

Wolt, DoorDash and Deliveroo Debut First-Ever International Campaign Celebrating the FIFA World Cup 2026™

The first international campaign “Deliver Us To Fútbol,” created together with DoorDash and Deliveroo, captures the emotion and match-day rituals that unite fútbol fans around the world



Helsinki, 28th May 2025: Wolt, together with DoorDash and Deliveroo, today unveiled its first-ever international campaign in celebration of its role as an Official Tournament Supporter of the FIFA World Cup 2026™. For Wolt, the campaign will roll out across Germany, Norway, Finland and Denmark.

The “Deliver Us To Fútbol” campaign marks a milestone moment for the three brands, bringing them together for the first time on an international stage, celebrating the passion and match-day rituals that define fútbol for fans everywhere. The campaign will go live internationally across CTV, BVOD, paid digital, radio and social, and be brought to life locally

through activations, partnerships and events across Wolt markets, alongside Deliveroo and DoorDash in their respective regions.

As part of the international partnership with FIFA World Cup 2026™, Wolt recognises that matchdays can take over daily routines. From last-minute meal decisions to staying up late for key matches, fans often reorganise their days around fútbol. Wolt helps make those moments easier and brings joy and simplicity to everyday life, whether it's delivering snacks before kick-off, dinner during the match, or last-minute essentials to keep the night going, so fans can focus on what matters most: the tournament.

“Deliver Us To Fútbol” is an ode to the rituals of the game, following the experience of a courier partner during the FIFA World Cup™ and spotlights iconic tournament moments referenced throughout the spot for superfans. The emotional rollercoaster of the tournament inspired the many thoughtful details woven throughout the work, capturing the fervor unique to this quadrennial moment. Whether it's delivering coffee to stay up for a match, a pen for a once-in-a-lifetime autograph, or a celebratory meal to mark the win, Wolt, DoorDash and Deliveroo have it all to support fans.

Fútbol fans will also spot nods to iconic FIFA World Cup™ moments from years past, alongside appearances from FIFA World Cup™ Champion and global fútbol icon, Ricardo Kaká, FIFA Women's World Cup™ champion, Alex Morgan and international social media superstar, Khaby Lame.

From Germany to the Nordics, the campaign comes to life through local activations and partnerships, from turning living rooms into last-minute fan zones to fueling halftime refills and supporting fans through extra time, reflecting how Wolt shows up in real match-day moments, helping fans get what they need, when they need it.

Because when the FIFA World Cup™ hits, life starts to revolve around fútbol: plans shift, routines change, and every moment builds towards the next match. That's where Wolt comes in - taking care of everything around the match, so fans can go all in on it, together.

“The World Cup™ is about connection, a shared experience that brings friends and families together across homes, cities and countries,” said **Marianne Vikkula, Head of Wolt**. “At the same time, everyday life continues. We’re here to take care of the things around the match, so people can enjoy those moments together, wherever and however they’re watching.”

As excitement builds toward the FIFA World Cup 2026™, Wolt, DoorDash and Deliveroo are proud to play a role in bringing fans closer to the match. Fans should stay tuned for more surprises throughout the tournament.

About Wolt

About Wolt

Wolt is a Helsinki-based technology company with a mission to bring joy, simplicity and earnings to the neighborhoods of the world. Wolt develops a local commerce platform that connects people looking to order food, groceries, and other goods with people interested in selling and delivering them. Wolt was founded in 2014 and joined forces with DoorDash (NASDAQ: DASH) in 2022. Altogether, DoorDash operates in more than 40 countries today. You can read more on the [Wolt](#) website.

Contact details

Katia Jacoby

Global Head of Consumer Communications
press@wolt.com

Wolt Press

press@wolt.com

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