#BEATTHEAZ

JUNE 14 - JULY 14 2018

OFFICIAL HASHTAG #ROAD2RUSSIA

HOPE VS PREDICTABILITY in the World Cup

A PROPRIETARY RESEARCH STUDY BY AHZUL
MIGUEL GOMEZ WINEBRENNER, PRINCIPAL

AHZUL

When I was a kid growing up in **Colombia**, I remember my Dad explaining the game of soccer (aka futbol) to a visitor from Kansas. He said,

> Soccer is a ballgame with two teams, each consisting of 11 players, and **Germany** always wins!

I'M SURE many would disagree with this, namely Brazilians and Italians... given that Brazil has won more World Cup (WC) titles than Germany – 5 in total – and Italy has won just as many, 4 in total.

★★★★
FIFA WORLD CUP

BUT THE FACT IS THAT FOR THE PAST 45 YEARS, GERMANY HAS DOMINATED THE SPORT. FOR THE ULTRA-CURIOUS, CHECK OUT SOME NICE CHARTS FROM THE BBC.

BBC

But as World Cup fans know, stats aren't the only thing that will run through our veins from

JUNE 14 to JULY 14,

IT'LL BE EMOTIONS... LOTS OF EMOTIONS... INCLUDING PATRIOTISM.

A RESEARCHER'S GUIDE TO FANDOM

So, because we are a curious bunch,

#AHZULWORLDCUPINSIGHTS

sought to understand how much soccer fandom is swayed by a **sense of patriotism.** Ahzul launched a proprietary quantitative research study including

10,000 men and women

in Mexico, Brazil, and Argentina in May of

2018.

We asked respondents who they thought would ultimately win. Guess what Brazilians said? Guess what Argentineans said? Yep, **the majority of Brazilians chose Brazil (68%).** Similarly, **the majority of Argentineans said Argentina (63%).** To me, this might not be surprising – because they are both world-class teams with an honest chance to win the World Cup this year.

NOTE THE SURVEY QUESTION WASN'T WHO THEY **"WANTED"** TO WIN, BUT WHO THEY **"THOUGHT"** WOULD WIN.

Brazilians **68%**

Argentinians **63%**

Indeed both of these teams are formidable, and have a good chance of winning, but the World Cup is a stage so big that national biases alarmed out of loyalty for country can be more pronounced than normal.

(i.e., the World Cup brings out the nationalist in us).

HOPE & OPTIMISM IN THE WORLD CUP

Take, for example, the data from Mexico, a team that has never come even close to winning the World Cup and is expected to – at best – make it halfway through the tournament. Incredibly,

1/4 OF MEXICANS BELIEVE MEXICO WILL WIN.

To put it into perspective, according to SportsLine, Mexico has a 1/100 chance of winning.
Yet 25% of Mexicans believe their team will win.

Although we didn't collect data on all 32 nations that are participating in this year's World Cup, we suspect that a

PATRIOTISM PHENOMENON!

might be true in other countries – where despite very concrete facts like **Germany's** dominance of the sport,

FANDOM

is not cerebral

BUT

rather very much emotional.

MATCH POINT

ANALYSIS

TO GET AT THE FULL STORY, WE ALSO LOCKED INTO THE DATA FOR THE TEAM BRAZILIANS AND ARGENTINEANS THOUGHT WOULD BE THE RUNNER-UP... RATHER THAN THE WINNER **(ARGUABLY, SETTING EMOTION ASIDE).**

SO, WHO DID BRAZILIANS AND ARGENTINEANS SAY THEY WOULD COMPETE **(VICTORIOUSLY)** AGAINST IN THE FINAL? YOU GOT IT... **GERMANY!**

Either way, the fact is that over **3 BILLION PEOPLE** will likely watch the World Cup, and

OVER $5 BILLION IN TV RIGHTS

are estimated to be earned during the event...

THIS DOESN'T MEAN WE CAN ACCURATELY PREDICT THE WINNER TO BE GERMANY, BUT IT MAY HINT TO HOW WE MAKE CHOICES – AND HOW A "RUNNER-UP" SCENARIO MIGHT SHINE A LIGHT ON A FORM OF **"RATIONAL SUBCONSCIOUS."**

Given all that, I highly doubt we would do the same thing every four years.

(nor 30 CONSECUTIVE DAYS)

If it weren't an emotional roller-coaster, with its share of unexpected twists and turns and an outcome that is far from being known.

SO...

the true insight isn't that the data may help foreshadow general outcomes and trends; but rather,

THAT AS HUMANS WE WOULDN'T ENGAGE IN SUCH ACTIVITIES WITH AS MUCH PASSION IF PREDICTABILITY WERE TO OVERSHADOW HOPE.

AND IT'S THE SAME HOPE THAT KEPT THE CHICAGO CUBS FRANCHISE ALIVE FOR **100 YEARS** WITHOUT WINNING THE WORLD SERIES, UNTIL THEY DID.

GO CUBS, GO COLOMBIA!

WE'RE CURIOUS TO KNOW YOUR THOUGHTS, SEND US YOUR WINNER/RUNNER-UP

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For more information on this subject contact:

MIGUEL GOMEZ WINEBRENNER
PRINCIPAL
312.900.2181
miguel@ahzul.com

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