During FIFA in 2026, Adidas engaged Vancouver residents through their attention-grabbing Digital Billboard advertising.

Over 2 in 5 Vancouver Residents noticed the Adidas Campaign

Recall Among Other Impacted Audiences

- **83%** FIFA 2026 Attendees
- **69%** Weekly PATH Users
- **69%** Office Workers
- **60%** Weekly SkyTrain Riders
- **60%** Weekly Frequent Commuters *(75km+)*
- **60%** Soccer Fans
- **59%** Parents with Kids <18
- **58%** Gen Y *(A29-44)*



78% took some form of action after seeing the campaign

Top Actions Taken Among Those Who Recalled

- 28% Visited an **Adidas** store to browse the products
- 24% Mentally noted **Adidas** for later consideration
- 21% Searched online for more information about the featured FIFA players
- 19% Purchased **Adidas** products related to FIFA *(e.g., a FIFA jersey, Ball, Bags)*
- 17% Purchased **Adidas** products not related to FIFA
- 16% Searched online for more information about **Adidas** products
- 16% Visited a sports retailer to browse **Adidas** products
- 16% Talked to friends or family about **Adidas** FIFA advertisement

Source: PATTISON Market Recall, n=401 interviews conducted among Vancouver CMA General Population in July 2026 via Dynata online panel
**Caution low sample size.*

PATTISON Research