

∞ Meta



WORLD CUP SESSIONS



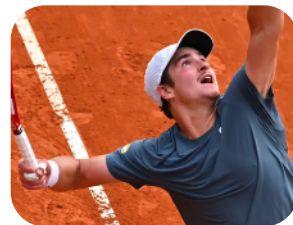
athlōn
powerhouse



Winclap

Sports has entered a new cycle.

Attention has fragmented; investment has surged; the fan has changed.



The biggest players have already caught on to this shift.

WPP Media

WPP Media launches WPP Media Sports to reinvent sports marketing for growth

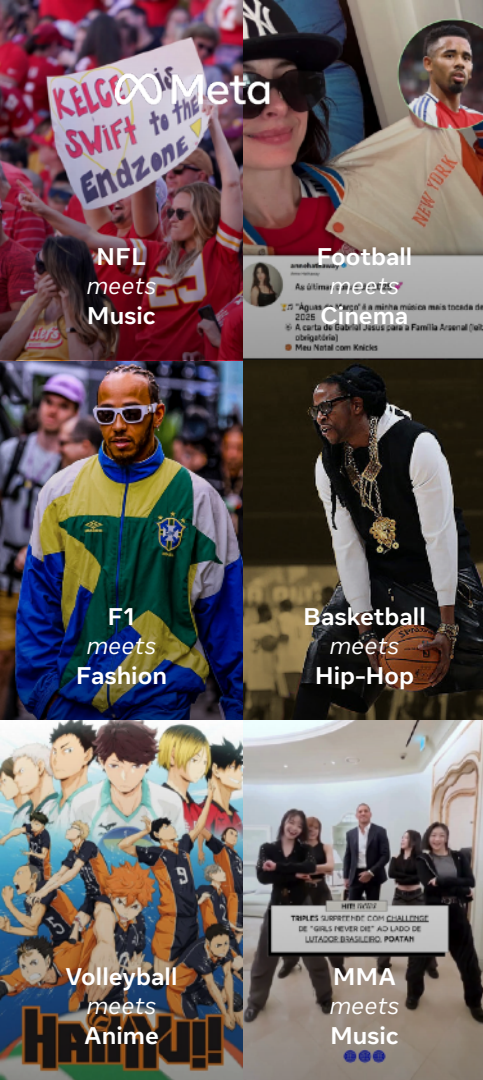
OMNICON
octagon

HAVAS Play



160/90

**This is not a moment.
It's a structural shift.**



Sports today operate as intersections of multiple fandoms.

- People no longer live inside a single passion — they move across many.
- Sports constantly connect with music, fashion, gaming, and social rituals.
- Brands that operate within these intersections don't just show up — they gain real cultural relevance.

The challenge is not creating ideas. It's making them travel.

What we saw @ SXSW:

- Campaign thinking is declining
- Distribution defines success
- Platforms are the new gatekeepers

The problem is not creativity.

Never has so much content been produced.
But never has it been so hard to generate relevance.

before: brand → user

today: brand → algorithm → user



Impact is built over time —
not in a single exposure.



-23%
Cost per AD RECALL LIFT

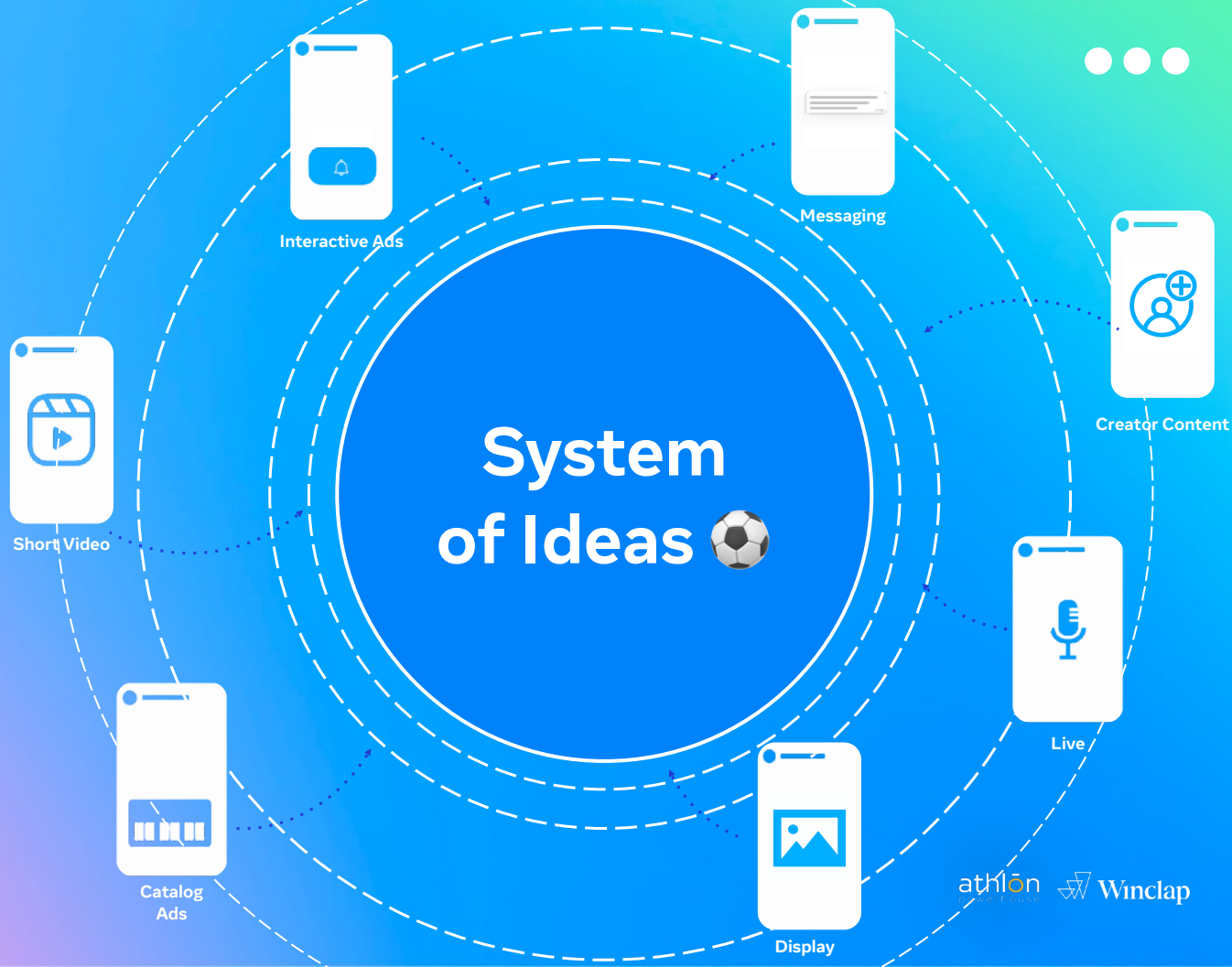
+21%
Increase in sales volume

One idea — distributed across multiple formats — performs better.

Fonte: XPLN (2025), research evaluated simultaneously ad recall lift and attention time over 35 campaigns run on Meta in 2024 and 2025. Average numbers.

Fonte: Internal Analysis by Meta using Offline sales data and (modeled) attention data measured by Playground XYZ. 2024.0.75Bn user-adset pairs from video adsets (weekly attention) and 1.3Bn impressions (impression level attention) from video impressions, from Reach-optimized campaigns measuring offline purchases. Data collected March 4- March 31, 2024 and April 20-May 10, 2024, and included EMEA, US and CA advertisers from a variety of verticals. Predicted visual attention provided by 3P research vendor PlaygroundXYZ (a GumGum company), and analyzed by Meta. The vendor used eye tracking data from their passive panel as ground truth to build a model predicting how long a user looks at an ad based on behavioral and environmental signals. This model was applied to impression-level inputs from historical Meta campaign data to generate predicted visual attention times.

A **System of Ideas** is a complete structure that connects **discovery, entertainment, conversation, and conversion.**

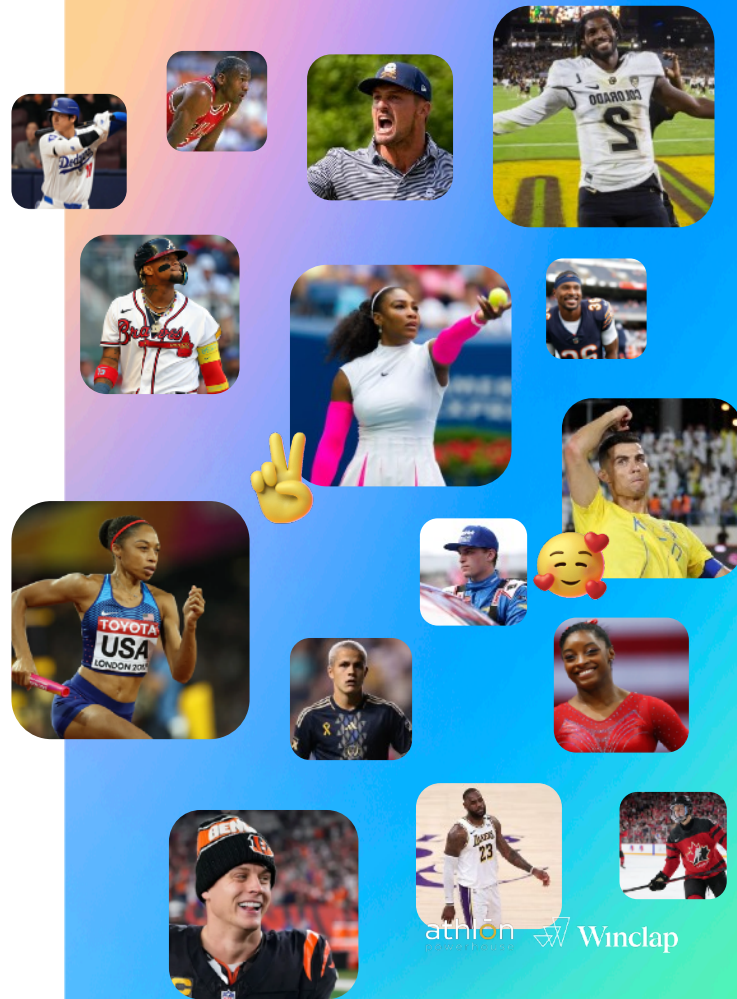


Sports Culture Sessions

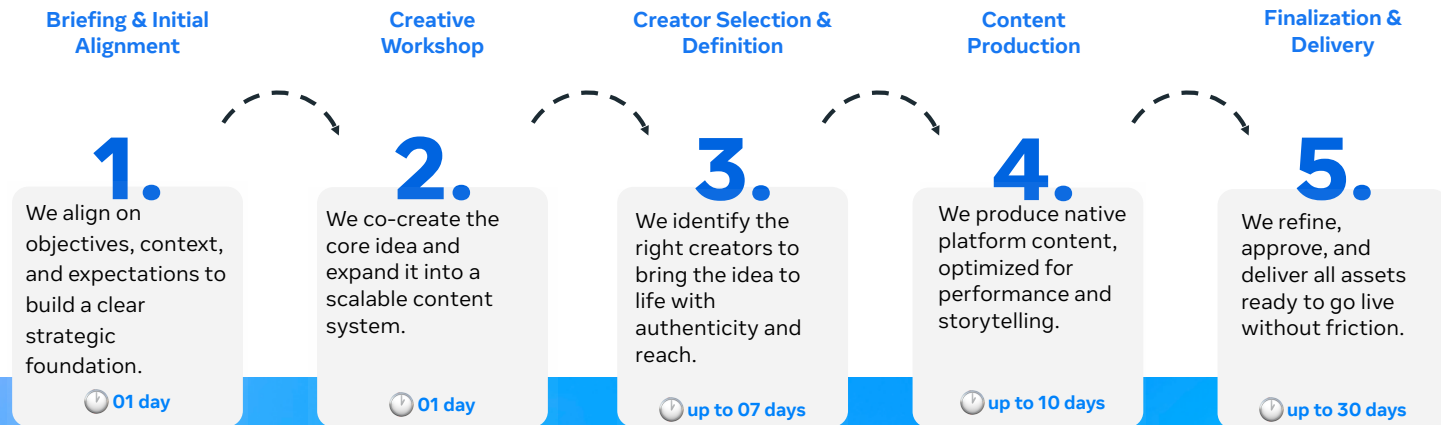
From cultural insight to
platform-ready execution

- A session where strategy, narrative, and creation happen together
- A System of Ideas built on real sports culture
- Native assets, ready to run across platforms

**This is not a campaign.
It's a presence structure.**



Timeline



Deliverables

Core idea | System of Ideas | Creator selection | 6 assets



78% of sports fans use
Meta platforms daily



2.36B combined followers across the top
10 athletes on Instagram and Threads



70% of Gen Z prefers
behind-the-scenes over highlights



Uma B2A powerhouse única in sports:
creation + intermediation + distribution in
a single hub



World-class athletes alongside
experienced executives



No one has more experience in sports
storytelling than those who defined the
standard for years



Specialists in native content for social
media platforms



Meta Marketing Partner in
Latin America & US



Creative quality with speed in execution
and delivery

Inspiration & Trends

1.

Winclap brings key trends that align with the client's briefing.

->

2.

Mapping what drives consumer decisions — and what holds them back.

->

3.

Defining messages to reinforce drivers, overcome barriers, and land the final CTA.

workshop

Etapas

Inspiration & Trends | Drivers & Barriers | Messaging Hierarchy + CTA

Collaborative workshop • 1 day

SPORTS SESSIONS



Proposal

INCLUDED SCOPE

LOI:

- ★ 1 creator x 8 assets:
 - 1 x 59s Reel — collab Partnership Ads (9:16 & 4:5)
 - 1 x 15s video — dark post (9:16 & 4:5)
 - 1 x 6s video — dark post (9:16 & 4:5)
 - 1 x static image — paid media (9:16 & 4:5)

INCLUDED SCOPE

ATHLŌN:

- Market insights
- Football territory immersion
- Niche immersion
- Content curation



8 assets.

4 originals +
4 adaptations

SCOPE & DELIVERABLES

World Cup Sessions

DELIVERABLES

1	1 Mid-tier Creator	up to 500k followers
2	1 Reel	posted on creator's profile + boosted via Partnership Ads
3	1x 15s cutdown	formats: 9:16 and 4:5
4	1x 6s cutdown	formats: 9:16 and 4:5
5	1 Static asset	single format

60 days of usage rights and media boosting

Non-exclusive

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