

RL Insights

World Cup Influencers

World Cup Influencers

CHINA

4. He Sheng
5. 歪果仁研究协会
6. 王室小饺子
7. 解说员张少楠
8. 毒角 SHOW
9. 玲子reiko

INDIA

11. Sanket
12. Awez Darbar
13. Zaid Darbar
14. Tanvi Shah
15. Mr MNV

THAILAND

17. Antihero Thailand
18. NR Sports
19. Main Stand
20. Wisart Sinpongson
21. Knobsanam
22. Phakjira Jirawattanaphan

JAPAN

24. Kohalon Tokyo
25. Shige Tabi
26. POMI

KOREA

28. KWAKTUBE
29. Shootforlove
30. U-YO
31. JK Jean Kwon
32. Hamzy

INDONESIA

34. Yuda / Anak Gwang Production
35. Afif Xavi
36. Kidiketids
37. Cementatos
38. Justinus Lhaksana
39. Kartika Berliana

MENA

41. Al-Dahih
42. Mamdouh Nasrallah
43. Ahmed Ezzeldin
44. Tamar Badawy
45. Marwan Serry
46. Shima Saber

China

World Cup Influencers

RL Insights



He Sheng



@何胜0423

1.27M FOLLOWERS

ORIGIN

Football fan, who became an influencer by posting football-related content

CONTENT VERTICAL

Football

CONTENT

Interviews with fans, his time in Qatar, content on players

BRAND AFFILIATION

Hisense, 伊利亚慕希, Vivo

CONTENT CREATION LOCATION

On-site



▲ TOP FWC POST

9.6m VIEWS

@歪果仁研究协会



歪果仁研究协会

8.27M FOLLOWERS



歪果仁研究协会

4.03M FOLLOWERS

ORIGIN

They are a group of content creators who do videos exploring the cultural differences between China and other countries

CONTENT VERTICAL

Lifestyle, football

CONTENT

How he follows the World Cup, interviews with locals, Qatar's local customs, Chinese culture

BRAND AFFILIATION

Hisense, Huawei, Lancome

CONTENT CREATION LOCATION

On-site



世界杯的冠军属于梅西



90k
ENGAGEMENTS

475k
LIKES

▲ TOP FWC POST



我来这里的意义
就是能看到C罗

RL Insights

@王室小饺子



王室小饺子
15.35M FOLLOWERS



王室小饺子
684k FOLLOWERS

ORIGIN

“Little prince” of Qatar. His videos of watching the opening match in Qatar went viral in China.

CONTENT VERTICAL

Lifestyle

CONTENT

His experience at the World Cup, his daily life in Qatar

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

On-site



吉祥物小王子
入驻抖音啦

实力宠粉

▲ TOP FWC POST

3.7m
LIKES

1.3+m
ENGAGEMENTS

RL Insights

@解说员张少楠



解说员张少楠

379k FOLLOWERS

ORIGIN

Gained followers by sharing dub videos

CONTENT VERTICAL

Football, travelling, UFC, NBA, music

CONTENT

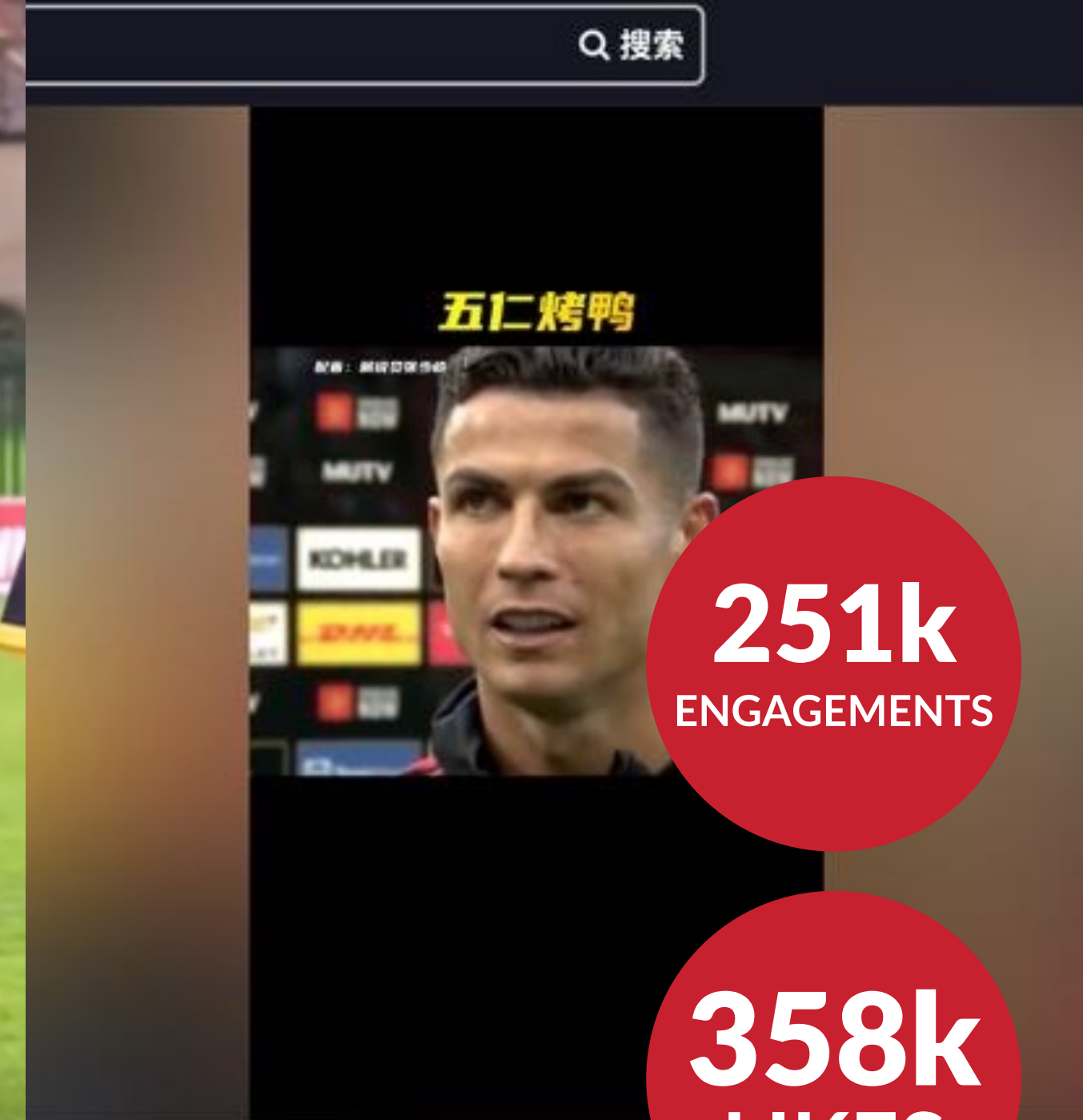
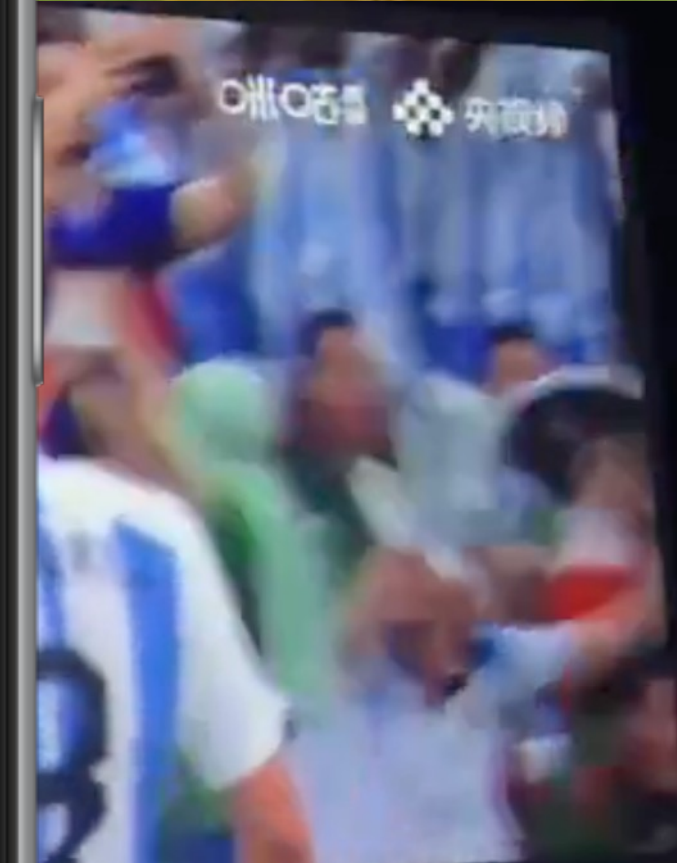
Dubbed videos, commentary on matches

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site



251k
ENGAGEMENTS

358k
LIKES

▲ TOP FWC POST

@毒角SHOW

毒角SHOW
27.46M FOLLOWERS

ORIGIN

Started creating content about living abroad

CONTENT VERTICAL

Lifestyle, football

CONTENT

Live videos, experience at Qatar

BRAND AFFILIATION

Hisense, Budweiser, 上汽大通
MAXUS, Mengniu

CONTENT CREATION LOCATION

On-site



▲ TOP FWC POST

32k
ENGAGEMENTS

RL Insights

@玲子reiko

 玲子reiko
7.16m FOLLOWERS

 玲子reiko
1.52m FOLLOWERS

 玲子reiko
1.78m FOLLOWERS

 玲子reiko
1.59m FOLLOWERS

ORIGIN

She became an influencer due to her travel and food-related content on social media platforms

CONTENT VERTICAL

Food, travel

CONTENT

Her experience in Qatar

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

On-site



73k
SHARES

1.2m
LIKES

▲ TOP FWC POST

这是第一

最后一场比赛了

India

World Cup Influencers

RL Insights



Sanket

 **@sankett25**
913K FOLLOWERS

ORIGIN

Content creator, who began posting fashion-related videos

CONTENT VERTICAL

Lifestyle, dance, fashion

CONTENT

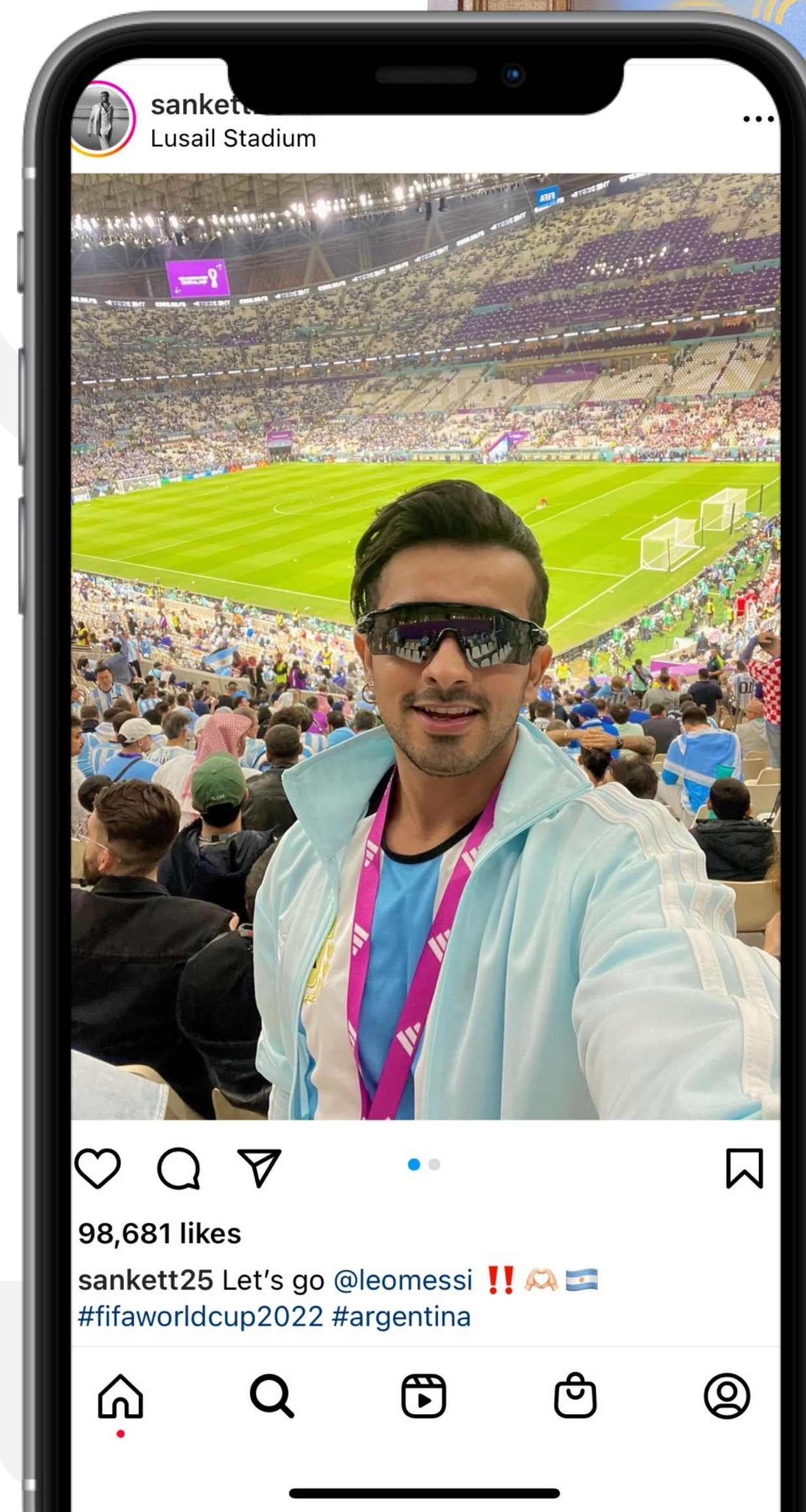
Transition reels, photos of the World Cup, IG stories

BRAND AFFILIATION

Adidas

CONTENT CREATION LOCATION

On-site



86.4k
LIKES

▲ TOP FWC POST



RL Insights

Awez Darbar

 @awez_darbar
26.4M FOLLOWERS

ORIGIN

Started posting dance videos, that became popular

CONTENT VERTICAL

Lifestyle, dance, fashion

CONTENT

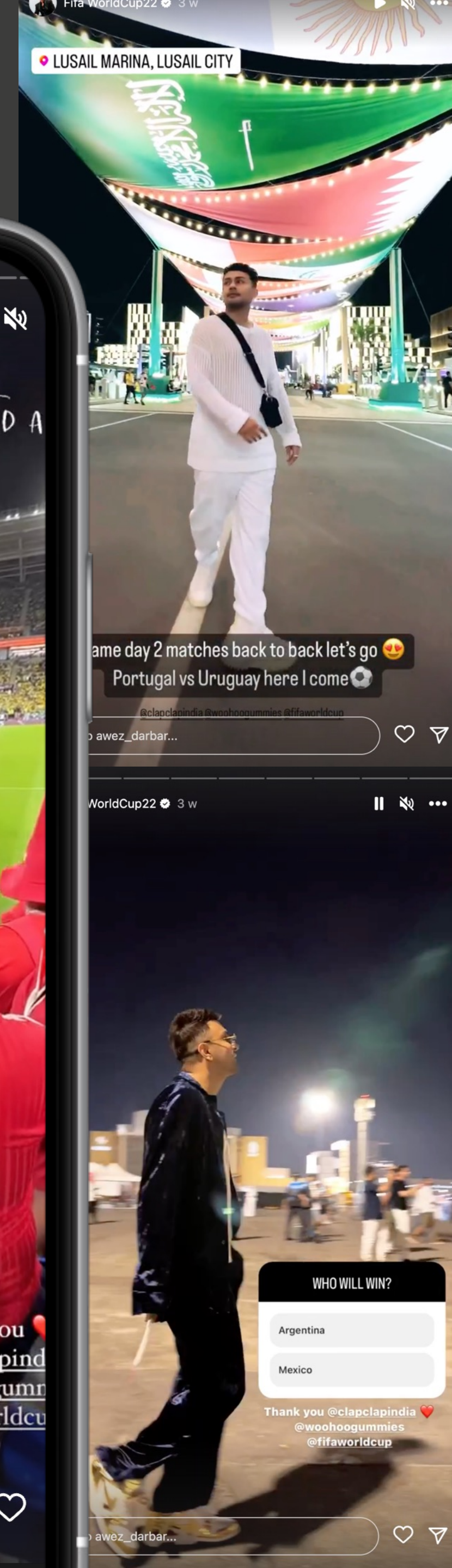
Reels about his journey to watch the World Cup, IG stories

BRAND AFFILIATION

Woohoo Gummies

CONTENT CREATION LOCATION

On-site



1.1m
LIKES

▲ TOP FWC POST

 RL Insights

Zaid Darbar

 @zaid_darbar
4.3M FOLLOWERS

ORIGIN

Became an influencer due to the popularity of his dance videos

CONTENT VERTICAL

Lifestyle, dance, fashion

CONTENT

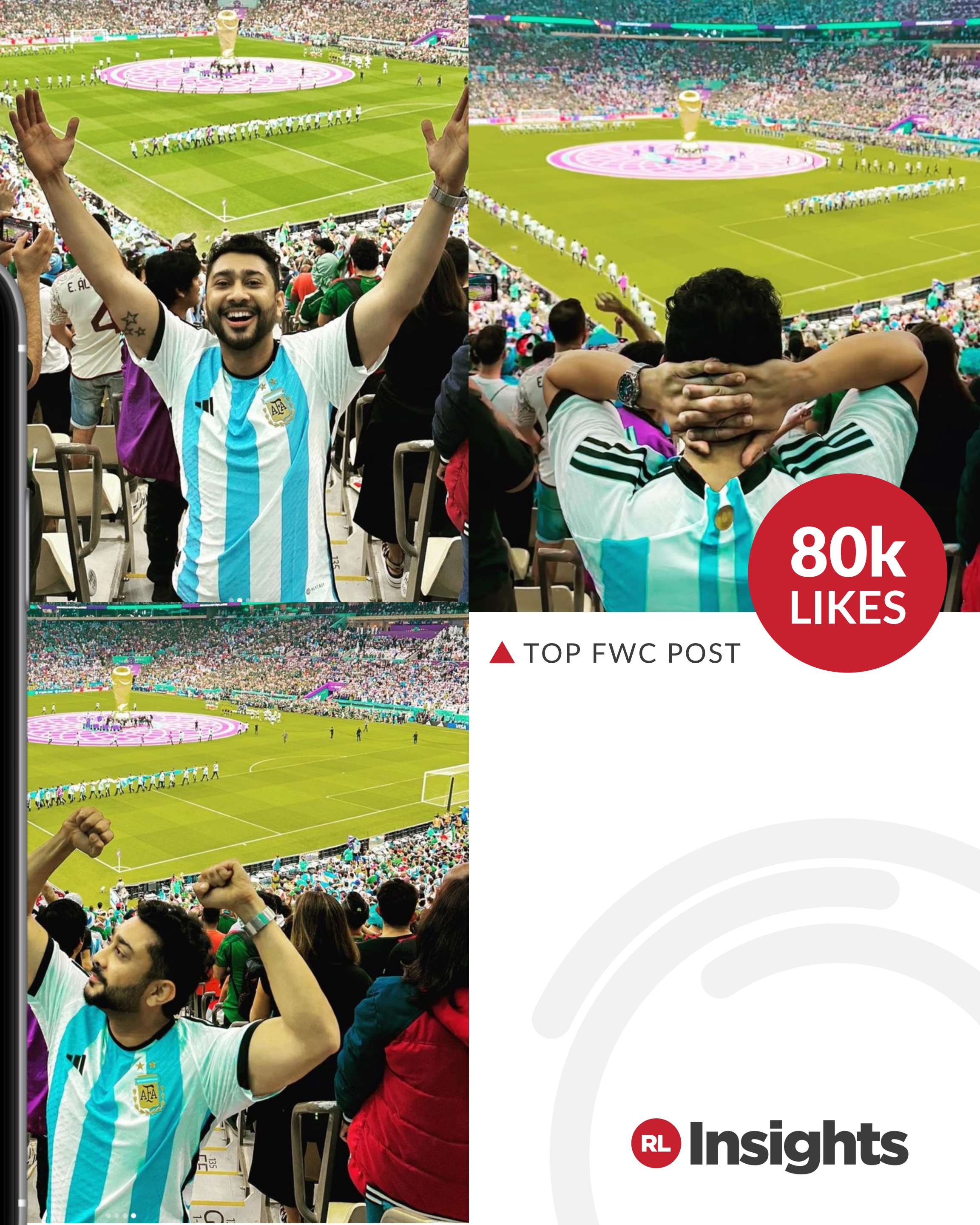
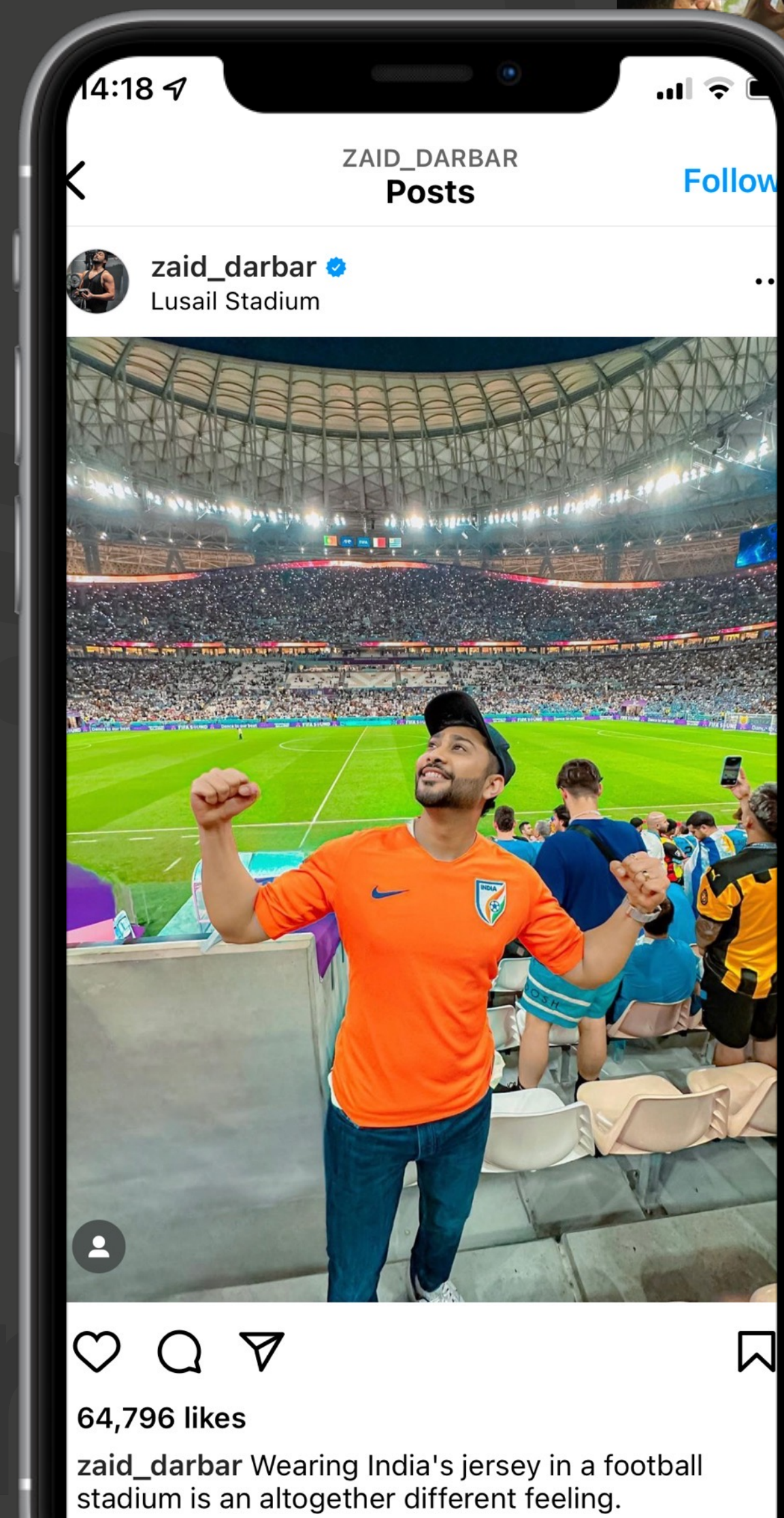
Photo content of his time at the World Cup

BRAND AFFILIATION

Woohoo Gummies

CONTENT CREATION LOCATION

On-site



Tanvi Shah

 @tanvishah91
109K FOLLOWERS

ORIGIN

Former Indian junior tennis player, who turned into a TV presenter/influencer

CONTENT VERTICAL

Fashion, lifestyle

CONTENT

Documenting her experience of watching the World Cup

BRAND AFFILIATION

Budweiser

CONTENT CREATION LOCATION

On-site

15.1k
VIEWS

TOP FWC POST



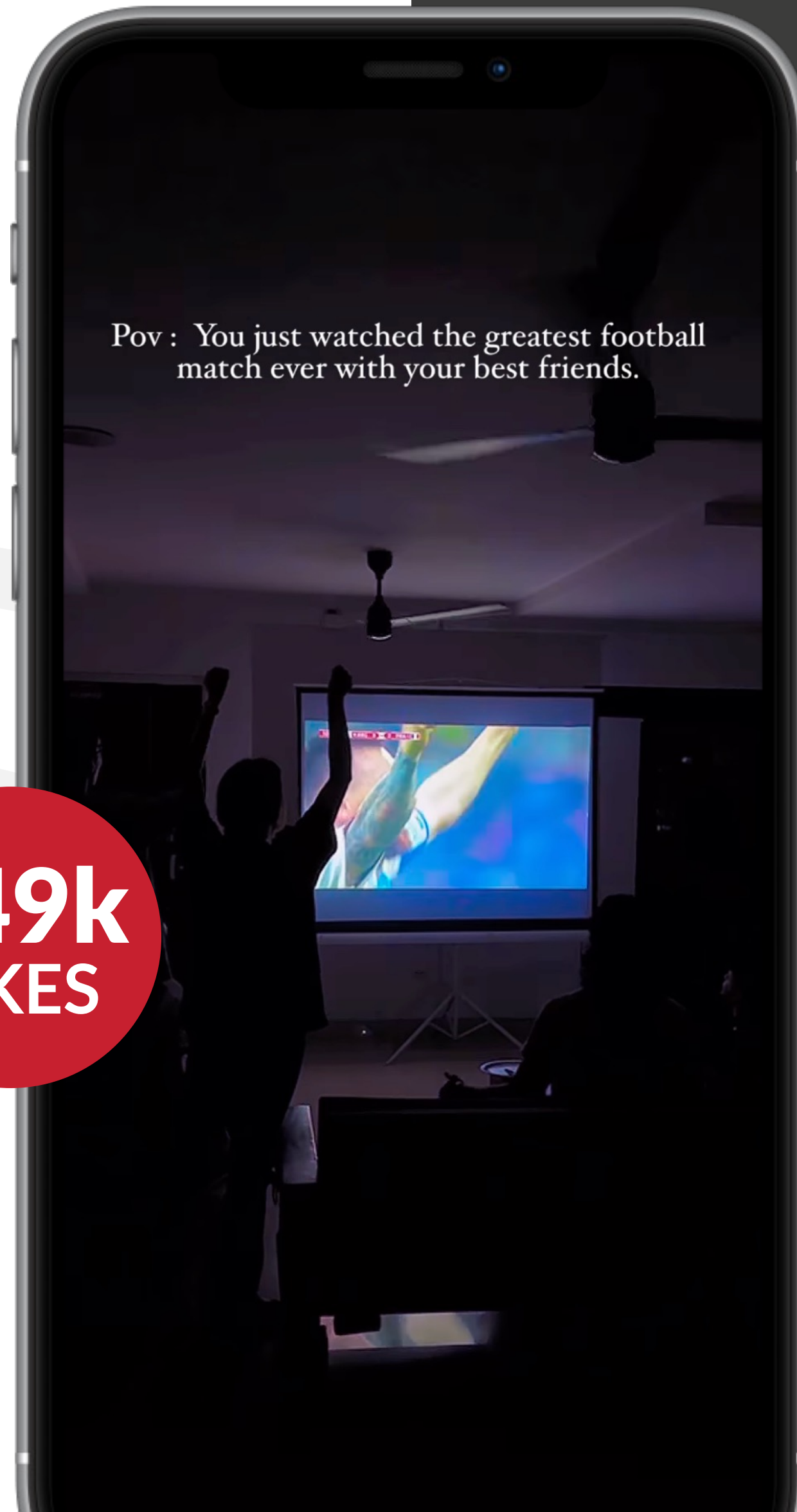
Mr MNV



[@mr.mnv](#)
1.8M FOLLOWERS



[@manavchhabra](#)
850K SUBSCRIBERS



149k
LIKES

TOP FWC POST ▶

ORIGIN

Gained popularity through his dance and fashion videos

CONTENT VERTICAL

Lifestyle, dance, fashion

CONTENT

Regular IG stories and clips on watching the World Cup

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site

Thailand

World Cup Influencers

RL Insights



Antihero Thailand

 @MyQuestOFFICIAL
833k FOLLOWERS

 @antihero thai_official
357k FOLLOWERS

ORIGIN

Actor who retired in 2014 and became a game streamer and content creator

CONTENT VERTICAL

Football, food, game, lifestyle, entertainment

CONTENT

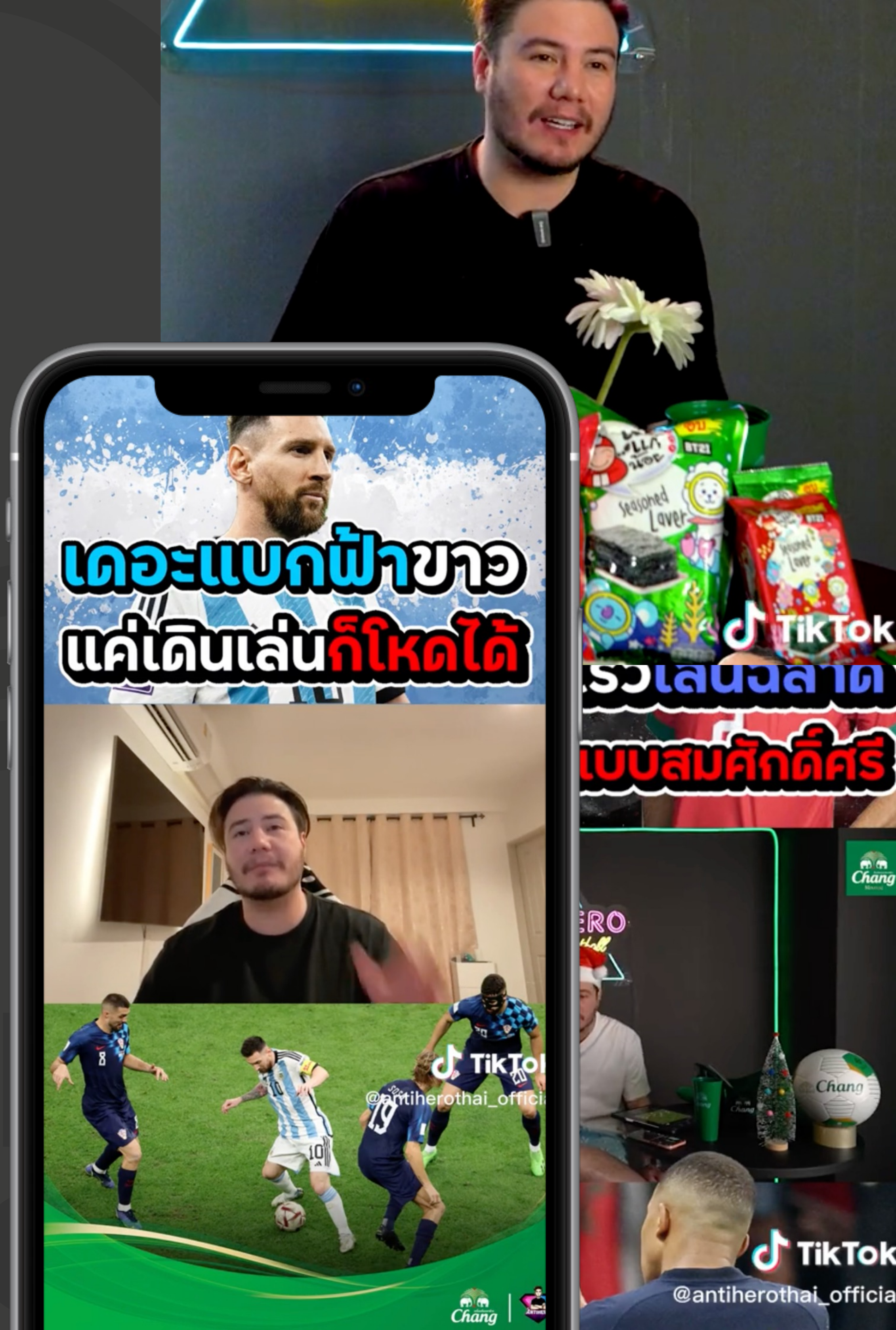
Match previews, post-match live streaming, post-match talk with friends

BRAND AFFILIATION

HESE (skincare), Chang, FLET, Toshiba

CONTENT CREATION LOCATION

Off-site



554k
VIEWS

36k
LIKES

▲ TOP FWC POST

1.5m
COMMENTS



NR sports

 @NRsportsRadio2015
1.16M FOLLOWERS

 @nrsports
509.01k FOLLOWERS

ORIGIN

Gained popularity through dubbing/funny commentary on football highlights and parody songs about football

CONTENT VERTICAL

Football

CONTENT

Pre- and post-match live streaming, shorts and reactions

BRAND AFFILIATION

FPS Thailand, TrueVisions (TV operator), Suzuki, Pure Health, Thaivivat Insurance

CONTENT CREATION LOCATION

Off-site



แข่งเกมฟุตบอลโลก
ฝรั่งเศสทำได้
ปึงกับอาร์เจนตินา 1/3



เศส2-0โมร็อกโก
TikTok @nrsport

617
COMMENTS

◀ TOP FWC POST

68k
REACTIONS

1.8k
SHARES

Main Stand

 @MainStandTH
952k FOLLOWERS

 @MainStandTH
555k FOLLOWERS

 @mainstand2018
303k FOLLOWERS

ORIGIN

Group of sports/football reporters, who moved from offline to online. They were one of the first ones in Thailand to create podcast content on football

CONTENT VERTICAL

Football, sports, news, lifestyle, entertainment

CONTENT

Original articles, stats, quotes, news, gossips and podcast

BRAND AFFILIATION

Mama (food producer), Tyson (food producer), Farmhouse (food producer), Leo (brewery), Seiko (watch manufacturer), Ari (football equipment seller)

CONTENT CREATION LOCATION

Off-site



Footballista
Qatar 2022

กฎการฉลองประตู

MAIN STAND

155k VIEWS

14k REACTIONS

259 COMMENTS

▲ TOP FWC POST

1.1k SHARES

WORLD CUP 2022 · QUARTER-FINALS

TikTok @mainstandth2

RL Insights

Wisarut Sinpongsapon



@jingjungfootball
362k FOLLOWER

ORIGIN

News reporter, who started analysing football matches, which received high engagement

CONTENT VERTICAL

Football, sports news, lifestyle

CONTENT

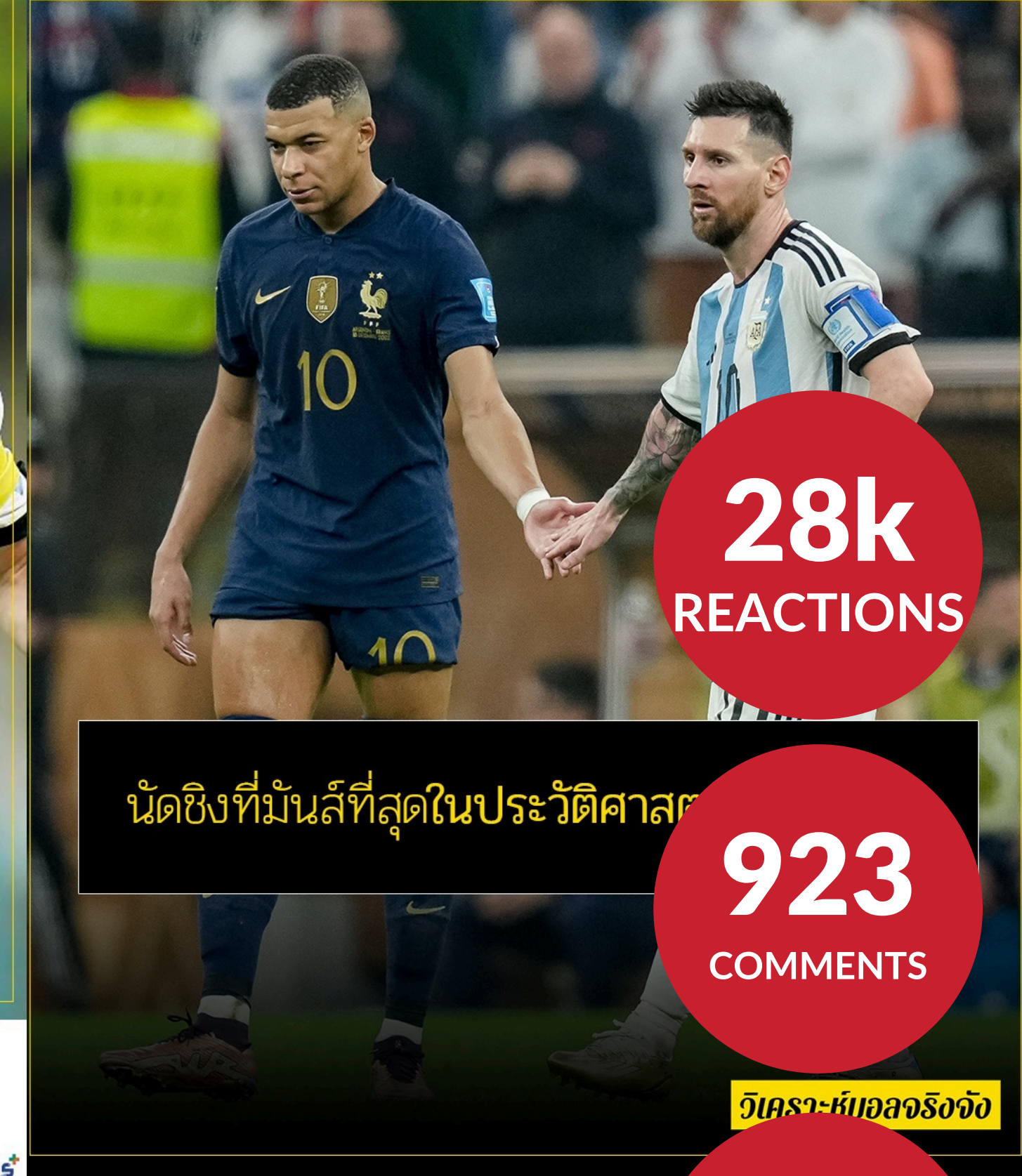
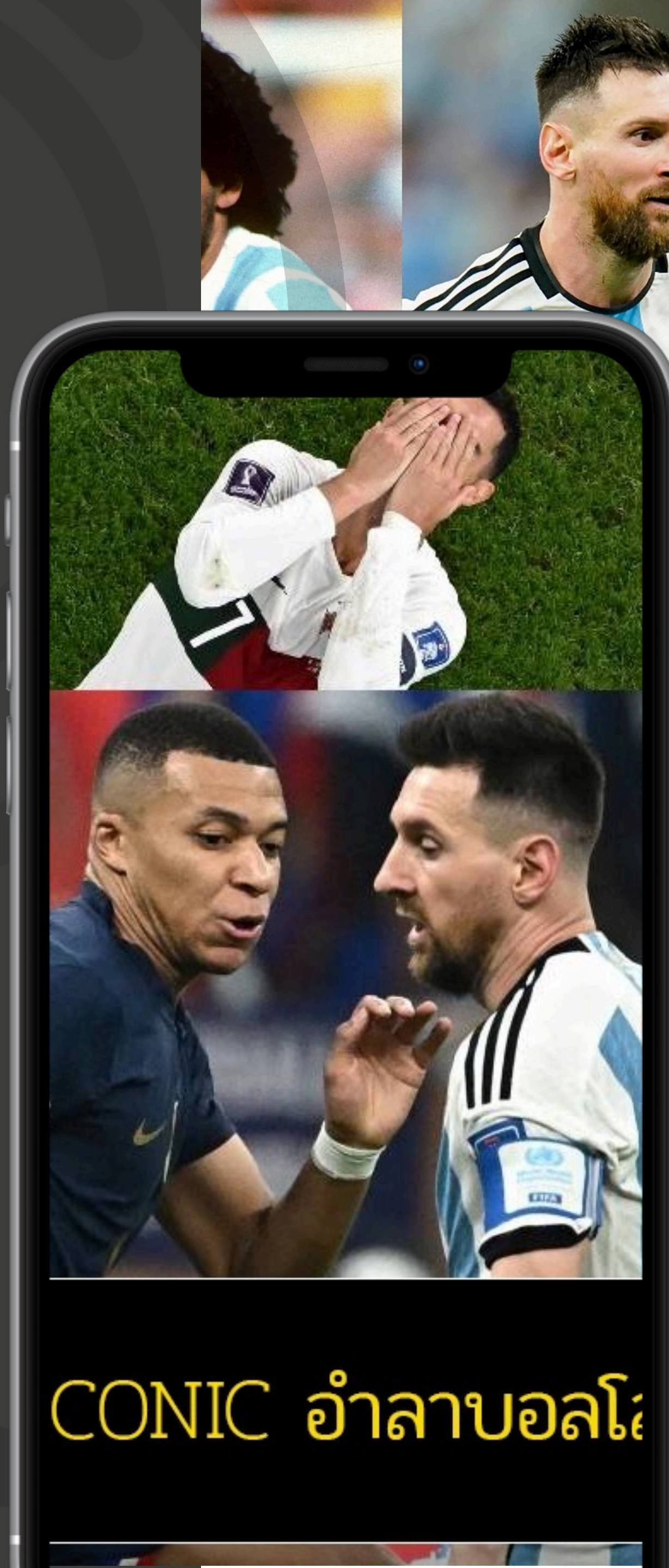
Original articles

BRAND AFFILIATION

SCB (Siam commercial bank), TTB (TMBThanachart Bank), Singha, KFC, Blockdit (news), Samsung, Suzuki, Tyson (food producer), Thailand post

CONTENT CREATION LOCATION

Off-site



▲ TOP FWC POST

7.4k
SHARES

RL Insights

Khobsanam

 **@khobsanam**
5.1M FOLLOWERS

 **@Khobsanam**
3.5M FOLLOWERS

 **@khosanam**
524k FOLLOWERS

ORIGIN

Started doing dubbing/funny commentary on football highlights and became an influencer

CONTENT VERTICAL

Football, lifestyle

CONTENT

Articles, stats, quotes, news, gossips, video and shorts

BRAND AFFILIATION

Chang, Useful food, Suzuki, Clear (hair care), GSB (Government saving bank), PUBG Mobile, Advice (electronical devices), Supersports (sports equipments), Shell, Isuzu, Lactasoy, Noc Noc (home products)

CONTENT CREATION LOCATION

Off-site



157k
REACTIONS

1.8k
COMMENTS

▲ TOP FWC POST

7.2k
SHARES



Phakjira Jirawattanaphan



@ @ดูลบอลแบบแฟร์แฟร์
63k FOLLOWERS



@user-mn7mc6ce3d
11.4k FOLLOWERS



@faairq
12k FOLLOWERS



@fairfairfootball
19.3k FOLLOWERS

ORIGIN

She began her career as a guest of other influencers, and due to her popularity among fans she started her own channels in 2019

CONTENT VERTICAL

Football, lifestyle

CONTENT

Stats, quotes, preview & review, news, gossip, video, livestream

BRAND AFFILIATION

VISA, Budweiser, Supersports, Adidas, Central Retail, Top Golf

CONTENT CREATION LOCATION

Off-site



2.6k
REACTIONS

299
COMMENTS

25
SHARES

▲ TOP FWC POST

Japan

World Cup Influencers

 **Insights**



Kohalon Tokyo



@KOHALONTOKYO
108k SUBSCRIBERS



@kohalon
17.5k FOLLOWERS



@Kohalon
70.2k FOLLOWERS



@kohalon
60.4k FOLLOWERS

ORIGIN

Content creator, who started posting gaming content playing FIFA

CONTENT VERTICAL

Football, gaming

CONTENT

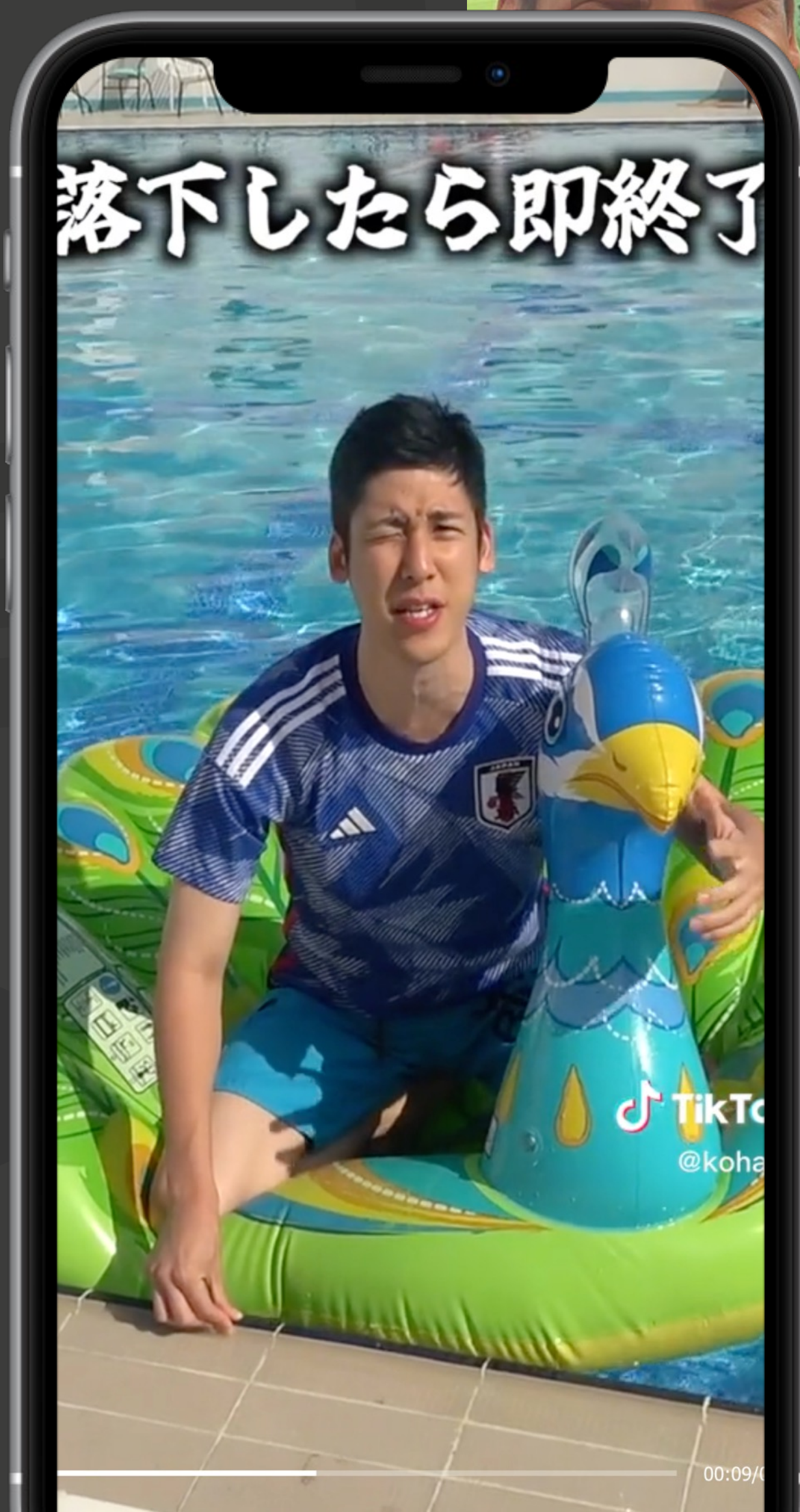
Interviews with local supporters, vlog in Qatar

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

On-site



▲ TOP FWC POST

45k
LIKES



Shige Tabi

Japanese Traveller SHIGE



@ShigeTravel
241k SUBSCRIBERS



@shigehiroyama
8.7k FOLLOWERS



@shigehiroyama
14k FOLLOWERS

ORIGIN

Content creator, who became popular for creating travel-related content

CONTENT VERTICAL

Travel

CONTENT

Travel and football vlog in Qatar

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

On-site



703k
VIEWS

▲ TOP FWC POST

RL Insights

POMI

 @pomi0423
9.5k FOLLOWERS

 @pomi0423
18.3k FOLLOWERS

 @pomi0423
45k FOLLOWERS

 @pomi0423
8k SUBSCRIBERS

ORIGIN

She gained popularity for her content on football and Cerezo Osaka, a Japanese football club

CONTENT VERTICAL

Football, vlog, fashion, cosmetics

CONTENT

Vlogs, photos, Q&A on the World Cup

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

On-site



303.1k
LIKES

▲ TOP FWC POST

3.4m
VIEWS

Korea

World Cup Influencers

 **Insights**



KWAKTUBE

 @JBKWAK
1.18M SUBSCRIBERS

ORIGIN

Began his career as a travel YouTuber by posting videos of his travels around the world

CONTENT VERTICAL

Football, lifestyle, travel

CONTENT

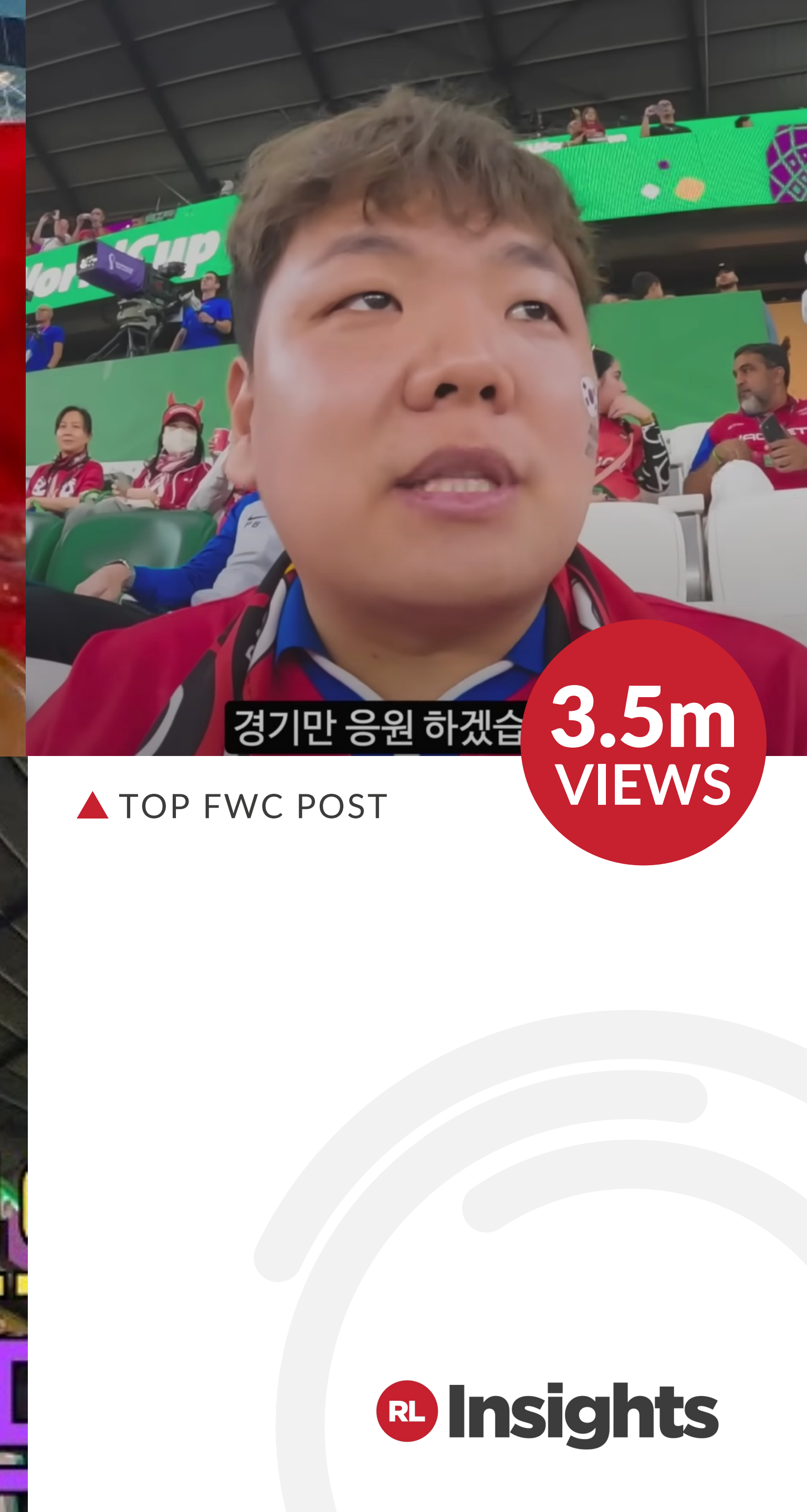
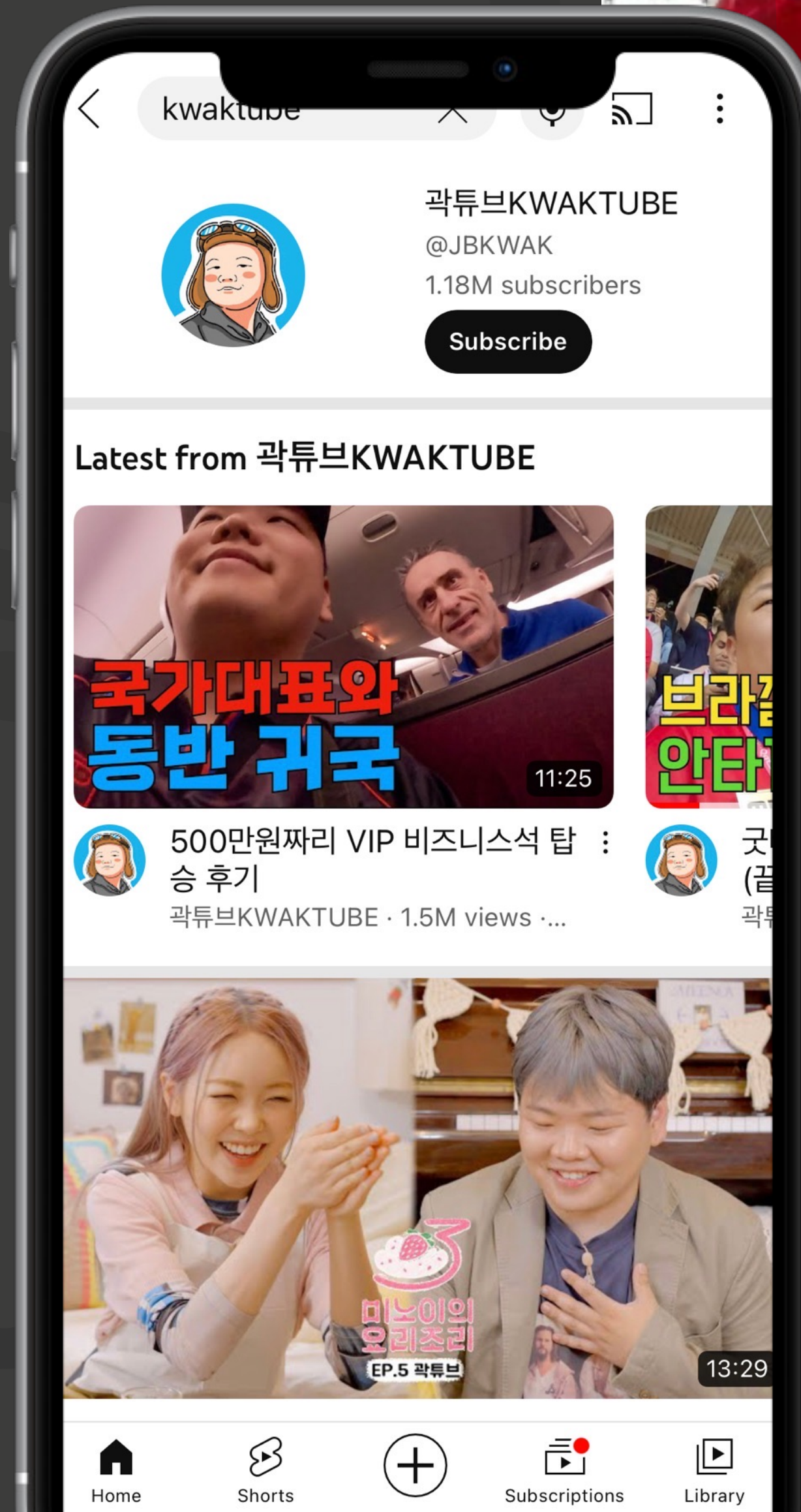
Videos about his time in Qatar and his journey back home with the Korean National Team on the same plane

BRAND AFFILIATION

MBC (local TV channel)

CONTENT CREATION LOCATION

On-site



Shootforlove

 @shootforlovekorea
1.4M SUBSCRIBERS

ORIGIN

Started doing “Mission Impossible with Football Stars” videos, that received high engagement

CONTENT VERTICAL

Football

CONTENT

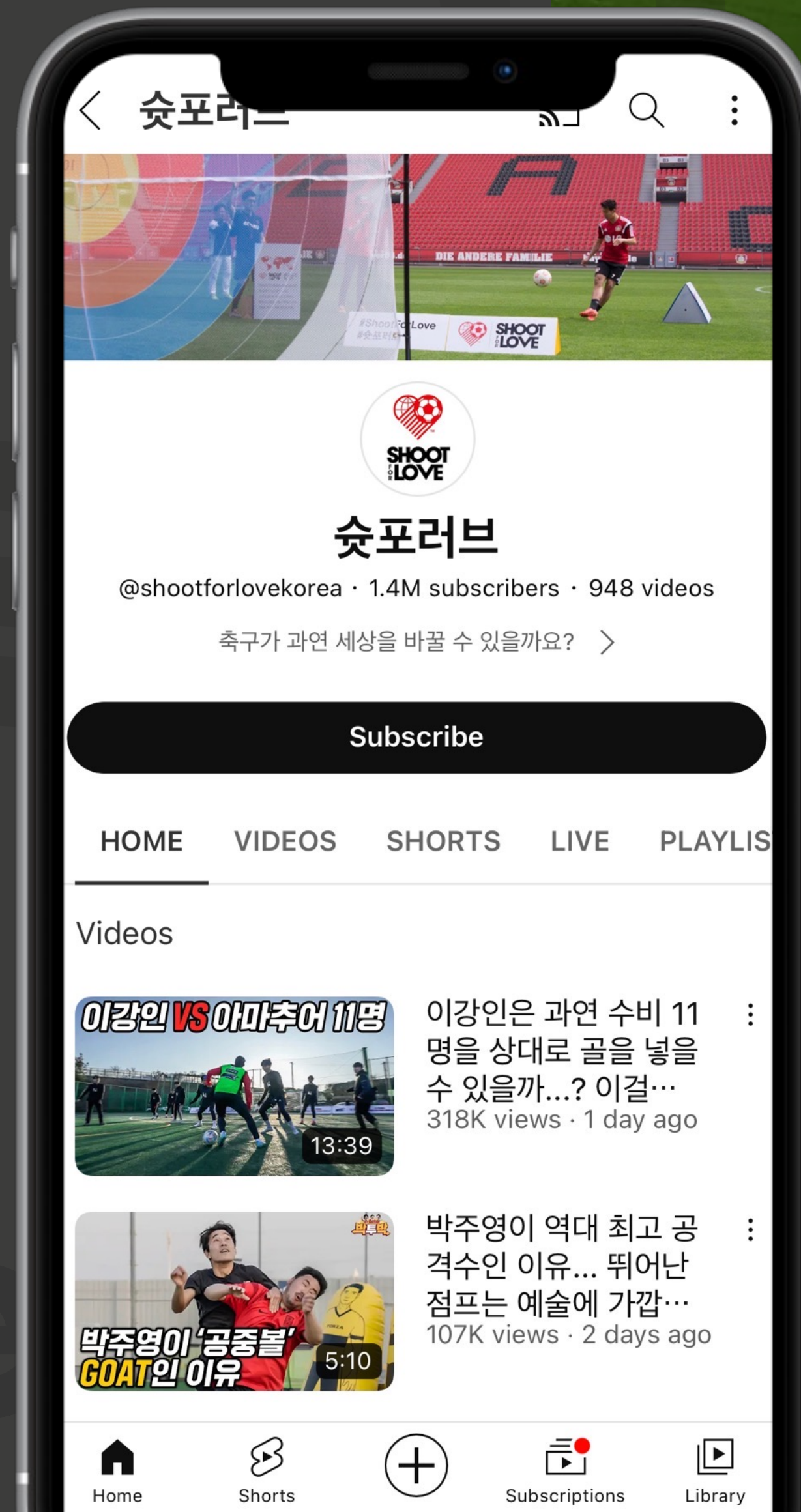
Made various videos related to the World Cup and featured former stars, like Jisung Park and Chu-young Park

BRAND AFFILIATION

SBS (local broadcaster)

CONTENT CREATION LOCATION

On-site



**2.4m
VIEWS**

▲ TOP FWC POST



U-YO

 @U-YO
34.9k SUBSCRIBERS

ORIGIN

Began posting lifestyle-related videos, e.g. book and movie reviews, history, TV dramas, that are presented in a song or short animation format

CONTENT VERTICAL

Lifestyle, hobbies

CONTENT

Summary of the World Cup

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site



2.3m
VIEWS

▲ TOP FWC POST

U-YO

JK Jean Kwon

 @JKartsoccer
749k SUBSCRIBERS

ORIGIN

Former football player, who became a freestyler and started posting trick and skill instruction videos

CONTENT VERTICAL
Football

CONTENT

Analysis of players' techniques, e.g. how players dribble, why someone couldn't block a penalty

BRAND AFFILIATION
n/a

CONTENT CREATION LOCATION
Off-site



▲ TOP FWC POST

309k
VIEWS

Hamzy (Ham Ji Hyung)

 [@WanderingHamzy](#)
0.77M SUBSCRIBERS

 [@hamzy_1990](#)
0.55M FOLLOWERS

ORIGIN

She started posting videos of her meals, known as Meokbang in Korea, which made her popular

CONTENT VERTICAL

Food, travel

CONTENT

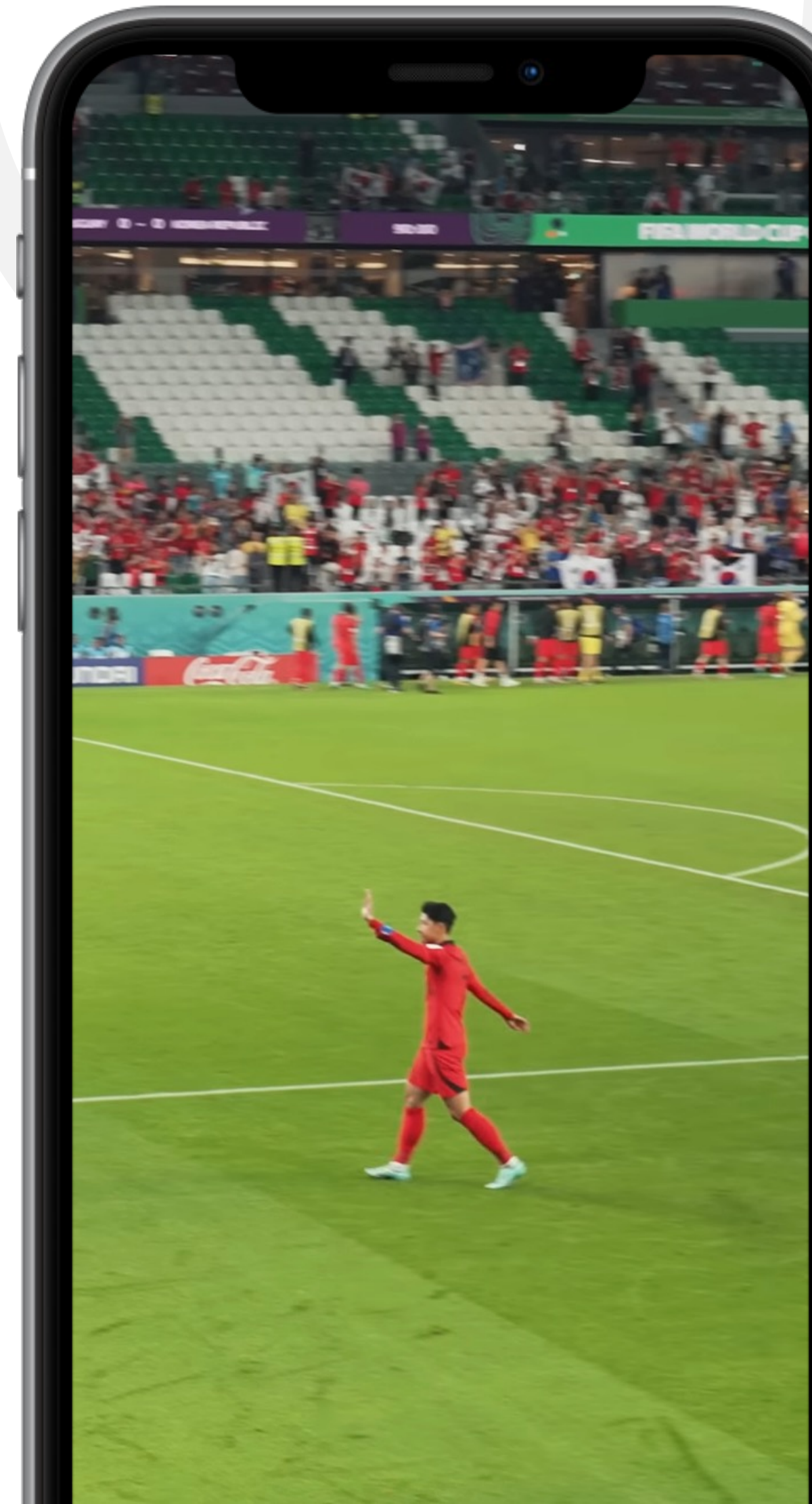
Experience at the World Cup, sights in Qatar

BRAND AFFILIATION

Contentsfly (translation service)

CONTENT CREATION LOCATION

On-site



364
COMMENTS

0.27m
VIEWS

▲ TOP FWC POST

11.5k
LIKES

 RL Insights

Indonesia

World Cup Influencers



Yuda / Anak Gwang Production

 @yudarawk
10.6k FOLLOWERS

 @anakgawangpro
182.1k FOLLOWERS

ORIGIN

Football fan, who initially displayed his collection of team jerseys to his followers. Later, he began conducting social experiments with his followers, such as having them guess the names of players and logos of teams.

CONTENT VERTICAL

Football

CONTENT

Monologue content: Updates and previews about World Cup matches

Discussing the World Cup with followers via video calls

Vox pop content, asking people about football

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site



▲ TOP FWC POST

Afif Xavi



@afifxavi
92.3k FOLLOWERS



@afifxavi
223.2k FOLLOWERS

ORIGIN

Stand-up comedian

CONTENT VERTICAL

Football, travel

CONTENT

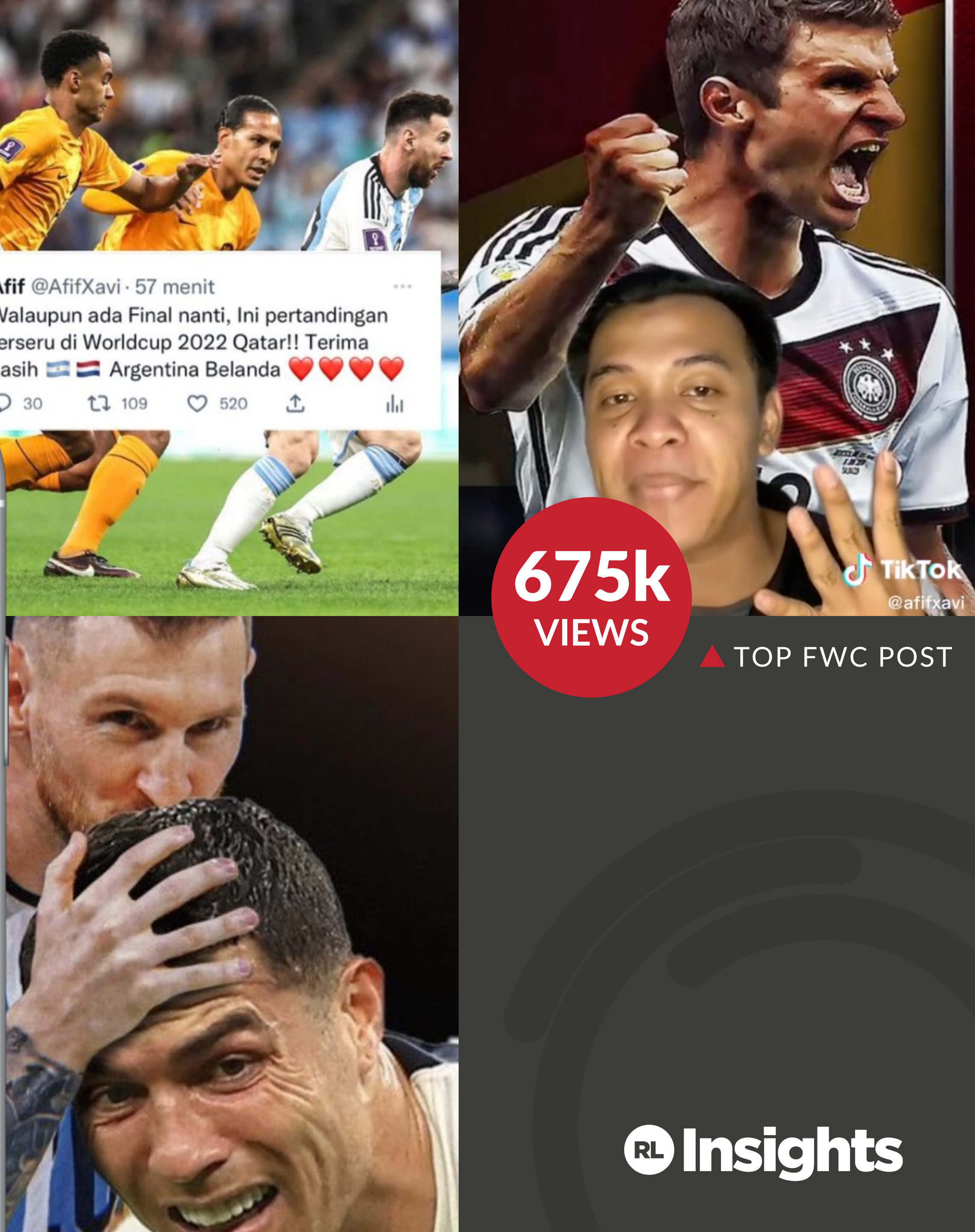
Updates, highlights and previews about the World Cup matches

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site



Kidiketids

 @kidiketids
199k FOLLOWERS

 @kidiketids
2.7M FOLLOWERS

 @Kidiketids
2.7M FOLLOWERS

ORIGIN

Two football fans, who started making funny voiceover videos when the pandemic started

CONTENT VERTICAL

Football

CONTENT

Dubbed football videos with funny comments

BRAND AFFILIATION

NexParabola (digital TV), PizzaHut, GrabMart (goods delivery), MaazGrooming (beauty products)

CONTENT CREATION LOCATION

Off-site



14m
VIEWS

KIDIKETIDS
Ghaffar & Naufal

 TikTok
@kidiketids

▲ TOP FWC POST



Cementators

 @Cementator
121k FOLLOWERS

 @cementators
380k FOLLOWERS

 @cementators
109k FOLLOWERS

ORIGIN

No information available, they only post animated videos

CONTENT VERTICAL

Football

CONTENT

Dubbed football videos with a playful tone and their own creative animation videos

BRAND AFFILIATION

Phillips Future Trading, AVO Life (beauty products), Kahf (beauty products), Total Football Mobile

CONTENT CREATION LOCATION

Off-site



Justinus Lhaksana

 [@coachjustinl](#)
153k FOLLOWERS

 [@coachjustinl28](#)
141.3k FOLLOWERS

 [@JustinusLhaksana28](#)
493k SUBSCRIBERS

ORIGIN

Futsal coach, whose videos became popular due to the direct and blunt language that he uses to express his opinion about football

CONTENT VERTICAL

Football

CONTENT

- Previews and updates from World Cup matches
- Live commentary
- Ex-coach Indonesian futsal national team

BRAND AFFILIATION

Kapal Api (local Indonesian coffee), Mr. Potato (chips), Evo Cigarette, NexParabola (digital TV)

CONTENT CREATION LOCATION

Off-site



▲ TOP FWC POST



Kartika Berliana

 @kartikaberlianaofficial
568k FOLLOWERS

 @kartberlkabel
473.8k FOLLOWERS

 @MSPORTSID
26.9k SUBSCRIBERS

ORIGIN

Her career began as a model, but she later transitioned into creating content centered around fitness and eventually became a sports MC

CONTENT VERTICAL

Lifestyle

CONTENT

Live reactions on World Cup matches

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site



▲ TOP FWC POST

MENA

World Cup Influencers

 **Insights**



Al-Dahih

 @Da7ee7
2.8M FOLLOWERS

 @Da7eee7
499k FOLLOWERS

 @Da7ee7
1.74M SUBSCRIBERS

ORIGIN

Egyptian researcher and YouTube content creator

CONTENT VERTICAL

Science, mathematics, astronomy, archaeology and sports

CONTENT

Interviews, reviews about the World Cup

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

Off-site



45k
LIKES

2k
COMMENTS

907k
VIEWS

▲ TOP FWC POST

Mamdouh Nasrallah



@nasraqllah23

1.2M FOLLOWERS



@MamdouhNasrAllah

353k FOLLOWERS



@MamdouhNasrAllah

1.25M SUBSCRIBERS

ORIGIN

Became an influencer through his sports and video games content

CONTENT VERTICAL

Football, games

CONTENT

Interviews, reviews, match predictions, fantasy content and videos from Qatar

BRAND AFFILIATION

n/a

CONTENT CREATION LOCATION

On-site



32k
LIKES

204k
VIEWS

▲ TOP FWC POST

Ahmed Ezzeldin



@AhmedEzzEIDin
48k FOLLOWERS



@AhmedEzzEIDin
332k FOLLOWERS

ORIGIN

Sports analyst, who became popular through his match analysis videos

CONTENT VERTICAL

Football

CONTENT

Interviews, reviews and videos from Qatar

BRAND AFFILIATION

Toshiba

CONTENT CREATION LOCATION

On-site



4.8k
VIEWS

▲ TOP FWC POST

Tamer Badawy



@tamerbadawy76
97k FOLLOWERS



@tamerbadawy76
270k FOLLOWERS



@tamerbadawy76
1.2M FOLLOWERS

ORIGIN

Football fan analysing matches

CONTENT VERTICAL

Football

CONTENT

Interviews, reviews and videos from Qatar

BRAND AFFILIATION

Toshiba

CONTENT CREATION LOCATION

On-site



6.3k
LIKES

▲ TOP FWC POST

Tamer
Badawy

Marwan Serry

 @marwanserry1
30k FOLLOWERS

 @Serrymarwan
186k FOLLOWERS

 @erza3ma3serry
978k SUBSCRIBERS

 @marwanserry
221k FOLLOWERS

ORIGIN

Football fan, who started posting FIFA gaming videos and live reactions during matches

CONTENT VERTICAL

Football, games

CONTENT

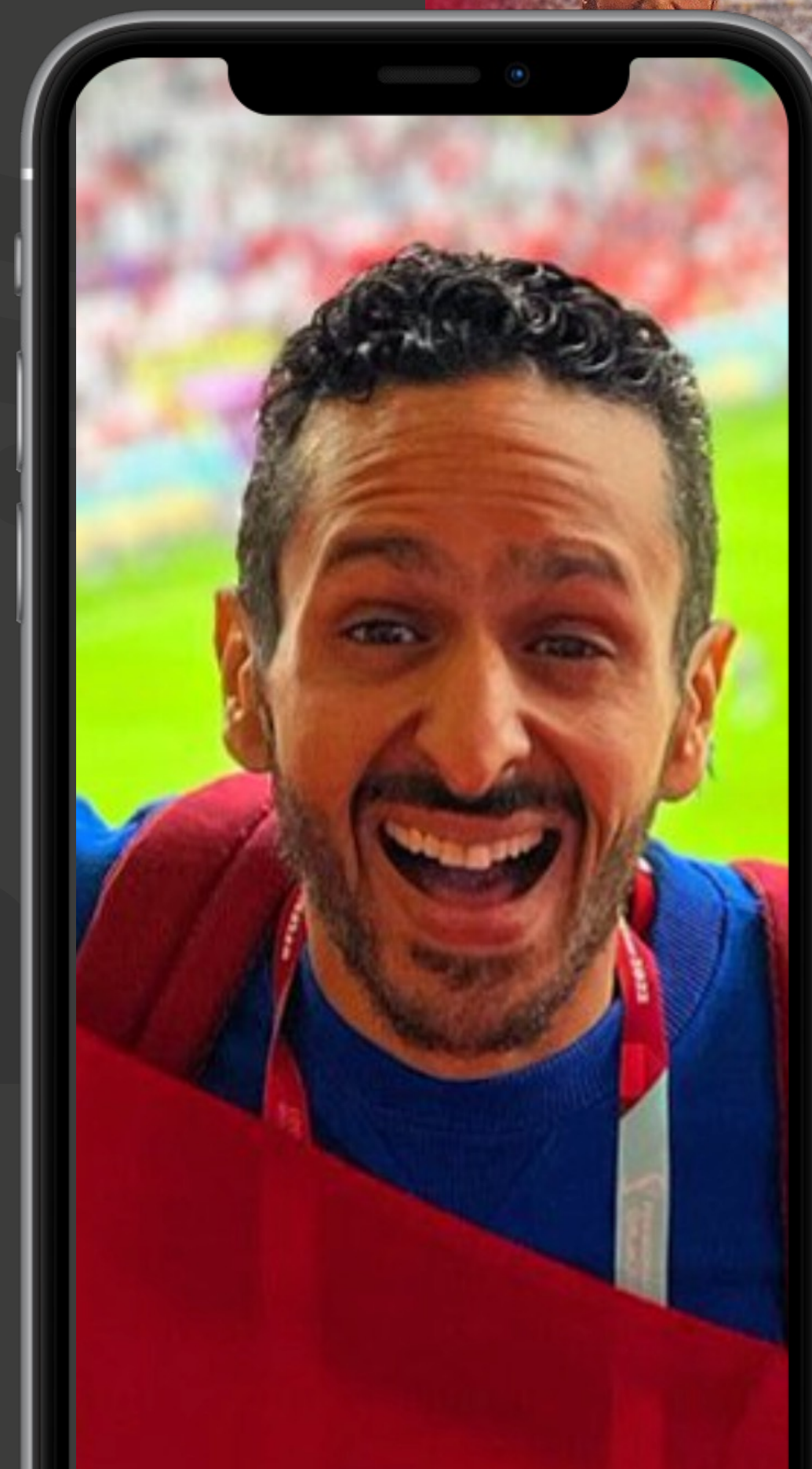
Interviews, reviews, match predictions, fantasy content and videos from Qatar

BRAND AFFILIATION

McDonald's

CONTENT CREATION LOCATION

On-site



Marwan Serry

#Qatar2022

▲ TOP FWC POST

19k
LIKES

255k
VIEWS



Shima Saber



@OfficialShimaSaber

1.4M FOLLOWERS



@_ShimaSaber

296k FOLLOWERS



@shimaasaber

1.9M FOLLOWERS

ORIGIN

She is a sports journalist who worked with various Egyptian sports channels. She later became an influencer through her sports-related content

CONTENT VERTICAL

Sports

CONTENT

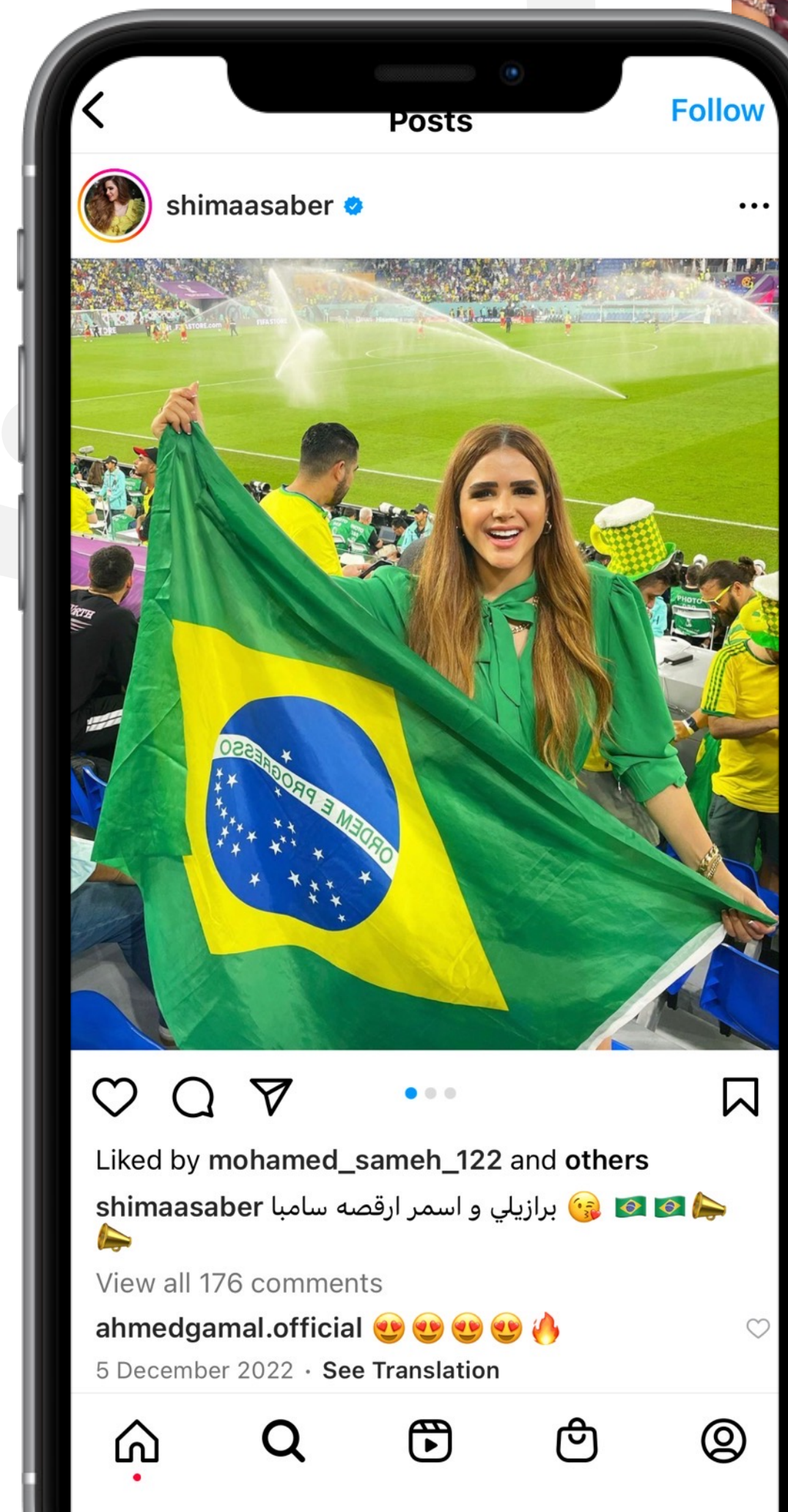
Interviews, reviews and photos of the World Cup

BRAND AFFILIATION

Talabat (food delivery service)

CONTENT CREATION LOCATION

On-site



1.6k
LIKES

▲ TOP FWC POST





London

Clarence Centre,
6 St George's Circus,
SE1 6FE

Manchester

Great Oak Farm Offices,
Mag Lane, Lymm,
Cheshire, WA13 0TF

Chengdu

Neptune Center, 566 Jitai Road,
Chengdu Hi-tech Industrial
Development Zone, Chengdu, China

Beijing

Vanke Metropolis,
No. 10 East 3rd Ring Middle Road,
Chaoyang District, Beijing, China

+44 (0)203 927 2923 info@redlanterndigitalmedia.com

www.redlanterndigitalmedia.com