

## 7k bet

On first watch, Cristiano Ronaldo moving a couple of Coca-Cola bottles from a press conference table seemed like no big deal. But within hours, the sugar-water s market share had dropped by billions of dollars and it suddenly was, quite clearly, a big deal. Agua, no Coca-Cola, the Portugal player preached, lifting his own water bottle in the air. But this was not just a plea for fans to consider healthier dietary habits. It was a not-so-subtle acknowledgement of Ronaldo s marketing power, and it left UEFA scrambling to prevent players from harnessing this untapped power and affecting the tournament s ability to secure sponsors (who pay a whopping) Tj T\*

Ronaldo, obviously, can do what he wants and he knows it. He doesn t care about Coca-Cola and he definitely doesn t care about the product placement of an item that isn t going to make him money. This influenced other footballers, like Paul Pogba who removed a Heineken bottle from his own media appearances later the same week. And if you re thinking I don t care about football or Coca-Cola s stock prices, we hear you. But if you care about your own brand s marketing, you might find this matters. The impact of influencer marketing. Highly-paid names, whether they re the world s top footballers or just the most influential influencer in your industry niche, are really beginning to understand and wield their worth. Ronaldo obviously doesn t drink Coca-Cola. Pogba is a practicing Muslim who does not support the consumption of alcohol. They know that brands need them far more than they need the brands (which is not at all, really) Tj T\* BT /F1 12 Tf 50 64 Td (& not at all, really) taking your sponsorships for granted. Not dis-similarly, Naomi Osaka who pulled out of the French Open on the