



2010 FIFA World Cup



specialists in ethnic marketing
indoormedia

May 2010








Next month the 2010 FIFA World Cup kicks off. With 32 different nations from across the globe competing for one prize and all the glory that goes along with it, patriotism is at an all time high. ONS statistics show us that within this country there are individuals from all the 32 nations and with over 7,000,000 ethnic minorities resident in the UK not everyone is going to be rooting for England.



London is widely regarded as the most cosmopolitan city in the world. With an estimated 45% of its population said to be of an ethnic minority it is a melting pot of different cultures and influences. Many marketers have concentrated their efforts this summer on promoting England and speaking to English fans and to their detriment have isolated other fans. You need only to look at the uproar caused in Scotland after Mars changed their packaging to support the England team:- <http://news.scotsman.com/scotland/ProEngland-Mars-Bars-could-be.6297716.jp>

Intelligent advertisers recognize that there are a multitude of fans out there supporting various nations who are often going unspoken to. With many of the top teams having a large fan base here in the UK it would be considered very foolish to miss out on the millions of pounds they inject into the economy every year.

The figures don't lie. Take a look at some of the top teams and their resident UK supporters.

Country	UK Residents (ONS 2008 Estimates)
 Portugal	500,000
 Germany	355,000
 South Africa	223,000
 Brazil	200,000
 Nigeria	140,000
 Australia	117,000
 Italy	105,000

Indoor Media can target all these nationalities and many more. If they are out there we will find them for you!

Indoor Media is an online sales house which represents ethnic minority publishers. We are industry compliant, use third party audited technology and are comScore rated. We can deliver your ads to users in the UK only. (Using IP addresses we can target by postcode, City, TV Region, Nationally, Internationally and Globally). Our portfolio of sites offers access to all ethnic minority groups resident in the UK and abroad and offer an innovative and open marketing solution. So if you want to stand out, be different and capitalize on a diverse audience get in touch and find out how Indoor Media can help you.

You will be surprised to know how much we know about EMG's. To find out more call:

020 7125 0007

Indoor Media Ltd

Riverside House

47 The Lynch

Uxbridge

Middlesex

UB8 2TQ

+44 (0) 20 7125 0007

www.indoormedia.co.uk

Some of our satisfied clients:



T-Mobile

HIGHWAY AGENCY



Mercedes-Benz



Lycamobile



CLINIQUE

IG MARKETS



Your email address details were sourced from direct contact with our staff. If you do not wish to receive any future newsletters please reply from your email address with REMOVE in the subject line.

Please send any questions and comments to natalie@indoormedia.co.uk