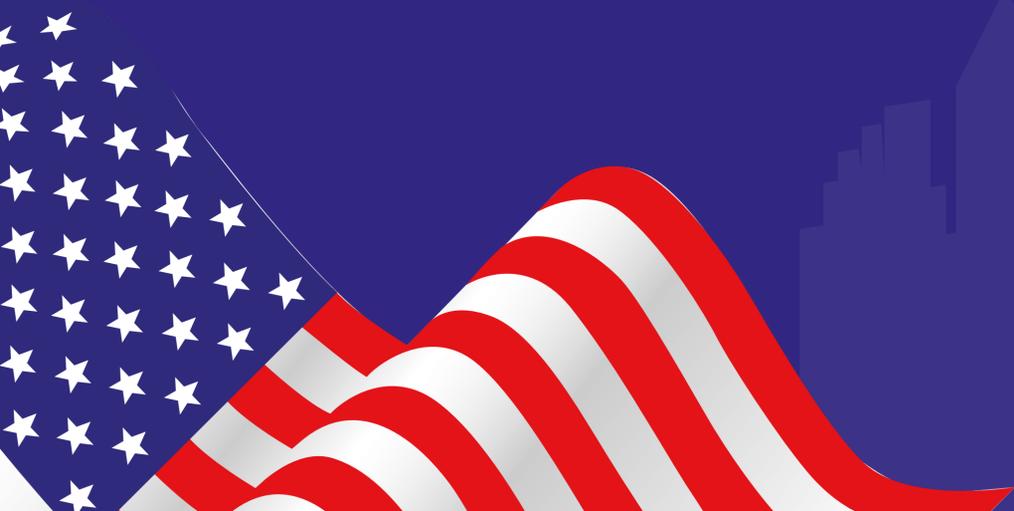
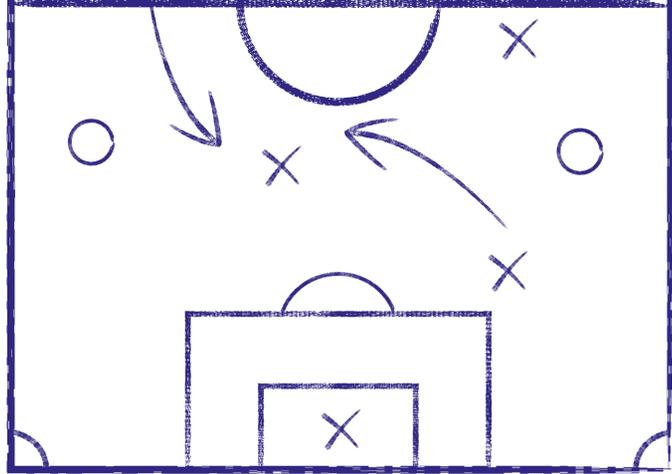




When the World Looks to New Jersey in 2026,

Will Your Brand Be on the Field...
or on the Sidelines?





Introduction

Are you considering the 2026 FIFA World Cup as part of your marketing strategy?

For many brands, the World Cup is just another sports event. But for those who think strategically, it's a unique positioning opportunity: a key moment to connect with real audiences through a cultural conversation that mobilizes millions of people—and billions of dollars.

My name is **Tatiana Orozco**. I'm an industrial designer and a specialist in Hispanic-American multicultural marketing with over two decades of experience in digital strategy, Latin international commerce, and business evolution. I've guided companies—from startups to nine-figure organizations—across the U.S. and Latin America to grow profitably and with relevance in multicultural environments.

At **Torozco Digital**, I've developed a strategic consulting methodology that blends purpose-driven marketing, business coaching, and digital education. But it doesn't stop at diagnosis: through our agency, we also execute the creative campaigns that bring that strategy to life. What truly makes the difference is that everything starts with a deep understanding of how the **Hispanic-American consumer thinks, feels, and acts.**

Here's the key insight: the Hispanic market in the U.S. currently represents more than **\$2.4 trillion in purchasing power**¹. If your brand wants to truly connect with this community—not just speak to them, but activate their loyalty and preference—you need more than a campaign. You need intentional cultural strategy.

That's why this document is not a sports marketing guide. It's a commercial vision for how the World Cup can serve as your entry point **into a conversation that is shaping the cultural and economic pulse of the country.** And it's not just any conversation: the World Cup final will take place in New Jersey, where stories of migration, pride, and identity converge. Ignoring this opportunity may not only cost you presence, connection, and growth... it may disconnect you from a community that is already leading—from the local level to the global stage.

The World Cup as a Cultural and Commercial Catalyst

The 2026 FIFA World Cup will be the largest sporting event ever held in U.S. history. But its true potential isn't limited to stadiums or screens. It lies in what it activates culturally: **emotion, belonging, and mass consumption—especially among the Hispanic community.**

Consider the data:

International match viewership in the U.S. grew by over **60%** between 2018 and 2024²

53% of Latinos in the U.S. followed the Copa América, and **40%** watched the Euro final³.

Over **30%** of Major League Soccer (MLS) fans are Latino, and the most-watched league in the U.S. is **Liga MX**⁴.

For millions of Hispanics, soccer isn't just a sport. It's an emotional language—a ritual that unites generations, connects identities, and creates moments of pride and community.

If your brand wants to be relevant to this audience—in 2026 and beyond—you must start now by learning how to engage with that emotional code through coherence and strategic vision.

Each World Cup doesn't just stir passion. It moves money:

- FIFA projects over **\$11 billion** in revenue for this tournament edition⁵.
- In 2022, the World Cup generated more than **\$1.7 billion** in ad revenue in the U.S. alone⁶.
- During that event, brands that tailored their campaigns to Hispanic audiences saw **higher recall and engagement** than those using generalist approaches⁷.

So the real question is: Are you going to let your competitors capitalize on this opportunity while you sit it out?

Because failing to anticipate doesn't just exclude you from a sporting event. It excludes you from a cultural conversation that could elevate your brand, build long-term positioning, and open doors to a growing economy.



New Jersey, the Hispanic Community, and an Economy You Can't Ignore

It's one thing for the World Cup to be hosted in the U.S.

It's another for one of its most important venues to be **New Jersey**—a state with one of the highest concentrations of Hispanic population in the country. And not just in numbers, but in **economic, business, and cultural influence.**

New Jersey is not a "secondary market":

- It's the fourth state with the highest percentage of **Latinos (21.6%)**, according to the U.S. Census Bureau⁸.

- When you combine Bergen and Hudson Counties, **over 44% of their population is Hispanic.**

Bergen County—home to MetLife Stadium, where the World Cup Final will take place—has a 21.1% Hispanic population, while Hudson County reaches 44%.

- Latinos in NJ don't just consume—**they launch businesses, lead companies, and set trends.**

"Latino-owned businesses in New Jersey generate over \$25 billion in annual revenue" (NJ Hispanic Chamber of Commerce, 2023)⁹.

When a host city is rooted in a community that already moves billions each year, **we're not just talking soccer. We're talking local economy, strategic positioning, and direct opportunity.**



And it's not just about NJ

The Hispanic community in the U.S. represents:



Over 62 million people.



More than 19% of the total U.S. population.



An economy that, if it were its own country, would be the fifth largest in the world¹⁰.



Over \$2.4 trillion in purchasing power—and growing¹¹.

"The U.S. Latino GDP is growing 57% faster than the non-Latino GDP"
— Latino Donor Collaborative, 2023¹².

This community is not a segment.

It's a transformative force in the U.S. economy.

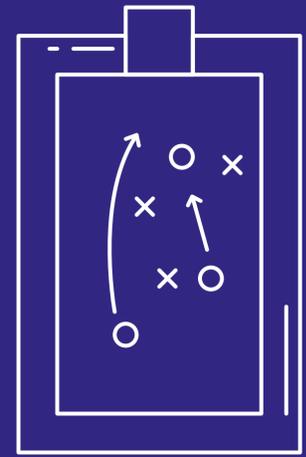
So when the World Cup arrives in New Jersey, what's really happening is that a **global conversation is landing in a community already shaping the future of the country.**

And if your brand wants to be part of that conversation, the opportunity is not optional—it's strategic.



What Now?

What Brands Can (and Should) Start Doing Today
At this point, there are two kinds of brands:



Those who see the World Cup as just another event.

And those who understand this is the ideal moment to position themselves in front of an audience that drives culture, business, and loyalty.

You decide which one you'll be.

The good news: **there's still time. But not much.**

The World Cup is in 2026, yes. But brands that achieve real impact don't improvise in the final month. They design campaigns born from deep vision: they know who they're speaking to, why, and with what message.



Where to Start?

Three Strategic Pillars Your Brand Should Be Activating Now



1. Connect with Purpose, Not Clichés

Today's Hispanic consumer **doesn't want to be portrayed in ads reduced to colors, flags, or generic Spanish phrases.** They want to **see their reality**, their bicultural experience, and their mindset reflected.



Yes: Real stories, campaigns with Latino creator involvement, partnerships with local leaders.



No: Visual stereotypes, "Spanish-language" campaigns that lack context.

2. Build Strategic Partnerships with Community Impact

Many brands focus only on digital campaigns. But businesses that endure are the ones that **connect on the ground:**

Collaborations with Latino-owned businesses

Sponsorship of local events in NJ

Social impact initiatives aligned with the World Cup

These strategies build **trust and brand equity** well before the first match.

3. Start Designing Your Multicultural Narrative Now

Don't wait to have a "brilliant idea" in 2026.

Your brand needs a story to tell—today.

A story that connects your purpose to this global event and translates it into content, **experiences, and authentic presence.**

Do you have a loyalty program?
Are you hiring Latino talent?
Does your brand have something to say about inclusion and diversity?

All of that can be part of your narrative—if you activate it now.



Strategic Readiness Checklist



Ask yourself today:

- ✓ Do we know our core message for the Hispanic market?
- ✓ Do we have a strategic partner who understands both culture and business?
- ✓ Do we have local spokespersons or alliances in NJ?
- ✓ Are we already mapping dates, opportunities, or activations?
- ✓ Do we have a story to tell beyond just selling?

The difference between brands that lead and brands that improvise is preparation.
And that preparation can start here.



Want My Support?

Implementing this doesn't have to be overwhelming or expensive. It just needs to be strategic.

Book a Discovery Call with me and let's explore how to apply these pillars to your industry, your team, and your timeline.

[Click here to reserve your space](#)

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