

FIFA - every game has its rules

With the recent spate of marketers, agencies and media owners receiving a firm rap over the knuckles from FIFA, OHMSA (Out of Home Media South Africa) has found it necessary to remind the industry and marketers of the marketing and advertising guidelines related to the 2010 Soccer World Cup in South Africa.



Released by FIFA and promulgated as bylaws in a number of the host cities already, the guidelines stipulate how the various logos, emblems, pay-off lines and event titles may be used. The aim of the bylaws is to protect the FIFA and its business associates against ambush marketing.

INM Outdoor has compiled an effective presentation that sums up the main points of the FIFA 2010 World Cup Soccer and the limitations placed on marketing opportunities during this time. Below are the salient points of the presentation

The do's and don'ts for promotional activities during the 2010 World Cup Soccer

Advertising and promotions... What you cannot do if you are not a FIFA partner/sponsor:

- Use the FIFA trademark visually (this includes the logo, mascot, emblem, poster or trophy)
- Misleading the population/consumers into that thinking that your brand is in any way affiliated to the event
- Use the FIFA trademark audibly
- Use it in promotional activities, which in any way, directly or indirectly, is intended to be brought into association with or allude to the event

Protected trademarks:

- World Cup 2010
- Football World Cup
- South Africa 2010
- Soccer World Cup
- SA World Cup 2010
- FIFA World Cup
- World Cup
- SA 2010
- ZA 2010
- 2010 World Cup
- 2010 South Africa
- 2010 FIFA World Cup South Africa
- 2010 FIFA World Cup

NB: FIFA has the right to add to this list

Localities

If you intend advertising on any out of home media during the period preceding, during and post the soccer world cup it would be prudent to have your advertising content pre-cleared either through your media owner or the FIFA LOC office in the cities in your area.

The situation regarding advertising on protocol routes is still unclear as FIFA are advising the out of home industry one thing while the bylaws promulgated by the cities are contradicting FIFA's advice. The Johannesburg City Council has agreed that they would obtain confirmation from FIFA with regard to the actual state of play.

At present the Controlled Access Zones are:

- Airports: facing onto a public road. Sites within the Airport grounds are acceptable
- Metro rail stations: Sites on the actual platform
- Fan Parks: Within a 100m radius of a FIFA fan park or as demarcated by the relevant municipality
- Training grounds: General rule (within 1km)
- Team hotels: The details of the actual hotels to follow as not all have been made public yet. We do however know that The Hilton and Monte Casino are on the list. The general rule is within 100m.
- Protocol routes: Not all routes have yet been promulgated, OHMSA will keep you informed
- Stadiums: At any place visible from the principal public road(s), leading to the venue of the final draw or to a stadium, and within 1km from the perimeter of the final draw venue or stadium.

FIFA says those found contravening these guidelines would be informed in writing and if the situation was not remedied immediately would in all likelihood face prosecution.

For more information on the use of FIFA official marks, visit www.fifadigitalarchive.com/ or contact Emy Casaletti from the Local Organising Committee on +27 (0) 11-567-2010 or email

The good news?

The potential of the World Cup in terms of communications is grossly underestimated by marketing managers. Although rules are in place, consumers don't think in terms of sponsor or non-sponsor - they see brands aligned with soccer. Consider these simple tips when planning your outdoor campaign:

- Create one big idea and stick with it
- Understand the FIFA/World Cup creative rules
- Set a few key objectives with regards the location of your Outdoor holding
- Build on your creative strategy by abiding by the rules and guidelines
- Develop your strategy around these objectives

- Be creative but don't try be too clever - remember we will be hosting many foreign visitors
- Capitalise on football mania and the euphoria that will emanate from this exciting event - be Proudly South Africa.

For more, visit: <https://www.bizcommunity.com>