

# Snohomish County

2026 FIFA World Cup Marketing  
Phase 1



**When the World Cup hits Seattle, all eyes will be downtown.  
But we're not just here for the stadium roar, we're here to widen the lens.**

**This campaign invites fans to look just a little further, to wander off the beaten path and discover a different kind of matchday magic. Snohomish County is Seattle's Northern Neighbor, filled with wild beauty, local flavor, and unforgettable experiences.**

**Our strategy is simple: shift the spotlight beyond the city core and show that some of the best moments happen just outside the buzz.**

### **Primary Goal:**

Sell Snohomish County as the place to stay, play, and explore during the 2026 FIFA World Cup, even though it's not a host city. We're positioning SnoCo as the smart move: fan zones, less chaos, great experiences, close to Seattle and Vancouver.

### **Phase 1 Strategy:**

Tap into soccer fandom and the magic of "the beautiful game."

Create desire to base their World Cup trip in Snohomish County.

Get people thinking: "I should book now" or "I want to stay somewhere cool and chill near Seattle."

Lightly frame that tickets are coming and you can already plan your trip.

**Creative**



# Follow the thread

In soccer, the scarf is a symbol of pride, belonging, and history. Here, it's a path stitched with story, scenery, and surprises that guide fans beyond the stadium and into Snohomish County.

From digital ads to collectible scarves and merch, we'll use the design language of embroidery and knit to tie it all together.

It's both a thread to follow and a pass to what's next. Because when you follow where the thread leads, you discover so much more.



## “Follow the thread” :30

Open on a bold, colorful scarf stretched across a clean background.

The camera slowly pans across its full length, revealing embroidered icons representing different moments and places in Snohomish County.

SUPER: VISIT SNOCO

(appears near a classic stitched soccer ball icon)

SUPER: TAKE BREATH

(a person relaxing)

SUPER: WANDER DEEP

(a ferry glides across the Sound)

SUPER: BEAUTIFUL GAME, BEAUTIFUL CITIES

(evergreen trees stitched on both sides, framing the phrase)

SUPER: GO WITH FLOW

(a majestic orca dives)

SUPER: EARN THE TOAST

(a bike to beer flanked by salmon)

SUPER: FEEL THE ROAR

(end on a stitched crowd, energy builds near the end)

FINAL STITCH LOCK-UP

VISIT SNOCO



**“Follow the thread” :30 – [CTV Execution](#)**



## “Follow the thread” :30 – Social Executions

:30 1x1 aspect ratio: perfect for use in social media feeds and emails



:30 9x16 aspect ratio: use in social media reels or emails





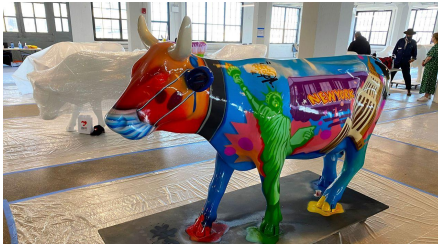
# “Art of the Game” Activation

Let’s tap into Snohomish County’s creative soul with an activation that turns the soccer ball into a canvas.

Art of the Game invites local artists to paint one-of-a-kind soccer balls inspired by the landscapes, towns, and textures of SnoCo from mountain silhouettes, evergreens, rivers, and downtown murals.

These handcrafted balls will be displayed throughout the county at scenic hot spots, forming a mini public art trail that encourages fans to explore beyond the stadium.

At the Everett Fan Zone, we’ll also host a Soccer Ball Studio, a drop-in space where fans can customize their own mini soccer balls using stencils, paints, markers, or press-on decals.



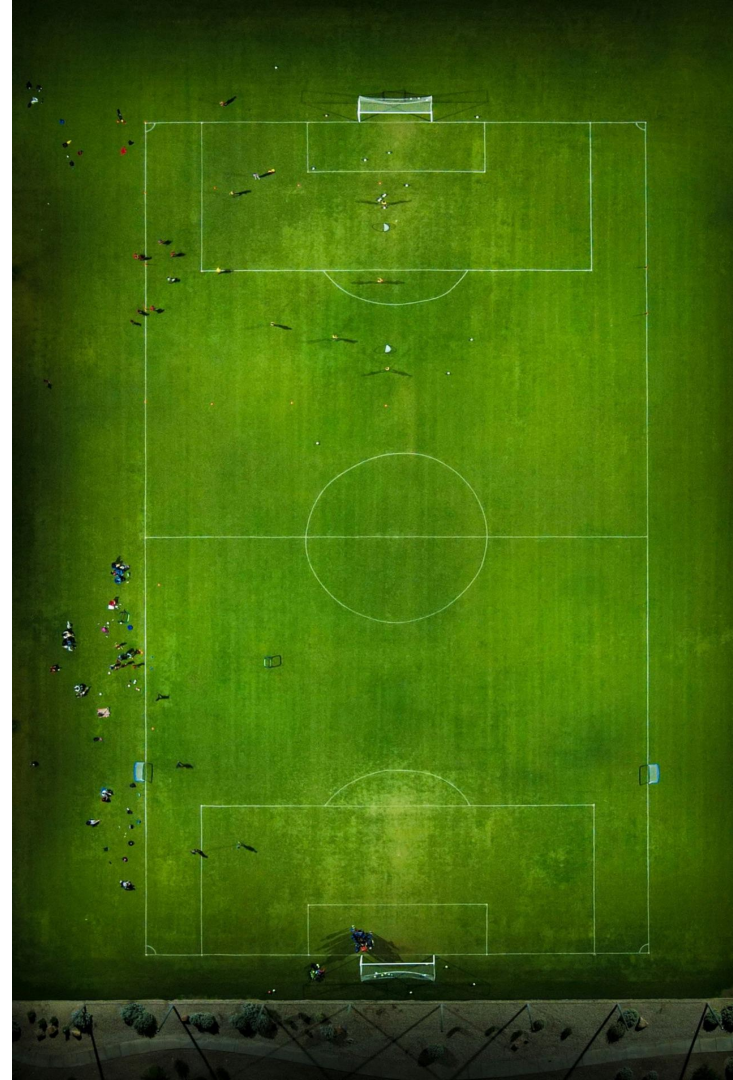
# TOOLKIT

Snohomish County is providing a marketing toolkit for partners, cities, retailers, hoteliers and any other entity within the county for their use. The goal is to provide ready-to-use materials, examples to get started with, and a resource to inform their own marketing efforts.

Inside, users will find:

- Creative overview
- Social media and email copy samples
- How to talk about the event without saying “FIFA”
- Messaging tips to keep things consistent

[Toolkit is here](#)



# **Communications Strategy**



# Marketing Strategy: Top of Funnel Video

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## Why ConnectedTV/OverTheTop video?

- High-impact, non-skippable video on platforms like Hulu, Roku, etc.
- Ideal for **awareness-stage messaging** in new markets
- Less reliance on landing page
- Delivers **broad reach with precise targeting**

## Vendor Analysis

- Both Datafy and Adara offered solid inventory and targeting
- No significant differentiation in audience capabilities
- Adara had decent reporting, but Datafy allows ongoing performance monitoring

## Selected Vendor: Datafy

- Chosen for **real-time reporting**, **strong targeting**, and **overall value**
- Enables **in-flight optimizations**, unlike most vendors offering only post-campaign reporting
- Ability to leverage audiences in next phases for full-funnel reporting



## Owned Communications

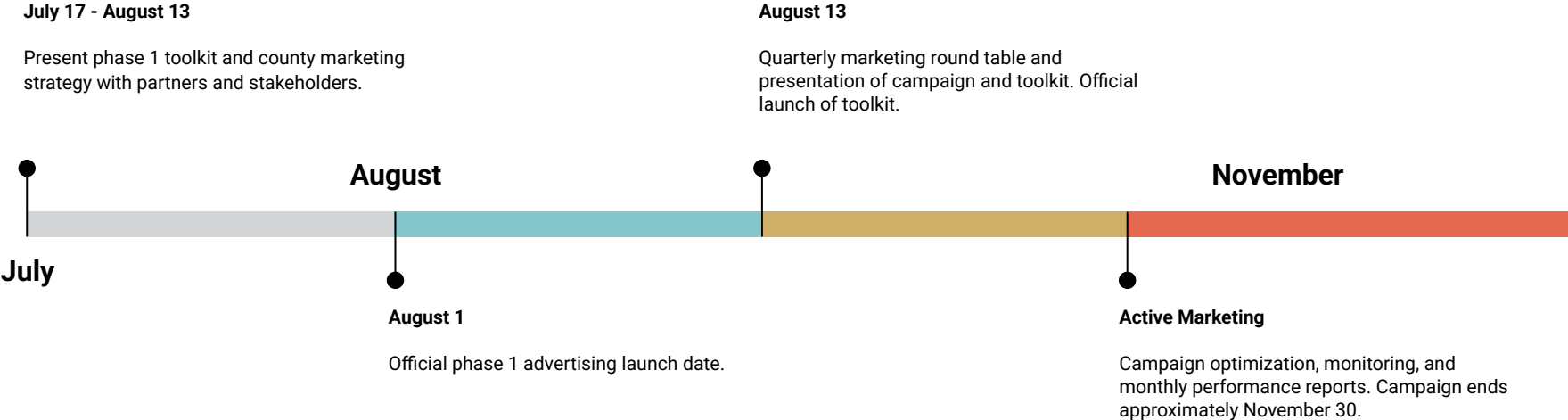
- Website/microsites
  - Bi-monthly blog content related to the following topics (tentative):
    - About Seattle/Lumen Field and getting here
    - What to expect from fan zone in Everett
    - About Vancouver/BC Place and getting here
    - PAE as hub to West region games from Snohomish County (LA/SF)
    - Club specific fan zones around Snohomish County
    - Soccer in Snohomish County (discussion with SnoCo soccer experts)
- Newsletter mentions
- Social media (Facebook and Instagram posts and stories – use #SnoCoGameDay and tag @seattlenorthcountry and we will share your content in our posts or stories!)
- Press release
- Multiple soccer-related podcast episodes
- Updates at quarterly tourism marketing meetup
- Climate and sustainability pledge inviting visitors to recreate responsibly and respect the land
- Partnering with Snohomish County Sports Commission to attend community-wide Chamber of Commerce meetings to share about county tourism, sports, and how communities can benefit from being FIFA ready



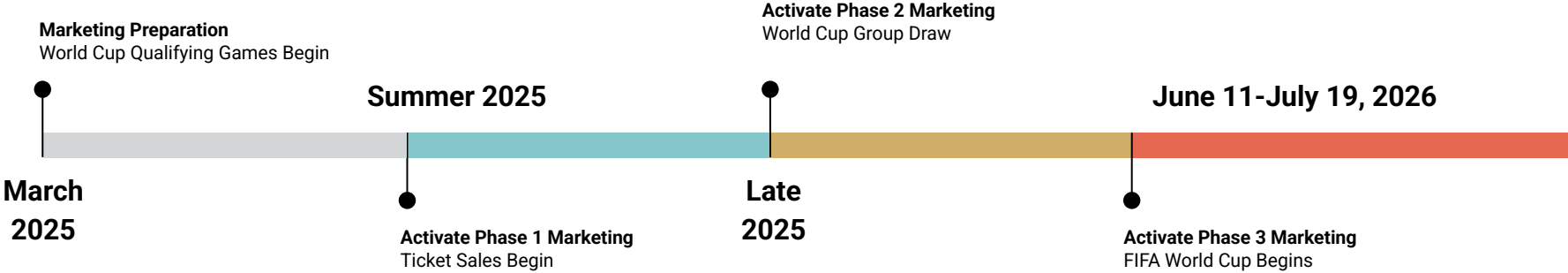
# Timeline



# Phase 1 Timeline



# Multiple Phase Timeline



# Thank you!







DVA ADVERTISING & PUBLIC RELATIONS