

Pop49 Launches Custom Sit Soccer Game to Help Brands Capitalise on World Cup Engagement

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Pop49 Inc., an experiential marketing company, has launched a custom sit-soccer game designed to help brands engage audiences ahead of the 2026 FIFA World Cup. The interactive marketing product addresses the growing demand from companies seeking football-themed experiences to connect with consumers at trade shows, retail locations, and brand activations.

Event organisers and marketing teams face increasing challenges in capturing audience attention amid crowded, competitive environments. Traditional display methods often fail to create meaningful interactions between brands and their target demographics, particularly during high-profile sporting events when consumer engagement opportunities peak. The need for distinctive engagement tools has grown as the volume of competing brand activations at major events continues to rise.

The sit-soccer game offers brands an interactive solution that combines physical activity with customisable branding elements. Participants remain seated while using their feet to control and manoeuvre a soccer ball,

creating an accessible experience for diverse audiences regardless of physical ability or mobility. This inclusive design approach ensures maximum participation across different demographic groups while maintaining the competitive spirit that makes soccer universally appealing.

The product features complete customisation capabilities, allowing companies to incorporate their logos, colours, and messaging directly into the game structure and playing surface. Pop49 manufactures each unit using specialised in-house fabrication techniques, to ensure precise branding integration. The company's printing technology produces graphics that maintain colour and clarity throughout extended use at multiple events. This integrated production process allows for rapid customisation and delivery to meet event marketing deadlines.

"The World Cup draws a global audience, and brands across industries look for ways to position themselves around that moment," said Ricky Pacheco, Owner and CEO of Pop49. "Our sit-soccer game gives brands a direct way to connect with customers during the World Cup. What we hear consistently from clients is that interactive activations generate more booth conversations than passive displays, and that feedback has shaped how we develop our products."

Trade show exhibitors can use the game to draw visitors to their booths and generate brand interactions that extend beyond traditional product demonstrations. Retail environments benefit from the foot traffic and extended engagement time the activity generates, while brand activation teams can deploy the games at festivals, corporate events, and promotional campaigns. The versatile design makes it equally effective for indoor convention centres and outdoor festival environments.

The timing aligns with increased market demand for football-themed promotional products and experiences. Companies across industries seek engagement tools that capitalise on soccer's global appeal, particularly during tournament seasons when consumer interest in the sport reaches annual peaks.

"When someone plays our sit-soccer game at a trade show, they remember both the fun they had and the brand that provided that experience," Pacheco said. "People who play the game tend to talk about it afterwards, and we regularly see that carry over into social media posts from event attendees."

The game accommodates various skill levels and age groups, making it suitable for family-friendly events and professional business environments. Setup requires minimal space and technical requirements, allowing deployment across diverse venue types from convention centres to retail floors. The compact footprint and straightforward assembly process enable quick installation and removal, making it practical for companies with tight event schedules.

For more information, check the Sit Soccer game.

About Pop49

Founded in 1989, Pop49 Inc. is a full-service experiential marketing agency and custom fabrication company based in Mississauga, Ontario. The company specialises in creating immersive and interactive brand experiences for clients ranging from startups to Fortune 500 companies. Pop49 offers end-to-end service from concept and design to in-house manufacturing and logistics, serving clients across Canada and the United States. The company's capabilities include CNC machining, laser cutting, 3D printing, and large format printing, with no minimum order requirements..

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POP 49 Inc.

Pop49 Inc. specializes in product design, graphic design, custom manufacturing, and large-format printing. Renowned for innovative solutions, we serve clients across North America. Contact us to transform your brand.

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