

# How to beat the world cup blues

 By [Dr Nikolaus Eberl](#)

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After 31 days of football fever and the highs and lows of teams either progressing to the next round or crashing out of the 2010 FIFA World Cup, how can South Africans deal with the inevitable withdrawal symptoms of missing the games, stars and visitors alike, now that the ultimate 2010 whistle has been blown?



Because of the intense emotive engagement that hosting the FIFA World Cup evokes in the people of the hosting nation, most spectators experience an experiential loss and a sense of nostalgia once the games are over. This post-event depression was so severe in Germany 2006 that the organiser of the Berlin Fan Fest committed suicide the day after, and many a German supporter had to seek professional help in dealing with acute withdrawal symptoms.

Based on my personal experience ever since the 2006 World Cup, here are the top 10 tips on how to beat the 2010 blues:

1. Make the 2010 anthem Waka Waka your new ringtone - this way, you will feel Ayoba! every time your phone rings
2. [Keep flying the flag](#), both on the car and in the office - it will brighten your day and make for sweet memories.
3. Keep wearing the shirt, especially on Football Fridays - and the next time when Bafana enters the pitch is only a few weeks away;
4. Replay the highlights of 2010 - savour the best moments of the world cup, the opening goal by Tshabalala against Mexico, the wonder kick by Van Bronkhorst against Uruguay and the goal rush by the German machine against Maradonna and Messi;
5. Keep the habit of "public viewing" - and keep in mind that 2011 is a big sporting year: the Cricket World Cup kicks off on 19 February 2011, the Rugby World Cup will be held in New Zealand 9 September - 23 October, and the FIFA Womens' World Cup will be held in June/July next year;
6. Kick the ball - wherever you are, join your local soccer team, be it at the office, the church or even the shebeen, and start playing the beautiful game. There is little more exhilarating than the adrenaline rush when scoring the winning goal!
7. Blow the vuvuzela and don the makarapa: already the vuvuzela and makarapa have become the most popular gift items for the visiting fans and can be heard and seen all over the world. Keep expressing your love for the game!
8. Support your local team: now is the time to buy a season ticket for your local team and follow them around the country in the quest for football glory - this way you will revisit all the stadia and enjoy the true fan experience of being in the grandstand rather than sitting home alone;
9. Get ready for Banyana Banyana: chances are good that the South African women's team could win this year's African Women's Championship to be held in South Africa in October 2010 and thus qualify for the FIFA Women's World Cup 2011 in Germany. Get behind Mzansi's best women!
10. Join the Bafana Bafana Fan Club at [www.bafanafanclub.com](http://www.bafanafanclub.com) and save up for Brazil 2014!

And, whatever you do, remember the 2010 slogan "Ke nako!" - now is the time to carry forward the new found spirit of

ayobaness and show each other that Madiba was right when he called South Africa "a Nation of Champions"!



To get more information on the Post 2010 Survival Kit, email Dr Nik at [nikolaus@brandovation.com](mailto:nikolaus@brandovation.com).

## ABOUT DR NIKOLAUS EBERL

Dr Nikolaus Eberl is the author of *BrandOvation™: How Germany won the World Cup of Nation Branding* and *The Hero's Journey: Building a Nation of World Champions*. He headed the Net Promoter Scorecard research project on SA's destination branding success story during the 2010 FIFA World Cup, co-authored the World Cup Brand Ambassador Program 'Welcome 2010' and was chairperson of the inaugural 2010 FAN World Cup. Email [nikolaus@brandovation.com](mailto:nikolaus@brandovation.com) and follow [@nikolauseberl](https://twitter.com/nikolauseberl).

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