

One Team, One Canada

FIFA World CUP 2026

Prepared by: Samer Al-Salahi

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Instructor: Julia Sillett

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Organization: FIFA World Cup 2026 Canada Host Committee, JUN 11- JULY 19, 2026

2- Organization Overview

The Government of Canada, through the Department of Canadian Heritage, is leading Canada's participation in hosting the FIFA World Cup 26, in collaboration with FIFA, Canada Soccer, and the host cities of Toronto and Vancouver.

This partnership ensures Canada delivers a safe, inclusive, and world-class event that celebrates sport, culture, and national pride.

The Department of Canadian Heritage coordinates with federal departments and local partners on event logistics, infrastructure, safety, tourism, and cultural programming. Canada Soccer, as the national governing body, supports FIFA and community stakeholders to promote engagement, volunteerism, and legacy planning.

Vision: Unite communities across Canada and the world through soccer and shared celebration.

Mission: Deliver an inclusive, secure, and globally recognized tournament that showcases Canadian excellence and hospitality.

Core Values: Excellence | Teamwork | Diversity | Inclusion | Sustainability | Transparency | National Pride

Drawing on my professional experience from the FIFA World Cup Qatar 2022, where I served as a Public Relations Specialist for the Arab Regional Campaign, this plan combines proven international communication strategies with Canadian values to create a globally resonant, culturally inclusive campaign for FIFA World Cup 26.

3- RACE Summary

- **Research:** Analyze Canada's hosting landscape and identify new global tourism opportunities, particularly among Gulf Cooperation Council (GCC) countries.
- **Action:** Launch integrated campaigns combining sport, entertainment, and culture to engage domestic and international audiences.
- **Communication:** Deliver the "One Team, One Canada" message globally through multilingual media, influencers, and high-profile partnerships.
- **Evaluation:** Track engagement, tourism growth, and media sentiment across both Canadian and international markets.

Strategic Insight:

By merging Canada's welcoming image with global entertainment appeal, this plan extends beyond borders — promoting cultural unity at home and targeting affluent international visitors from Saudi Arabia, Qatar, and the UAE to enhance Canada's tourism economy and global image.

4- RESEARCH

Situational Analysis: -

The FIFA World Cup 2026 will be the largest tournament in history, co-hosted by Canada, the U.S., and Mexico.

Canada's matches are projected to attract 650,000 fans, generating over CAD 4 billion in economic impact and 3,500 new jobs.

Toronto and Vancouver expect more than 600,000 visitors.



Benchmark: Qatar 2022 Tourism and Attendance Impact

The 2022 FIFA World Cup in Qatar offers a useful comparison for estimating tourism and engagement potential. The tournament welcomed approximately 1.18 million international visitors between November and December 2022 — a year-on-year increase of more than 400%. Across all matches, cumulative attendance reached about 3.4 million spectators, with average stadium occupancy at 96% and a record 88,966 fans at the final in Lusail Stadium. According to IMF and industry reports, total visitor spending and broadcast revenues for Qatar ranged between USD 2.3 billion and USD 4.1 billion, underscoring the economic value of international sports tourism for host nations and the potential impact for Canada in 2026.

Qatar 2022 vs. Canada 2026 (Projected Impact)

Indicator	Qatar 2022 (Actual)	Canada 2026 (Projected)
Event Duration	Nov 20–Dec 18, 2022 (29 days)	Jun 11–Jul 19, 2026 (39 days)
Host Countries	Qatar (1 country)	Canada, USA, Mexico (3 countries)
Total Matches	64 matches	104 matches
Stadium Attendance	3.4 million total spectators 96% occupancy rate	Approx. 6 million projected across 3 host nations
International Visitors	1.18 million visitors +400% YoY growth	2.5–3 million visitors expected (Canada: ~650k)
Economic / Tourism Impact	USD 2.3–4.1 billion in visitor & media revenue	CAD 4 billion total economic impact (Canada)
Host City Impact Example	Lusail Stadium Final: 88,966 spectators	Toronto & Vancouver projected 600k visitors
Legacy Focus	Infrastructure & tourism diversification	Cultural inclusion & global tourism growth

International Tourism Opportunity

According to the UNWTO, travelers from Gulf Cooperation Council nations (Saudi Arabia, Qatar, and the UAE) rank among the world's highest spenders, with average trip spending exceeding **USD 3,000**. Their national teams will participate in the 2026 World Cup. Targeting this segment could bring **at least 50,000 high-value visitors**, contributing significantly to Canada's tourism revenue and enhancing cultural exchange.

SWOT Analysis

Strengths

1. Reputation for safety, inclusivity, and world-class hospitality.
2. Strong media networks and bilingual communication.
3. Government and FIFA support ensuring credibility and stability.
4. Experienced PR professionals with Qatar 2022 expertise.

Weaknesses

1. Distance between host cities increases logistical complexity.
2. Limited domestic football culture compared to traditional nations.
3. Heavy dependence on sponsorships.
4. Weather and travel variances across venues.

Opportunities

1. Promote tourism and cross-cultural exchange.
2. Strengthen Canada's brand as a global destination.
3. Attract Gulf visitors with luxury travel potential.
4. Combine music, sport, and storytelling to expand global reach.

Threats

1. Media competition from the U.S. and Mexico.
2. Economic fluctuations affecting travel.
3. Criticism regarding event spending.

Target Audience

Domestic Audience

<ul style="list-style-type: none">• Canadians aged 18–55, sports fans, and cultural enthusiasts.• Motivated by national pride, inclusion, and community celebration.

International Audience (GCC Focus)

<ul style="list-style-type: none">• Adults 25–55 from Saudi Arabia, Qatar, and the UAE.• High-income luxury travelers and passionate football fans.• Follow Arabic-language media (BeIN Sports, Al Arabiya, Al Jazeera, Sky News).• Active on Instagram, Snapchat, and TikTok.• Motivated by prestige, safety, and cultural experience.

Key Findings

<ul style="list-style-type: none">• Integrating entertainment and sport boosts global visibility.• Targeting affluent Gulf audiences ensures measurable tourism and economic impact.

5- Action Planning

Goal	SMART Objectives
<p>To position Canada as a welcoming and inclusive co-host nation for the FIFA World Cup 2026 by combining sport, culture, and entertainment to build global engagement and pride — while attracting 50,000 high-value visitors from Saudi Arabia, Qatar, and the UAE, thereby strengthening Canada's tourism economy and international reputation.</p>	<ol style="list-style-type: none">1. Outcome Objective: Increase awareness of FIFA World Cup 2026 among audiences in Saudi Arabia, Qatar, and the UAE by 30%, and attract 50,000 inbound visitors from these nations by July 2026.2. Output Objective: Secure at least 10 Gulf-based media partnerships and 5 influencer collaborations by June 2026 to promote the “One Team, One Canada” campaign in Arabic.3. Domestic Objective: Increase Canadian fan engagement by 25% and achieve 1,000 UGC posts with #OneTeamOneCanada by June 2026.

Strategies and Tactics

Strategy 1

- Media Relations:**

Tactic1- Partner with CBC, BeIN Sports, Al Arabiya, Al Jazeera, Sky News for storytelling.

Tactic2- Arrange interviews and feature stories in Canadian and Gulf media.

Tactic3- Organize media tours for journalists and influencers from Riyadh, Doha, and Dubai.

Strategy 2

- Digital Engagement:**

Tactic1- Launch influencer-driven campaigns on TikTok, Instagram, and YouTube.

Tactic2- Translate content into Arabic and French to maximize reach.

Tactic3- Develop interactive fan challenges and polls.

Strategy 3

- Community Ambassador Program:**

Tactic1- Train local ambassadors in host cities to represent cultural diversity.

Tactic2- Facilitate partnerships with student groups and cultural associations.

Strategy 4

- Entertainment and Culture:**

Tactic1- Collaborate with global artists (Taylor Swift and The Weeknd) to headline the Opening Ceremony.

Tactic2- Create cross-promotional content with international media outlets.

Strategy 5

- **Gulf Market Engagement:**

Tactic1- Launch an Arabic-language microsite “Discover Canada 2026” with travel and visa information.

Tactic2- Partner with Qatar Airways, Emirates, and Air Canada for co-branded promotions.

Tactic3- Run paid digital ads targeting GCC travelers.

Tactic4- Invite Gulf tourism and sports influencers to attend and cover Canadian matches.

Tactic5- Produce Arabic-subtitled promotional videos featuring Canadian landmarks and global artists.

PESO Integration

- **Paid:** Targeted YouTube, Meta, and TikTok ads promoting #OneTeamOneCanada and ticket sales.
- **Earned:** Press releases, TV coverage, and event media tours to build credibility with global audiences.
- **Shared:** Social media engagement via Instagram, Facebook and X (#Canada2026) to encourage participation.
- **Owned:** Campaign microsite (Discover Canada 2026), newsletters, and blogs to maintain updates and long-term engagement.

6- Communication

Campaign Name: One Team, One Canada

Slogan: The World Meets Here

Key Messages:

- 1. Canada welcomes the world with unity and pride.**
- 2. The FIFA World Cup 2026 celebrates diversity and inclusion.**
- 3. Music and sport unite people across nations.**
- 4. Taylor Swift and The Weeknd headline a historic celebration of friendship and culture.**
- 5. Canada 2026 welcomes fans from Saudi Arabia, Qatar, and the UAE — where football passion meets world-class hospitality and unforgettable experiences.**

Messaging Approach (AIDA Model):

- 1-Attention: Capturing the audience's focus using eye-catching visuals, headlines, or videos.**

Example: Exciting World Cup clips and scenes from Canadian host cities.

- 2-Interest: Providing engaging information that highlights the event's value.**

Example: Stories about Canadian cities and fan experiences.

- 3- Desire: Creating emotional appeal and motivation to participate or attend.**

Example: Joyful fan moments, celebrations, and inspiring player content.

- 4- Action: Encouragement the audience to take a specific step.**

Example: "Book your tickets now at Canada2026.ca."

Call to Action (CTA):

Types:

- **Transitional CTA:** A small step to start engagement – e.g., “Sign up for updates and ticket alerts.”
- **Direct CTA:** A clear final action – e.g., “Book your tickets now and be part of the celebration!”

Platform-Specific Plan

Instagram & TikTok & Facebook (Shared Media)

- **Focus:** Visual storytelling using short Reels and fan-generated clips.
- **Content:** Behind-the-scenes videos, celebrity shout-outs, and fan reaction moments.
- **Frequency:** 3-5 posts per week; include polls, challenges, and trending sounds.

CTA Example: “Show your #OneTeamOneCanada spirit in a 15-second clip!”

YouTube & Facebook (Owned & Paid Media)

- **Focus:** Long-form storytelling and promotional videos.
- **Content:** Official trailers, player interviews, and city features.
- **Frequency:** Bi-weekly uploads leading up to the event.

CTA Example: “Subscribe for exclusive updates and match highlights.”

X (tweeter) (Shared Media)

- **Focus:** Real-time engagement and event updates.
- **Content:** Live match tweets, countdowns, and fan polls.
- **Frequency:** Daily during tournament season.

CTA Example: “Retweet your favourite goal to join the #Canada2026 conversation.”

Campaign Microsite – Discover Canada 2026 (Owned Media)

- **Focus:** Central information hub for global fans.
- **Content:** Ticket information, travel guides, multilingual FAQs, and partner links.

CTA Example: “Plan your World Cup journey – visit Canada2026.ca.”

Influencer Collaborations (Earned & Shared Media)

- **Focus:** Amplify awareness among Gulf and Canadian audiences.
- **Content:** Branded content in Arabic and English featuring travel experiences, stadium tours, and cultural exchange.

CTA Example: "Follow [influencer name] for behind-the-scenes moments from Canada 2026."

7- Evaluation

Key Performance Indicators (KPIs):

- **50M+ global digital impressions.**
- **50,000 Gulf visitors.**
- **10 Gulf media partnerships and 5 influencers onboarded.**
- **80% positive sentiment in coverage.**
- **1,000 UGC posts using #OneTeamOneCanada.**

Evaluation Timeline:

- **Pre-launch (NOV-DEC 2025):** Establish baseline metrics and audience awareness levels.
- **Winter 2026 (Jan-Mar-APRIL):** Global awareness and teaser campaign tracking.
- **Summer 2026 (MAY-Jul):** Tournament coverage, media reach, and engagement monitoring.
 - **During Event:** Weekly tracking using Meltwater, Google Analytics, and media monitoring tools.
- **Post-Event:** Final evaluation report analyzing tourism impact, media reach, and audience sentiment.

Conclusion:

The “One Team, One Canada” campaign positions Canada not only as a proud World Cup host but as a global cultural hub bridging East and West. Through strategic engagement of Gulf nations and domestic pride initiatives, this plan ensures both international impact and lasting national legacy.

8- References

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Scenes from profound messages delivered by Qatar at the World Cup opening



"A powerful symbol of unity and inclusion, where Morgan Freeman and Ghanim Al-Muftah shared a message that humanity is stronger when cultures meet with respect and understanding.



"During the opening ceremony, BTS star Jungkook and Qatari singer Fahad Al Kubaisi performed 'Dreamers' — a global anthem of hope and unity that echoed the tournament's inclusive spirit.



“A moment where victory met culture — a symbol of respect, tradition, and global unity.

