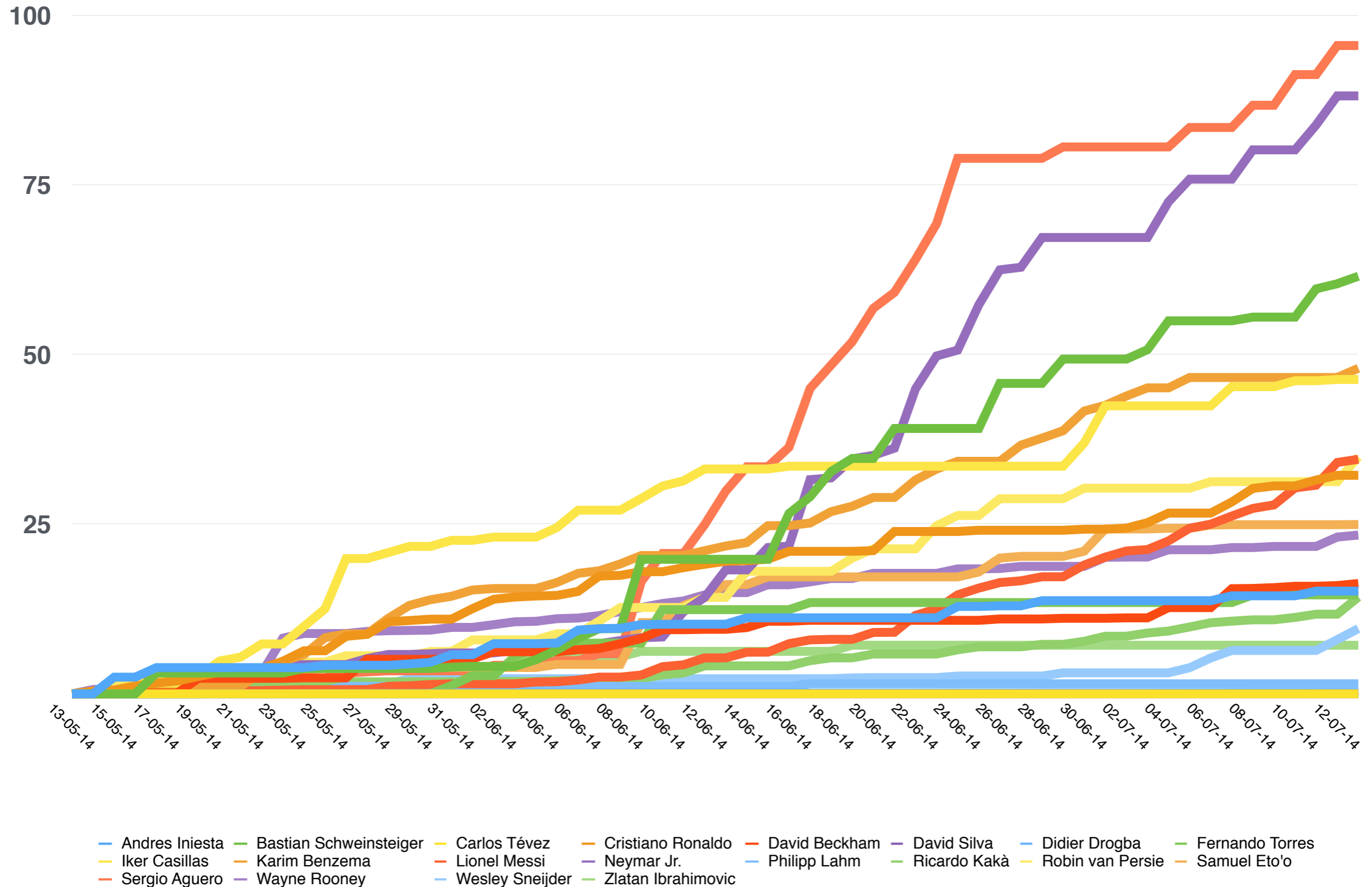
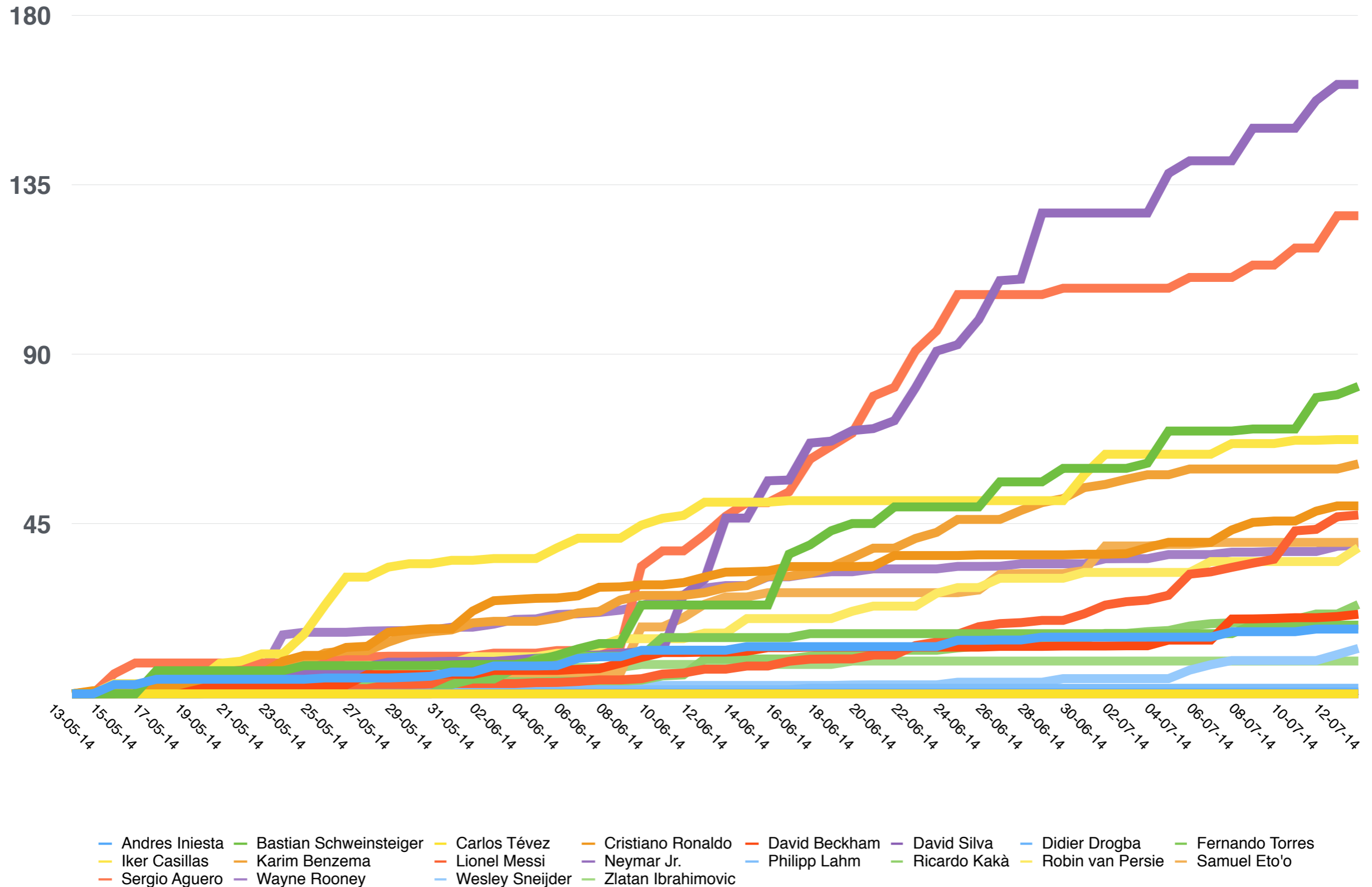


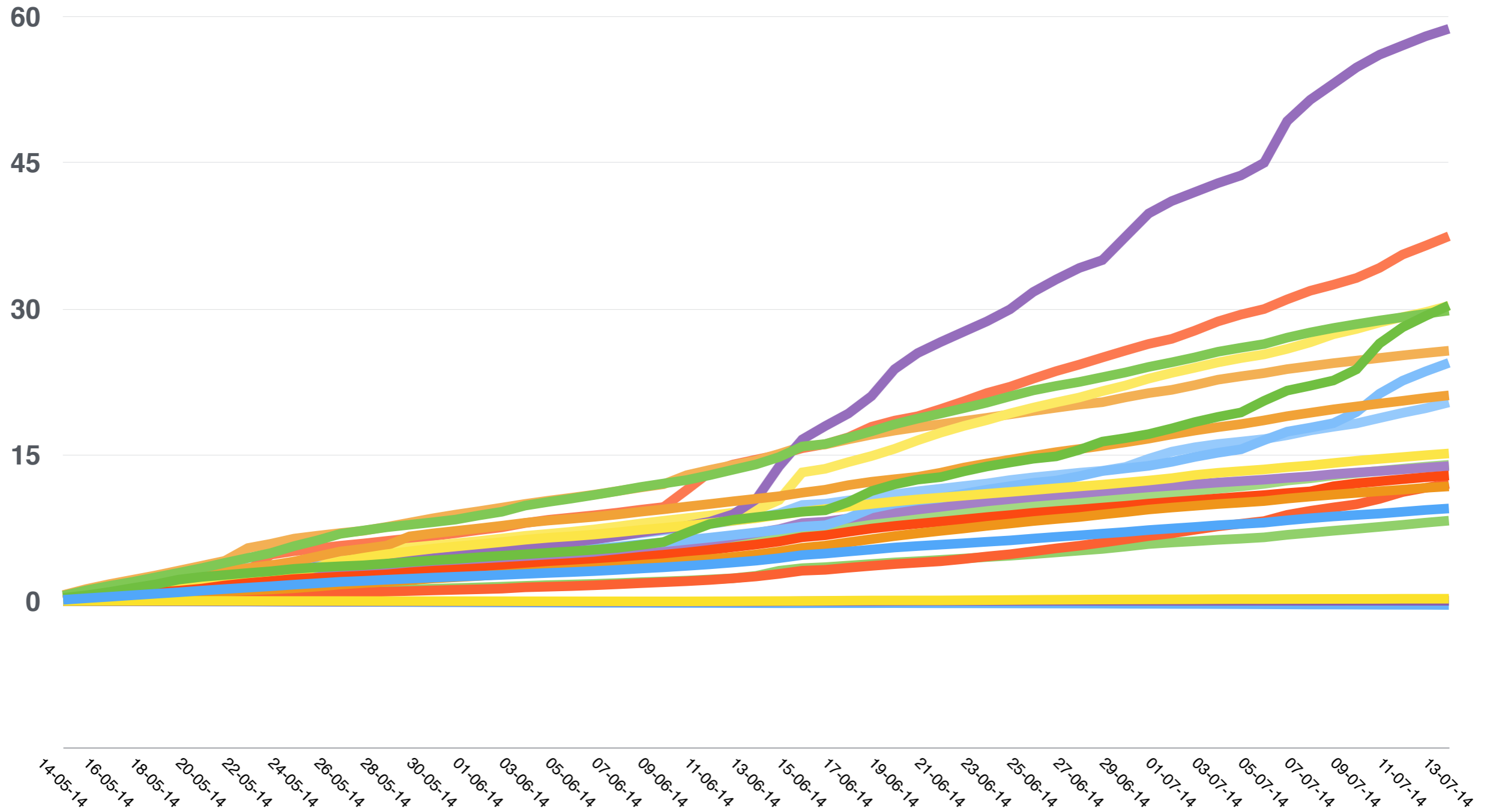
# Post Interaction % before and after FIFA 2014



# Engagement % before and after FIFA 2014

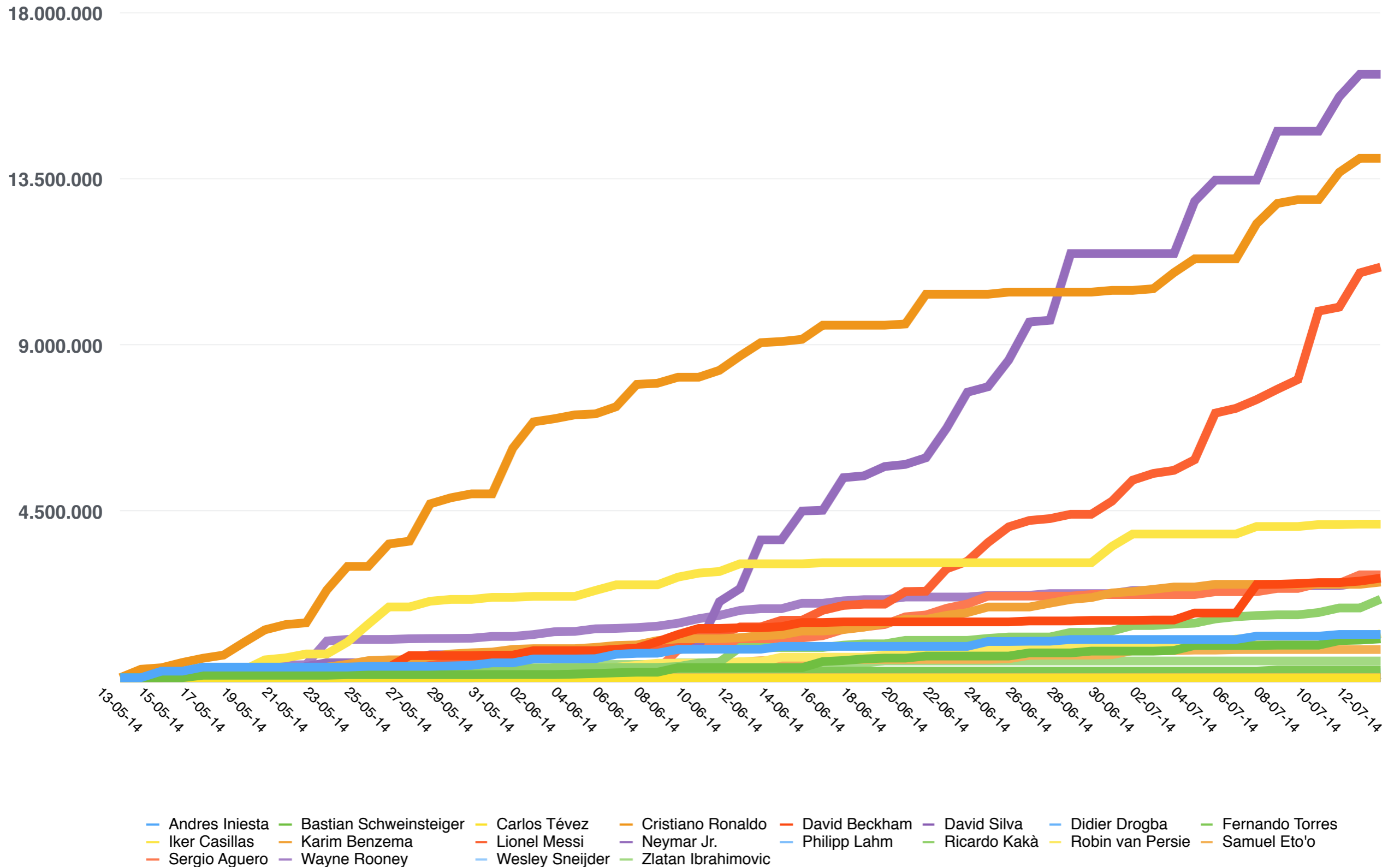


# Cumulative Fan Growth % before and after FIFA 2014

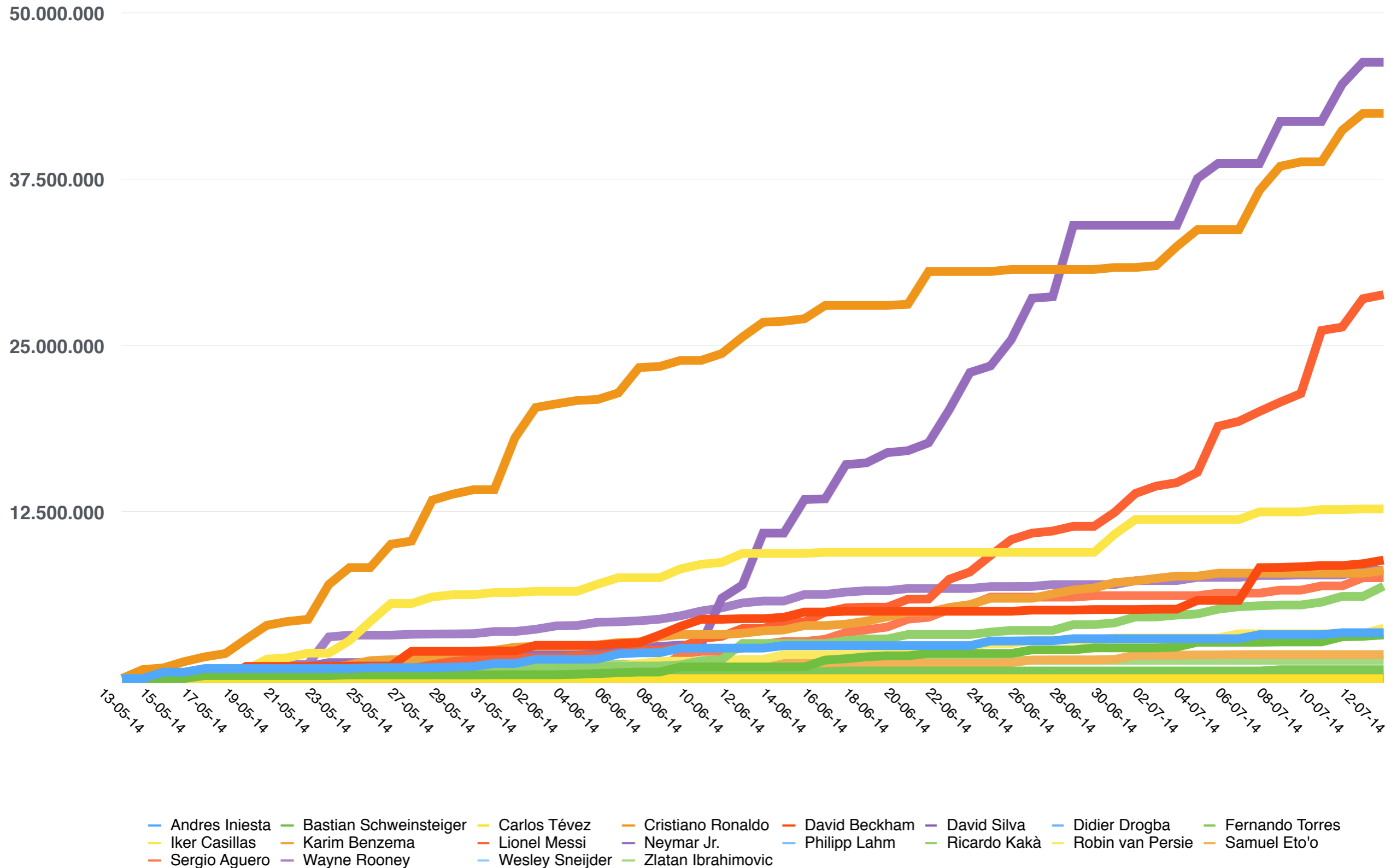


- Andres Iniesta    — Bastian Schweinsteiger    — Carlos Tévez    — Cristiano Ronaldo    — David Beckham    — David Silva    — Didier Drogba    — Fernando Torres
- Iker Casillas    — Karim Benzema    — Lionel Messi    — Neymar Jr.    — Philipp Lahm    — Ricardo Kakà    — Robin van Persie    — Samuel Eto'o
- Sergio Aguero    — Wayne Rooney    — Wesley Sneijder    — Zlatan Ibrahimovic

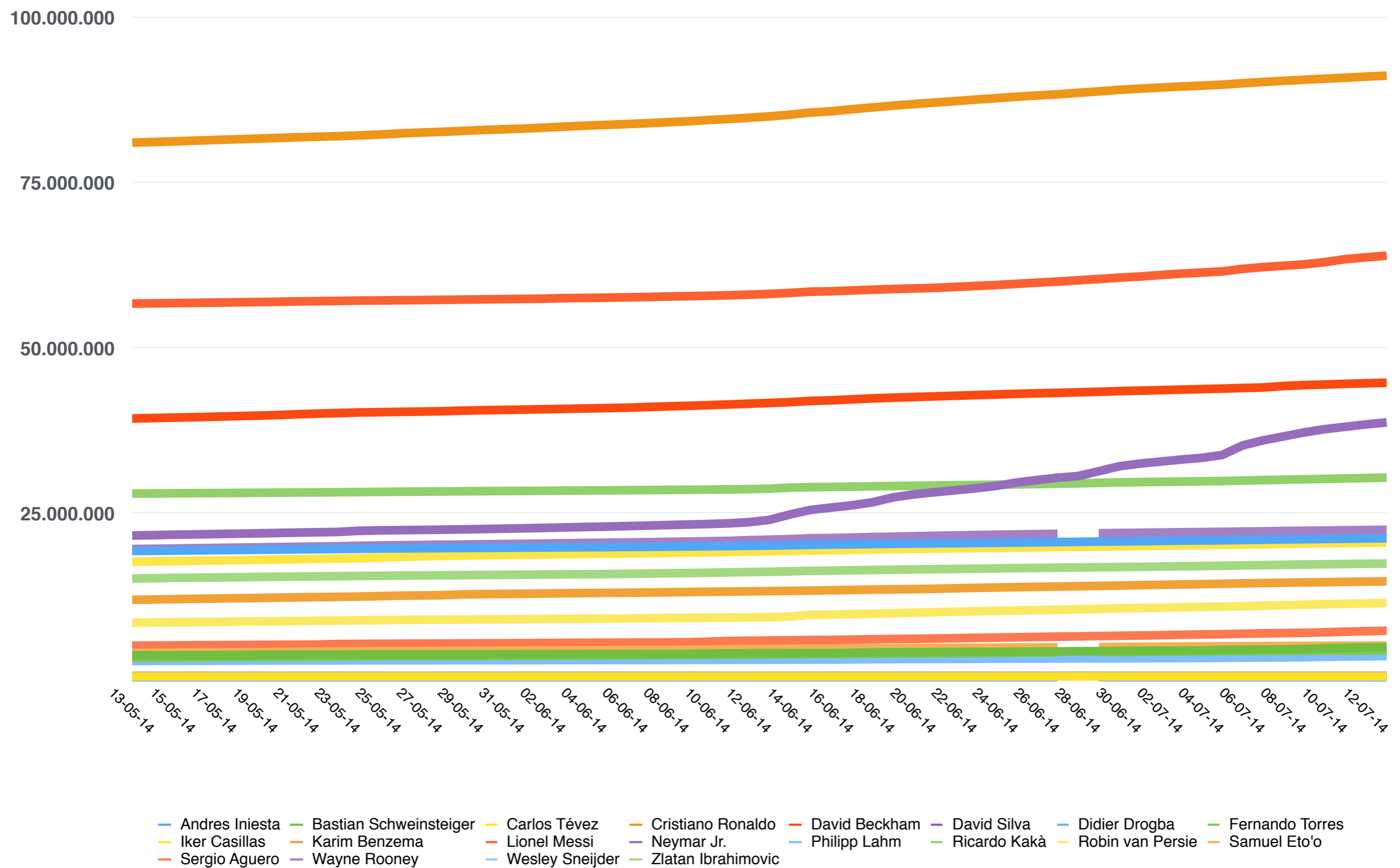
# Cumulative Ad Value in Euro's before and after FIFA 2014



# Cumulative Likes, Comments and Shares before and after FIFA 2014



# Cumulative Number of Fans before and after FIFA 2014



# Cumulative Fan Growth Absolute before and after FIFA 2014

