

Reels trending ads ☒

Reels Trending Ads

Soccer lineup

Limited Edition

Take center stage and drive cultural relevance in the world's most celebrated soccer event.



There is no broader opportunity than the World Cup

No specific gender, No specific generation



129M

of **16+** planning to follow
(96% of all the **16+**)





What is the impact of Ads during the World Cup?



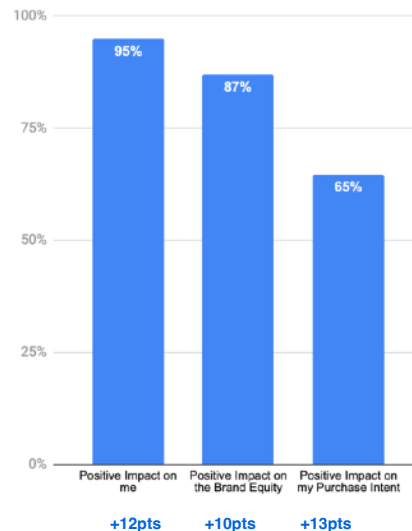
WC Fans using Meta are going crazy for ads.

Not only sponsors' ads.

Ad sensitivity for
16+ World Cup fans on Meta

+12pts

vs all 16+





How can Meta help benefit
this Ad Euphoria?



Meta is the 1st World Cup channel, despite being non-live only



  During WC22 in Qatar

25B views

on “*World Cup*” content in 28 days

*Only for the Top 2k most viewed content out of 6M published on Facebook and Instagram.
Estimated total views on all content related to the WC22 might exceed 100B views.
The World Cup Final has been watched by 1.5B people.*

Source: Meta Internal Data, June 2025



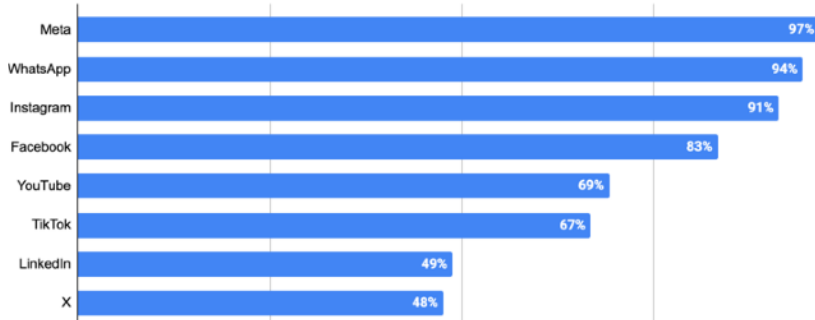
Meta reaches more World Cup fans than anyone else



97%

16+ planning to follow
are Meta users

Platforms to reach **16+**
planning to follow



Meta = connect to at least one of the following apps: Facebook, Instagram or Threads



Linear Targeting is far from enough. Liquid Targeting is essential.

WC is not only on TV

95%

16+ WC Fans

**follow the
WC Online**

(Social Media, Highlights,...)

People avoid Live Ads

45%

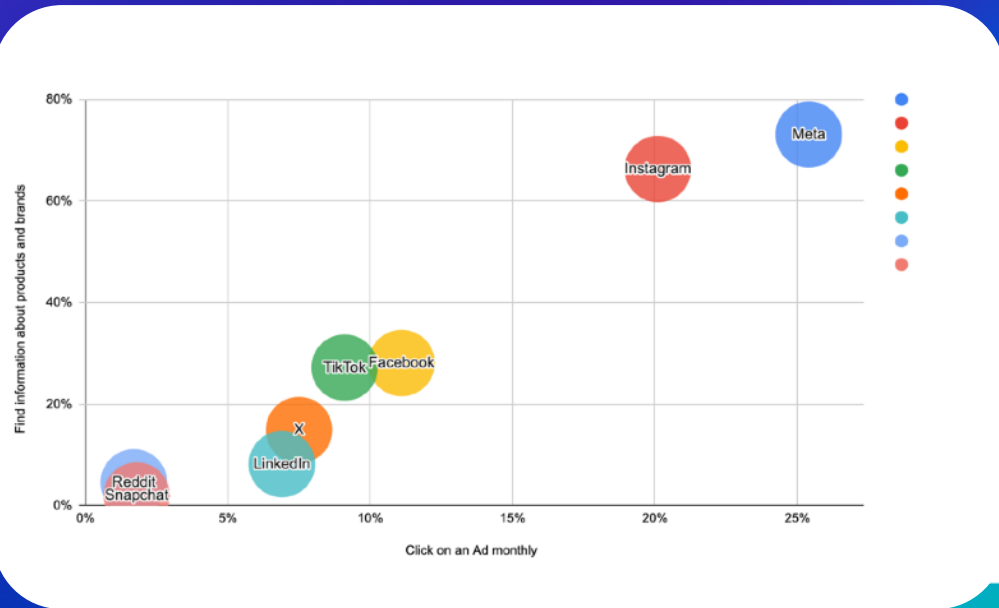
16+ WC Fans

**don't watch TV/
Streaming
Ad breaks**



16+ WC fans discover products AND click on ads on Meta

With Search & Signals declining, AI will find opportunities for you.



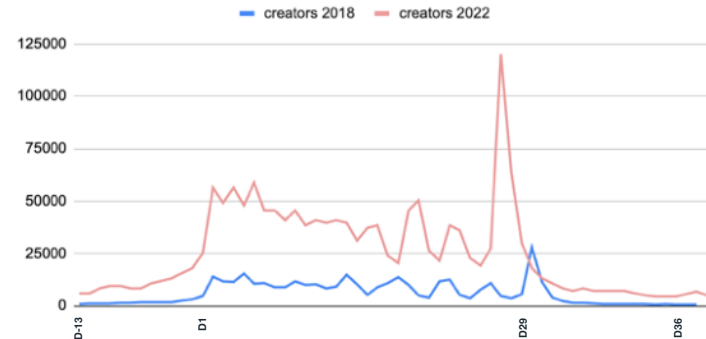
Advertise at the speed of culture.

**Today's moments
are told by creators**

x 550%

in Qatar 2022 vs Russia 2018

Daily number of creators posts during WC2018 vs WC2022



Source: Meta Internal Data, June 2025

Place your brand
where the World Cup
heartbeat will be

60%

Of Time spent during the
World Cup will be on Reels
on Instagram.

89%

Of 16+ WC Fans
trust creators



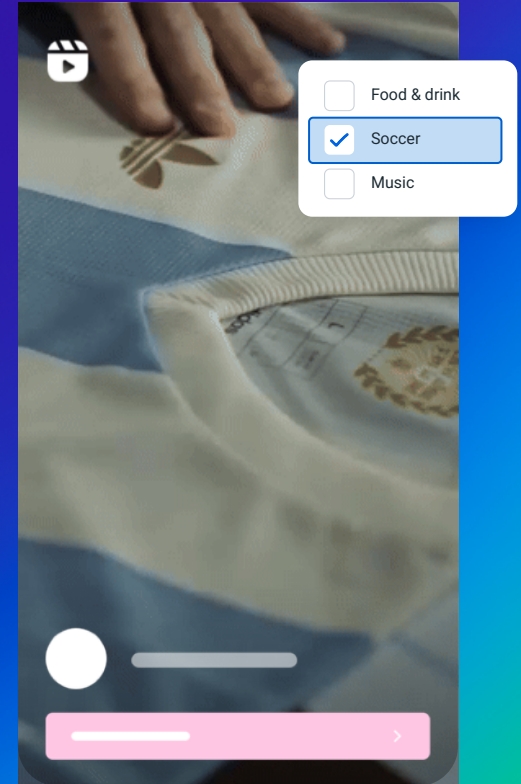
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Soccer lineup

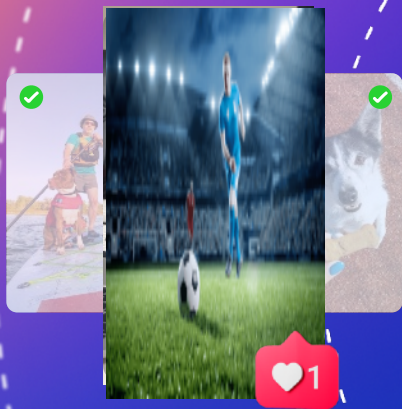
Limited Edition

CONTENT CATEGORIES

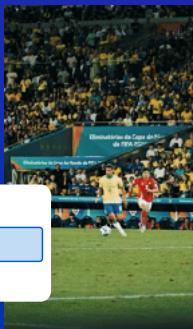
- ☒ Animals & pets
- ☒ Beauty & fashion
- ☒ Cars & transportation
- ☒ Food & drink
- ☒ Sports
- ☒ Music
- ☒ Soccer *(limited edition)*



Reels trending ads put your brand at the center of culture



Brand suitability

☐
☒ Sports
☐☐
☒ Cars & transportation
☐

Relevance

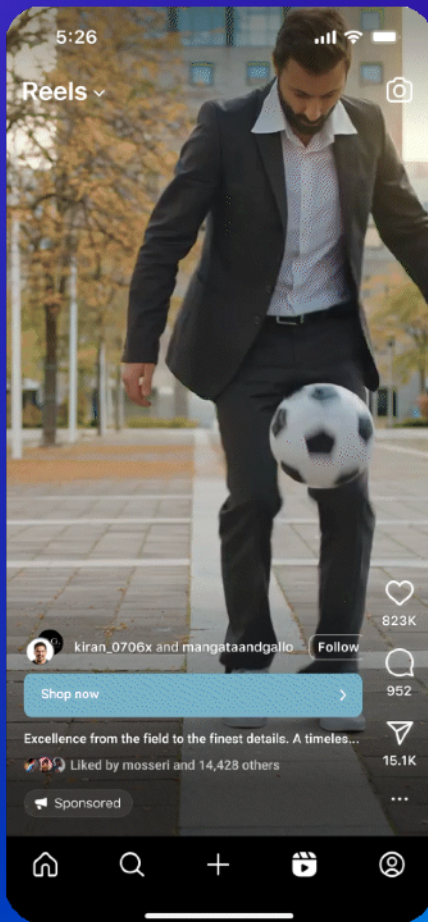


Results

Advertiser-driven relevance

CONTENT CATEGORIES

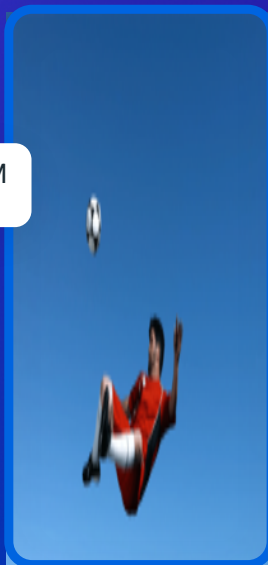
- ✓ Animals & pets
- ✓ Beauty & fashion
- ✓ Cars & transportation
- ✓ Food & drink
- ✓ Sports
- ✓ Music
- ✓ Soccer *(Limited Edition)*



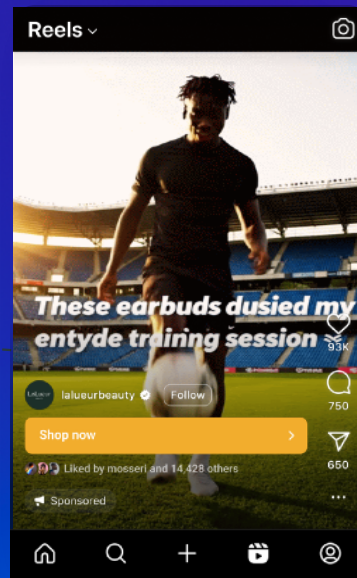
Confidence from our strictest brand suitability standards



6.1M
Views



Top trending reels content
Limited inventory content

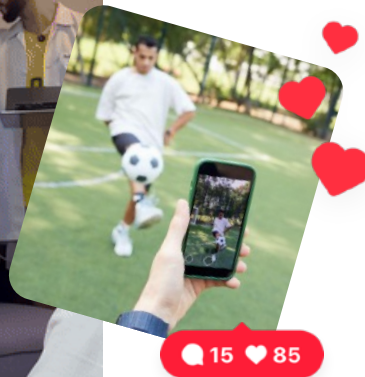
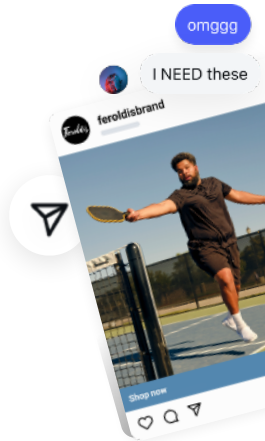


Reels trending ads



Reels content
Limited inventory content

Meaningful brand impact



+20%

in total unaided
brand awareness¹

YouTube Select (+20%)
TikTok Pulse (+14%)

+4.4pts

in incremental ad recall lift*

+1.5x

higher ad recall lift per
impression when compared to
BAU Reach campaigns²

¹On top of concurrent media when compared to control groups with no Reels trending ads exposure

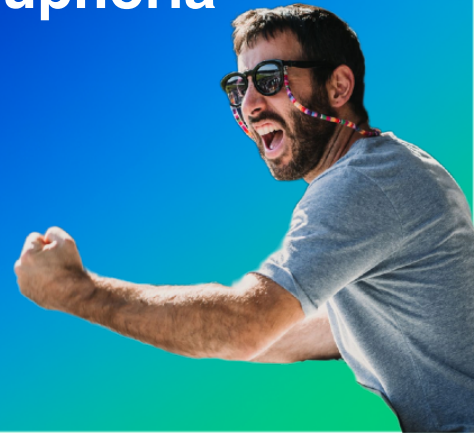
Source: 1. Kantar Context Lab study (N=623) 2. Cross-vertical statistical meta-analysis across 10 lift studies that ran between April - May 2025 by North America advertisers that participated in Reels trending ads product alpha testing.



Execution

Recommendation

Tap into Meta superpowers to ride the Ads euphoria



The game now moves at the speed of culture

Tap into Meta superpowers to ride the Ads euphoria

Reels Trending Ads +
Partnership Ads

X

Meta Moment Maker

X

Meta Advantage +

X

From BAU to
WC factor

Brings you
Maximized Desirability

1 in 2

more likely to purchase if
promoted by a creator on Reels

Brings you
Enhanced coverage

> 2x
in SOV

with a perfect frequency

Brings you
Automated Business

20%

Lower cost per action

Brings you
Highly Ad Sensitive people

+12pts

Ad sensitivity during WC

Brand + Performance
=

+90%

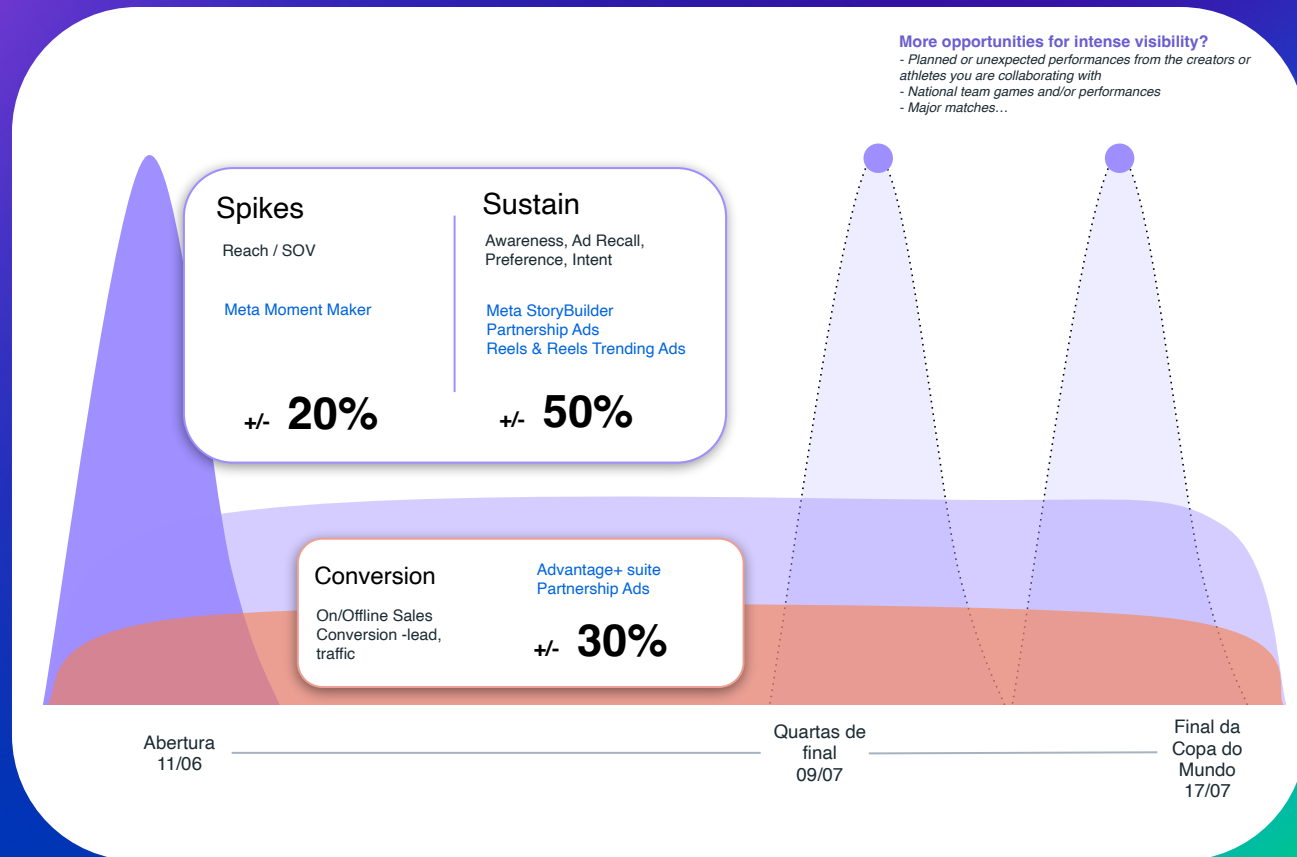
incremental ROI

39+ Days of opportunities

✨ Tip for more ROI ✨

+90%

Incremental ROI when adding
brand equity + performance
vs performance alone





Thanks

