

The background is a dark teal color with several abstract elements. At the top left, there are two overlapping teardrop shapes with a purple-to-blue gradient. To their right is a metallic, wavy tube-like shape. Further right is a jagged, red-to-white gradient shape. In the bottom left and bottom right, there are more metallic, wavy tube-like shapes. A series of horizontal white dashed lines runs across the top. A green, pixelated, jagged shape is on the left side, partially overlapping the text.

# AFCON Wrapped

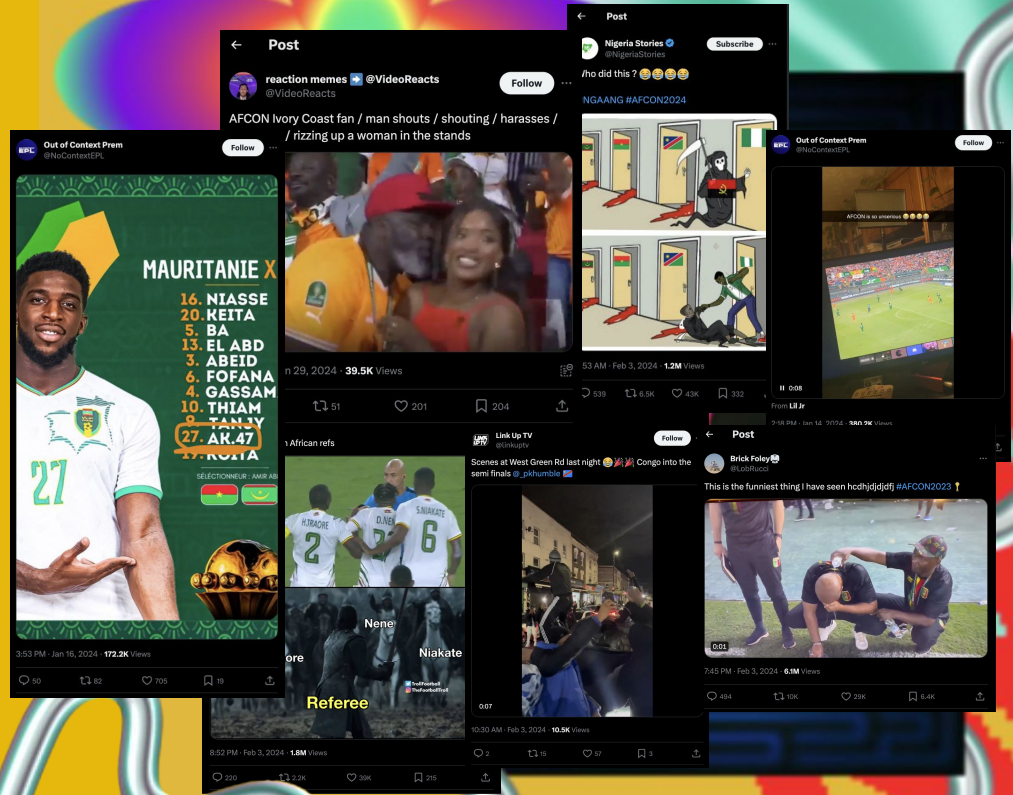
# Africa Cup of Nation GéSéro



is a prestigious tournament with a rich history and incredible talent. The 2023 AFCON took place in Ivory Coast, with us seeing 24 teams compete to be crowned the best footballing country in Africa.

# X moments

As you can imagine there was a lot of discourse on social media about AFCON especially on X (Twitter). We saw people all over Africa and the African diaspora cheer on their team, laugh at their rivals and all the memeable moments AFCON brought.



## Our Key Moments

AFCON also brought us some very entertaining moments, such as the host country Ivory Coast coach getting sacked for coming third in the group stage and not qualifying. However **Ivory Coast ended up qualifying** under the best loser rule and then appointed assistant manager Emerse Fae as the interim manager.



The Gambia v Cameroon game, ultimate comeback by Cameroon and then the 'AFCON hand of God' in the last minute by a Gambian player.

South Africa keeper Williams saved four penalties in a row in the shootout to send his team through to Semi Finals.



We saw **Emilio Nsue** score the first hat-trick during AFCON in 15 years.



**Mauritania** did the ultimate upset to win their first ever AFCON game against two-time winners **Algeria 1-0**, qualifying for the knockout stages and knocking out Algeria.

**We Have Seen ...**

# BRANDS

But very few brands and clubs capitalise on this moment. We saw the Premier League wish their players goodluck, We saw Fulham create some content with their Nigerian Super Eagles and continuously support them throughout the tournament.

VERSUS posts and public interviews asking fans about AFCON. Some work by region/country specific brands (e.g. Peacock Rice with Inaki Williams and Elneny and Etilat Mobile).

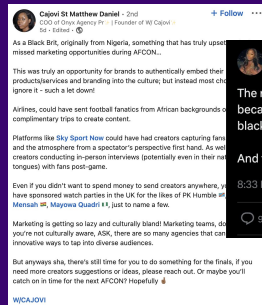
Boot sponsor 'Sokito', who are the world's most eco-friendly boot brand, produced custom vegan boots in Nigerian design specifically for AFCON, for Nigeria captain William Trust-Ekong

# Opportunities

Africa is the most football-mad continent in the world and also has the youngest population with the median again being 18.8. AFCON was a huge opportunity for brands, clubs, CAF to use this tournament to connect with African football fans especially those from the African diaspora.

## Over 150m African diaspora around the world, with over 1.42m living in the UK.

The African diaspora has and continues to make a global impact culturally and economically around the world. British football in particular has hugely benefited from this, with many footballers in the premier league either being African or having African descent. AFCON not only allows the african diaspora to feel more connected with their roots but also allows people to connect with other members of the diaspora all over the world.



1



## Football Fans Tribe

Match previews, reviews and debates. 140k subscribers.

2



## C\_mobike

Nigerian football content creator, skits comedian. 105k followers

3



## Stone Avenuee

Nigerian, analysis on football tactics, players, match previews and reviews. 320k followers

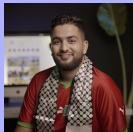
4



## Adika

Match previews, reviews and debates. 270k subscribers

5



## Saber Chawni

Moroccan influencer/vlogger. 996k subscribers

6

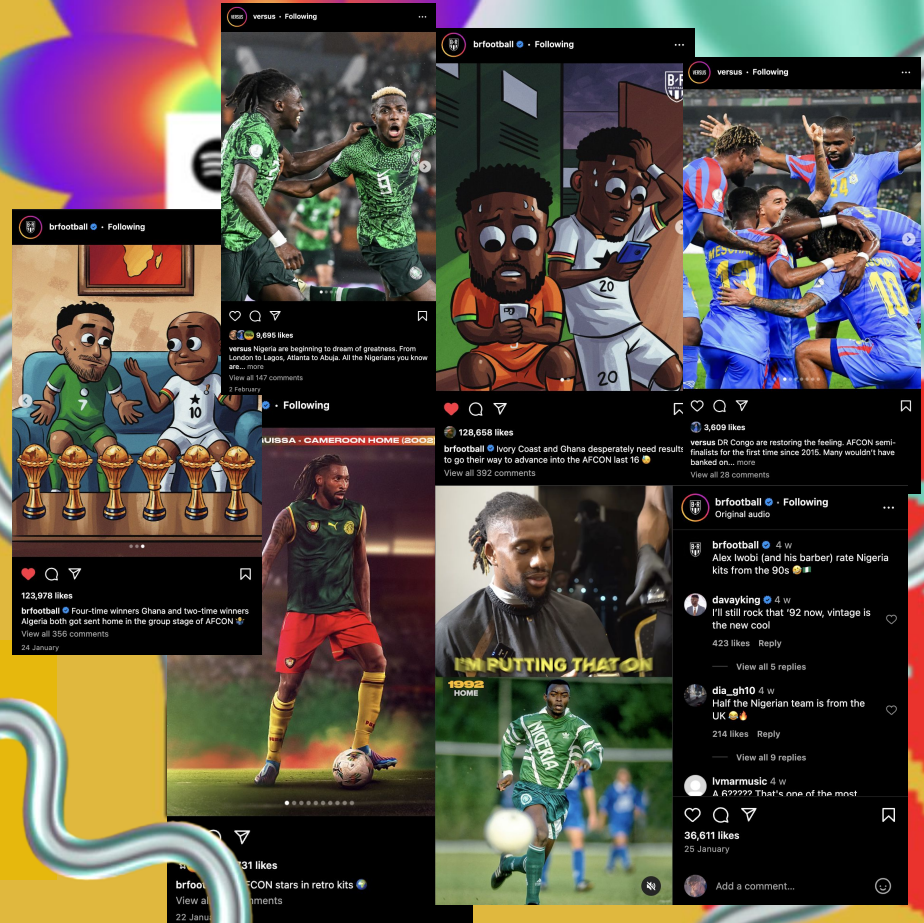


## Aaron Cikaya

Match previews, reviews and debates. 140k subscribers


# What content did fans love from AFCON?

We also saw football platforms such as Bleachers Report Football and Versus create content around AFCON. Versus did their post trademark long, witty and entertaining captions. We saw Alex Iwobi and his barber rate Nigeria kits from the 90s and the iconic 2018 Nigeria Nike kit on the BR Football instagram page.



The excitement and hype around AFCON has also reached TikTok. With AFCON related hashtags making up 4 of the top 6 trending hashtags in the past 7 days with +12k posts and combined views of +58m.


Rank	Hashtags	Posts & Views	Trend	Creators
1	#dbe	6K Posts, 39M Views		No related creator
2	#nigeria	5K Posts, 19M Views		
3	#dblockeurope	4K Posts, 30M Views		No related creator
4	#afcon	3K Posts, 15M Views		
5	#afcon2024	2K Posts, 5M Views		
6	#southafrica	2K Posts, 19M Views		



**CAF Media**  
@CAF\_Media


Follow

“We have had close to 2 Billion people watching AFCON globally. We should be proud as Africans and the next one will be even better”, CAF President Dr Patrice Motsepe.



**AFCON**  
Search term

United Kingdom | 1/15 - 2/12/24 | All categories | Web Search



# 2 BILLION VIEWS





# AFCON Wrapped

Spotify wrapped version of all stats and social media impressions from content creators, Versus posts, bleachers report, AFCON hashtag, X amount of people tuned into the AFCON from around the world... x amount of people that tuned in and watched it on TV, countries involved, digital impressions, social media impressions, 0 watchalongs, 0 activations in UK etc.