated metadata from our network to provide further insights.



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## ACCURACY

**First party:** Tamoco's data is generated through our first party SDK. This ensures complete control over collected data points and ensures that every piece of data that is used for insights is collected according to our own accurate methodology.

**Sensor-driven:** Tamoco uses over 1 billion sensors to further drive granularity in location data. This provides better positioning, especially indoors and allows for more detailed insights into movement.

**POI:** Our network understands millions of POI across the globe to add value to device location.

**Visits:** Our technology understands multiple data-points together and uses this information to understand when a device is visiting a POI or if it is only passing by. This generates a score which allows our customers to only act on reliable data.

# Data visualization

GeoSpock is the leader in databases for handling extreme-scale data in real-time.

It is based on research carried out by Dr Steve Marsh at Cambridge University on custom-supercomputers for carrying out real-time simulation of the human brain.

## VISUALIZING INSIGHTS WITH GEOSPOCK

These insights were derived from a campaign which aimed to understand consumer trends during the World Cup. Tamoco partnered with GeoSpock to bring this data to life for our client. This allowed the client to manipulate the data and understand the data instantly.

## DEMOGRAPHICS

The campaign provided the client with a detailed view of the demographics present during a time period. This could be further broken down based on age, gender and interests.

## POI VISUALIZATION

The client could see specific category performance in any time period. They gained valuable comparable insights such as the difference between on-trade and off-trade.

## CUSTOM INSIGHTS

The client was provided with a powerful platform which they could use to visualise the data for a wide range of purposes. The raw data and visits data was also provided. This allowed the client to do the following:

- Identify times and areas where specific demographics were relevant for targeting.
- Understand how consumers behaved in the run up and during some of the biggest sporting events of the year.



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