



 theTradeDesk®

DON'T MISS THE MOMENT

Men's Soccer International Tournament
Activation Package

 TOYOTA

 TOYOTA

Canadians will be tuning in – Own the Moment

55%

of Canadians will definitely follow the 2026 Tournament

64%

of Canadians say that the 2026 Tournament is the biggest sporting event of the year

85%

of Gen Z audiences will be engaging with Tournament content

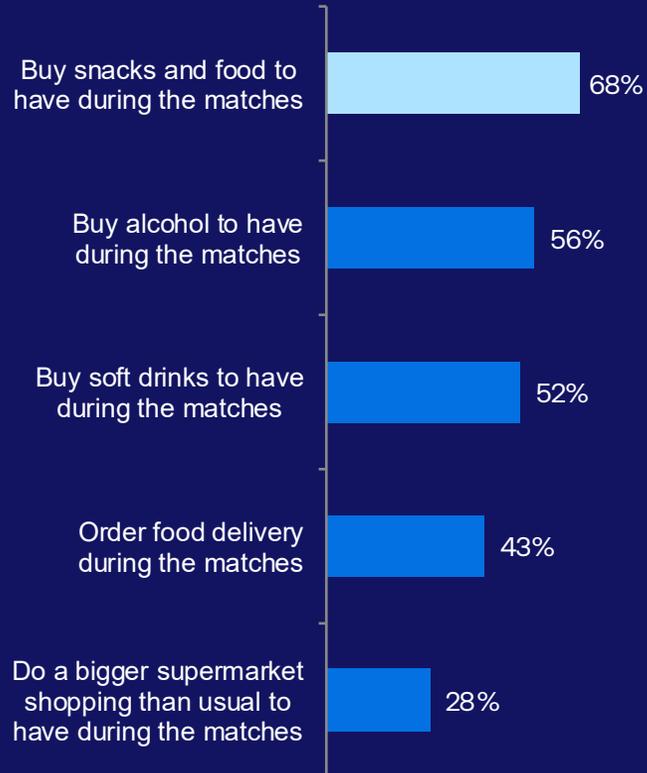
27%

of those planning to watch the 2026 Tournament are not regular sports viewers

The 2026 Tournament delivers 27% incremental reach beyond regular sports fans

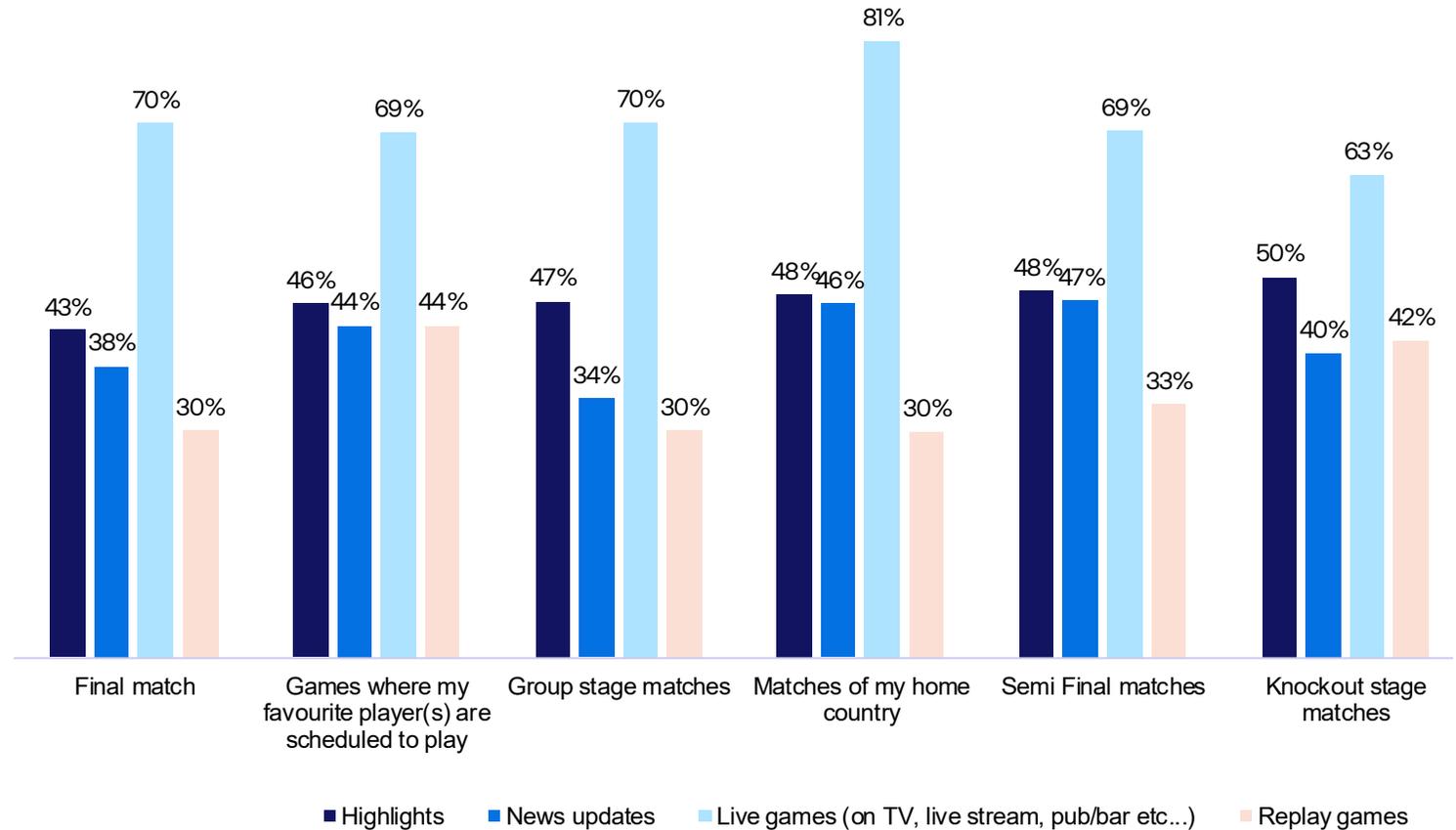
Food & Drink play an important role

Be top of mind when your customers make those purchases



Following the 2026 Tournament is an omnichannel experience for Canadians

we plan to follow across multiple medias before and after the matches



This Tournament is a Unique Opportunity for Canadian Brands



Matches Hosted in Toronto & Vancouver

Canada will be buzzing this Tournament, with **matches happening in two major cities!**

This creates more opportunities for advertisers to reach their audiences through attention-grabbing media, like Digital Out of Home.

More Games, More Content

The 2026 Tournament **is expanding from having 32 teams to having 48 teams** participate.

With more matches, comes more content surrounding the 2026 Tournament. These games will have more opportunities for brands to connect with Multicultural audiences than ever before. The increase in matches also means that your brand has more chances to stand out.

LET'S GET STARTED

A proven playbook to drive success with the 2026 Tournament Before, During and After the Excitement



PLAY 1
The Main Event

Reach consumers live throughout the tournament



PLAY 2
Surround Sound Engagement

Maximize the moment across the full omnichannel journey to drive deeper engagement & reach new consumers

Set up and optimization support available from your The Trade Desk client service team

Be a Part of the Starting Lineup & Plan Today!

The demand for the 2026 Tournament inventory is expected to be greater than ever before – Reach out to your Bell Media partners to see if there's an opportunity to run 2026 Tournament media through The Trade Desk.

 theTradeDesk®



Bell Canada (TSN, RDS, CTV) will have access to Tournament matches.



Access to full measurement suite



Re-engage live event exposures with another message after



Holistic frequency insights



Set up support + post-campaign analysis included

Advanced Audience + Content Targeting that gives you the Advantage

MAY/JUNE

Leading up to the games

JUNE/JULY

Surrounding the games

JULY

Post games



Tournament Researcher

Users researching the 2026 Tournament and its players 3+ times per week leading up to the games.



Sports Enthusiasts:

Reach avid sports fans as they consume their regular news, forums and podcasts leading up to the games.



Social Extension: Content Play

Use trending hashtags to reach consumers engaging with the same content across the open web.



Tournament Content

Get your message on related content using custom keyword targeting.



Main Event Exposures:

Retarget users who saw your ads during live coverage after the games to re-enforce your message.

Reach Canadian Sports Fans on Premium ConnectedTV



PLAY 1: In the Moment

Deliver your message during the Tournament Matches on Bell inventory.

Enhance this with an omnichannel strategy to expand reach, unlock Path to Conversion Insights and holistic frequency capping.



PLAY 2: Around the Moment

Build strong association of your brand with premium Sports content before the Tournament even begins!

Access **Premium, High Quality and Professionally-Produced** Sports content in one place and manage performance holistically



List not exhaustive. Please reach out to your The Trade Desk Team for more details



41%

of fans are planning to watch on Premium Connected TV—outpacing YouTube at 36%.



Use Player Event Retargeting in The Trade Desk to retarget CTV viewers



30% of Tournament Fans will watch at a restaurant or bar

Be right where the action is with Digital Out of Home

PLAY 1: In the Moment

Engage audiences on their way to watch the matches; at a friends', with family or going to restaurants, and be in the moment.

Access DOOH inventory in key areas where fans will be during gametime.

PLAY 2: Around the Moment

Make a statement by appearing on DOOH screens across Canada.

Target screens in Restaurants, Transit, Gyms, Schools and wherever else your audience may be.

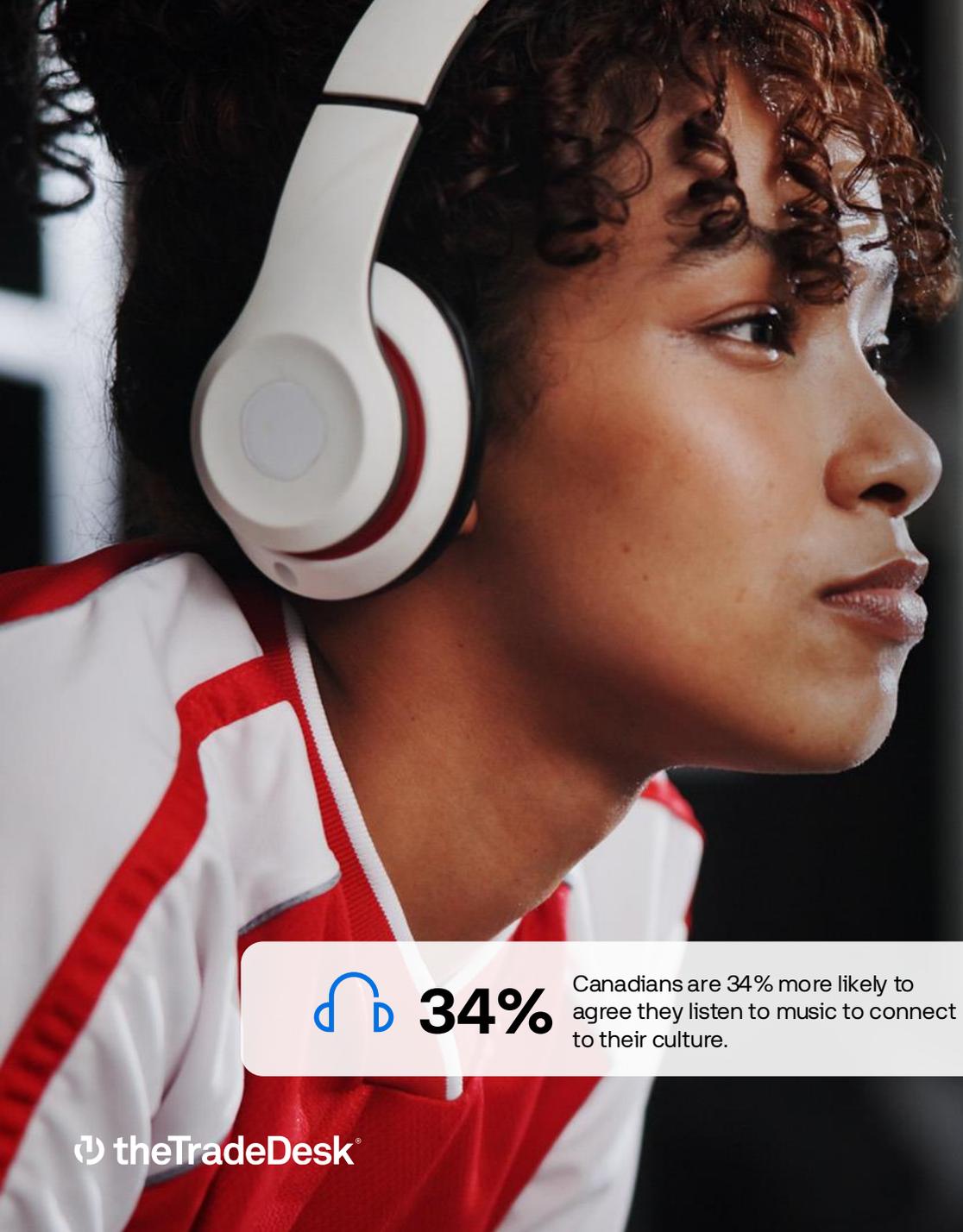


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Re-engage audiences who saw your DOOH ad in The Trade Desk





Be heard during high-energy moments with Audio

PLAY 1: In the Moment

Reach your audience while they are heading to watch the matches, or hosting a Watch Party with Audio.

Target high-energy or sports-related Playlists and Podcasts

PLAY 2: Around the Moment

Don't have access to Audio assets? Reach out to your The Trade Desk team to learn more about our Bunny Studios partnership to build custom audio creatives.

From there, build curated inventory deals (PG or PMP) to target before and after the tournament.



34%

Canadians are 34% more likely to agree they listen to music to connect to their culture.



Re-engage audiences who listened to your ad with Player Event Retargeting



Be a part of the hype with Tailored Keyword Strategies

Leverage The Trade Desk's custom keyword features to hone in on the right audience at the right time

The Trade Desk Custom Audience

Reach your highest value audiences using Keywords related to your brand and the 2026 Tournament.

Work with your The Trade Desk team to build an entirely custom audience of 2026 Tournament fans who are likely to engage with your brand.

**TARGET
BASED ON
BEHAVIOUR**

The Trade Desk Contextual Targeting

Leverage a custom list of Keywords and The Trade Desk's contextual targeting capabilities to deliver your ads alongside relevant content.

This tactic will build stronger association of your brand and the anticipation of the 2026 Tournament.

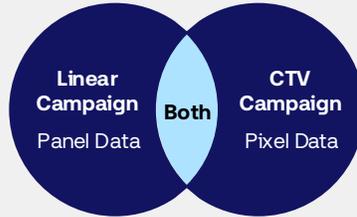
**TARGET
BASED ON
TOPIC**

Measure for impact



Incremental Reach

Demonstrate the percentage of households that were only reached by CTV and not reached by linear TV. Measure incremental HH reach through Audio as well



Brand Lift

Understand how your campaigns are driving awareness, consideration, purchase intent, ad recall and favorability



Business Outcomes

Leverage your 1PD to understand the impact on your KPIs, including sales lift, ROAS, CPA and more



Inferred Brand Intent & Pulse Monitoring

IBI: Measure if your audience is researching content related to your brand immediately after exposure



Pulse: Monitor brand sentiment based on content being consumed. Analyze how your brand and competitors are perceived (negative, neutral, positive).



Retail Sales

Connect campaigns to online and in-store sales with closed loop measurement with Loblaws



Path to Conversion

Understand channel effectiveness in driving conversions across the full journey



Activate today

CTV



Live Matches:
 Serve right where the action is – target live match content via PMP or PG

Premium Sports Content:
 Reach Tournament fans on high-quality, premium CTV content

Pre & Post Match:
 Keep up the momentum during the lead up and analysis of matches

AUDIO



Podcast targeting:
 Target podcasts related to Sports and the Tournament

Audience targeting:
 Sports Fans, Genre-specific listeners

Retail:
 Target your brand’s loyalists and audiences likely to be a Sports Fan

DOOH



Radius-targeting Stadiums:
 Reach fans in and around live sporting venues

High foot traffic locations:
 Deliver scale in high-density environments

Sports Bars/Entertainment:
 Engage audiences in social environments

3PD Audience Targeting:
 Target billboards and locations indexing high towards sports fans

OLV/DISPLAY



Behavioural Audiences:
 Target audiences tuning in to the Tournament and have a high propensity to buy your brand.

Custom Keywords:
 Build a highly-tailored list of keywords to build a Custom Audience and activate Contextual Targeting.

Retail:
 Target audiences who have purchased your brand regularly or have a high likelihood of being a sports fan.

Player-Event Retargeting: Capture and retarget exposed audiences

Incremental Reach

Brand Lift

Business Outcomes

IBI & Pulse Monitoring

Retail Sales Attributions

Path-to-conversion

Maximize the moment with omnichannel impact throughout Summer 2026

MARCH

Leading up to the playoffs



APRIL/MAY

Surrounding the playoffs



JUNE

Post playoffs



Recommended Budget & Activation Framework

25%



Objective:

Drive awareness and consideration of your brand while audiences are getting ready for the games

Channels:

CTV, OLV, Mobile & Audio

Targeting:

Behavioural Audiences, Contextual Targeting, Interest Categories

55%



Objective:

Maximize impact during peak fan attention and engagement

Channels:

CTV, DOOH, OLV, Mobile & Audio

Targeting:

- High-impact placements during game days across CTV, DOOH and Audio
- Audience targeting for OLV and Mobile

20%



Objective:

Extend reach and drive efficiency after peak moments

Channels:

OLV, Display & Mobile

Targeting:

- Retarget audiences exposed during playoff moments
- Target Tournament audiences to grow your reach beyond just 'Sports Fans' audiences

Why The Trade Desk for your 2026 Tournament Activation?

-  Leverage Player-Event Retargeting to re-engage fans across household devices
-  Access 2026 Tournament inventory via Programmatic Guaranteed and always-on PMP deals
-  Target custom Tournament audience segments and content strategies unique to The Trade Desk
-  **ADDED VALUE:** Free managed service available
-  **ADDED VALUE:** Post-campaign wrap up report and insights provided at end of the flight





 theTradeDesk®

THANK YOU