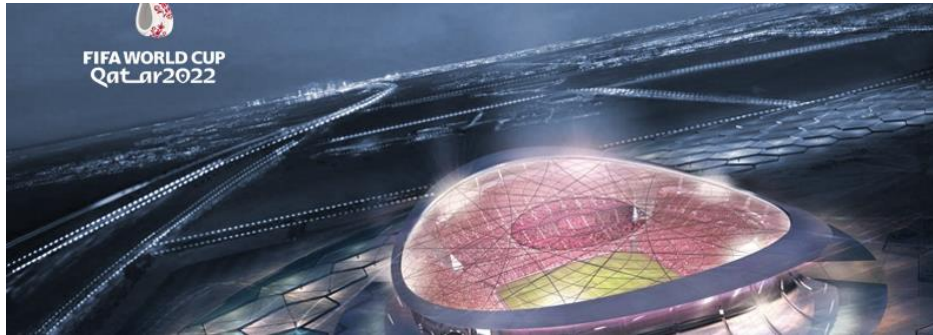


Qatar World Cup Controversy: What Are the PR Takeaways for Brand Sponsorships?

Media Analysis Summary



FIFA's decision to hold the 2022 FIFA World Cup in Qatar is drawing more and more criticism as allegations of everything from bribery and financial mismanagement to slavery and deadly work conditions continue to pile up.

Human rights was the main topic in the whole conversation around the World Cup, with a bigger share of voice than anything related to sports:

Topics in the Qatar 2022 media debate by share of voice



27%

Human rights concerns



25%

Migrant workers abuse



22%

LGBTQ+ issues



16%

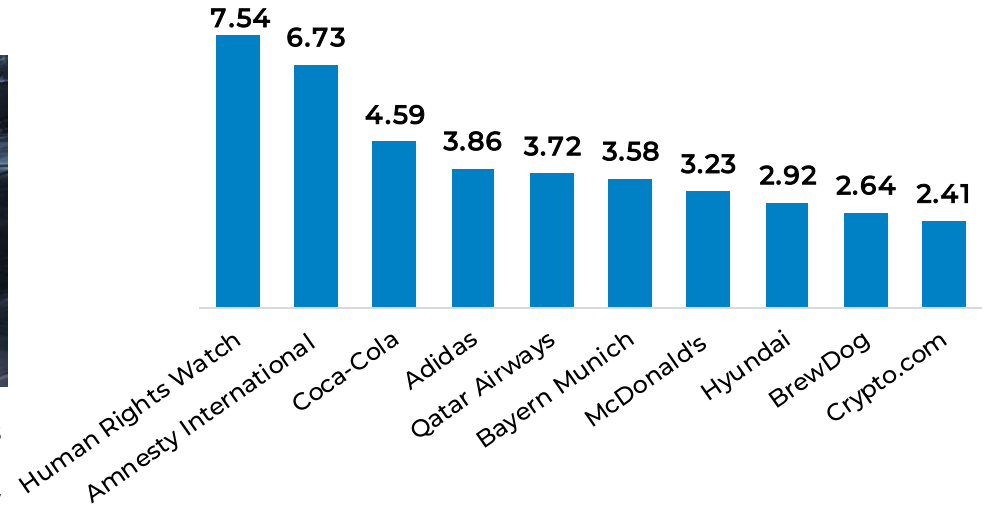
Freedom of expression/Press freedom



10%

Sports

Top 10 organisations in the Qatar World Cup by media impact score



5 takeaways from Qatar World Cup controversy:

- It's not a good deal to trade your reputation for brand exposure
- Non-profits shaped the media conversation
- Most of the sponsors are keeping quiet or issuing bland statements, while others tried to be "anti-sponsors"
- Social media users focused on migrant workers
- Qatar served as a prime example of sportswashing

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Read the whole analysis here:

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