

Let's Brand It

A brief introduction to why companies sponsor.

Agenda

- Some common myths dispelled
 - Sponsorship platforms
 - Why brands sponsor
- Useful guidelines
- What I want to see as a brand owner



Myth No. 1:
Sponsorship marketing is all about
sports!!!

Sponsorship does cover Sports

LeBronn James: Two-time MVP heads to Miami with sponsors Coca-Cola, McDonalds, Nike, State Farm and Upper Deck in tow

Roger Federer: The 16-time Grand Slam champion has 10-year endorsement deals including Nike, Wilson, Rolex and Jura.



Sponsorship is also about...

- Arts & Culture
- Entertainment
- Lifestyle events
- Social causes
- Politics





Myth No. 2: Sponsorship is about a logo on a backdrop

....Brands Sponsor events for several diverse reasons

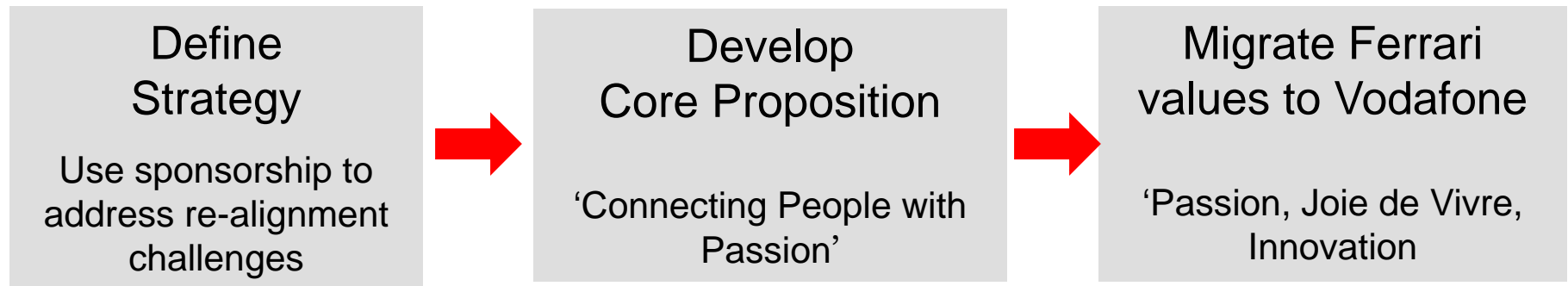
Reason 1:

We want to re-align our businesses

- In 2000, Vodafone took over D2 in Germany followed in 2003 by Omnitel, Italy.
- 3 organisations in the telco industry. 3 countries, 3 separate identities and corporate cultures



Migrating Brand Values



The Vodafone deal is thought to have been worth about £200 million to Ferrari, with the company's logo on the cars that won five successive World Championships for Michael Schumacher.



Michael Schumacher & Vodafone

- Ferrari sponsorship offered limited access and no endorsement from world championship Michael Schumacher
- Germany 'Key' Vodafone battleground post D2 takeover
- PSM negotiated contract via Willi Webber to encompass
 - Launch of Vodafone Live! (3G Service)
 - Personal Endorsement
 - Personal Appearances



Reason 2:

We want to demo our product

- Inmarsat is a supplier of voice and data satellite communications.
- Due to the difficulty of demonstrating something that is 37,000kms above the earth, they use sponsorship platforms to demonstrate the diversity of applications on their system.
 - WRC to demonstrate tracking
 - Volvo Ocean Race – Media broadcast using BGAN



Reason 3: I want to entertain people

- IBM wanted to entertain 40 of its own C-level customers, their partners and their respective account management heads
- Sounds easy? Conflicting diaries, multiple markets.
- They sponsored the VIP hospitality rights to the 3 tenors live in Verona to build a platform by which they could attract the "right type" of customer.

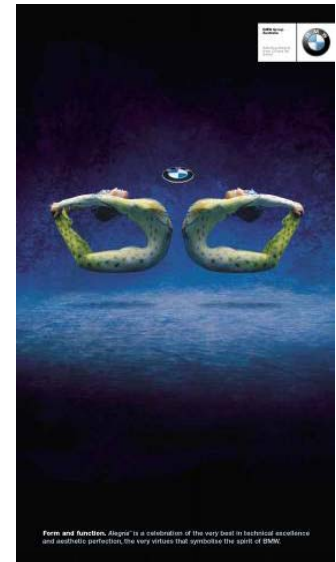


IBM®

Reason 4:

I want to change the way my brand is perceived

- BMW was becoming a commodity automotive brand in Australasia (i.e. metal box with 4 tyres).
- They wanted to change this perception to being an art form with performance.
- They partnered with Cirque du Soleil and migrated their image through activation.



Reason 5: I want to make money

- Nike paid Manchester United GBP 303m over in a 13 year sponsorship deal.
- Calculated commercial investment.
- Average sales of shirts for a larger club 500,000+.
- Man Utd. has 70m+ fans globally
- The “Beckham Effect” – lucky No. 7
- Nike has built a \$638 million (sales) golf division on the back of Tiger Woods and pays the golfer \$30 million annually. (Forbes)



Reason 6:

I want to get to know the right people



Reason 7: Sponsorship is also a logo on a backdrop

- Brand association/brand awareness A logo on a backdrop!



Reasons to sponsor the list goes on...

- Can involve employees in something positive
- Opportunity for new product launches
- Product demo
- Client service and hospitality
- Create/reinforce image
- To gain market share
- Build and increase awareness of the brand
- But Also.....
 - Show community involvement and care
 - Direct sales /sales at events
 - Create goodwill and loyalty
 - Create opportunities to advertise



Some other useful guidelines

What is good sponsorship?

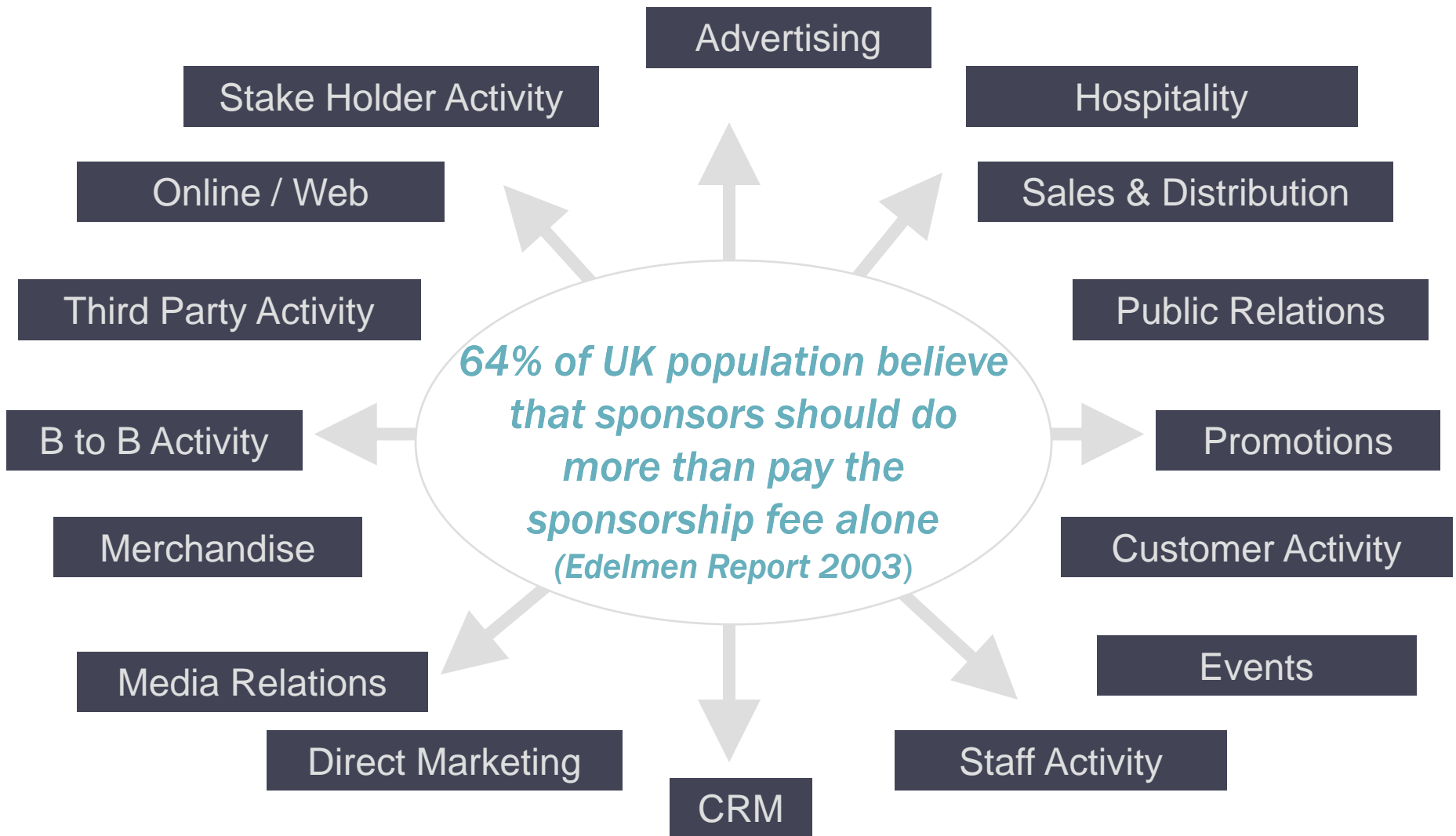
Good Sponsorship

- Is not reliant on high rights fees
- Is based on consumer and brand needs
- Is at the centre of the marketing mix
- Is leveraged actively and with originality
- Gives something of value to the consumer
- Creates multiple touch points
- Gives saliency of association

Bad Sponsorship

- Is bought 'off the shelf'
- Sits outside the marketing mix
- Is just about awareness creation
- Does not add to the consumer experience of your brand
- Lack integrated communication messaging
- Lacks brand saliency
- Lack of longevity

It allows me to integrate



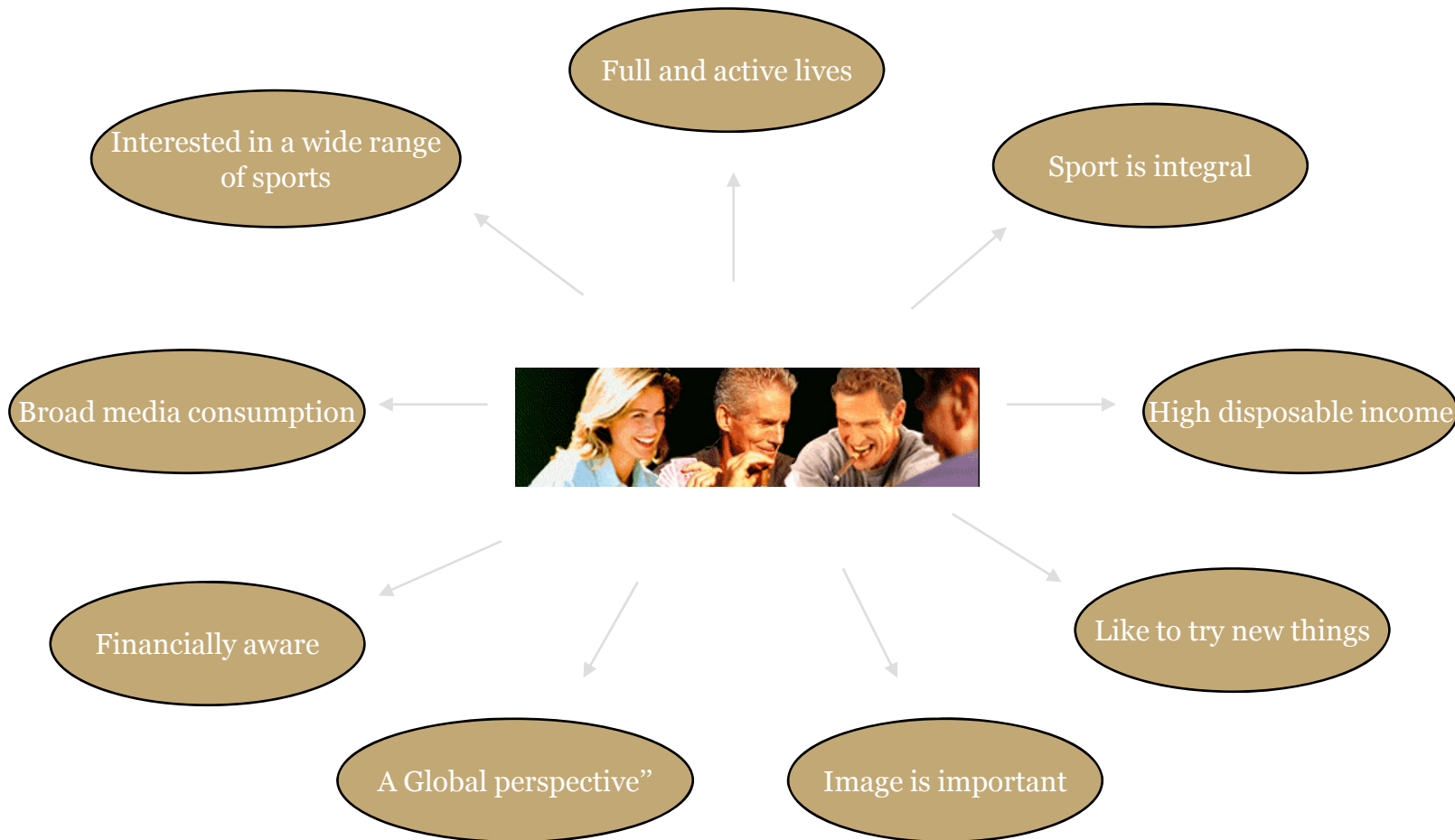
It allows me to create



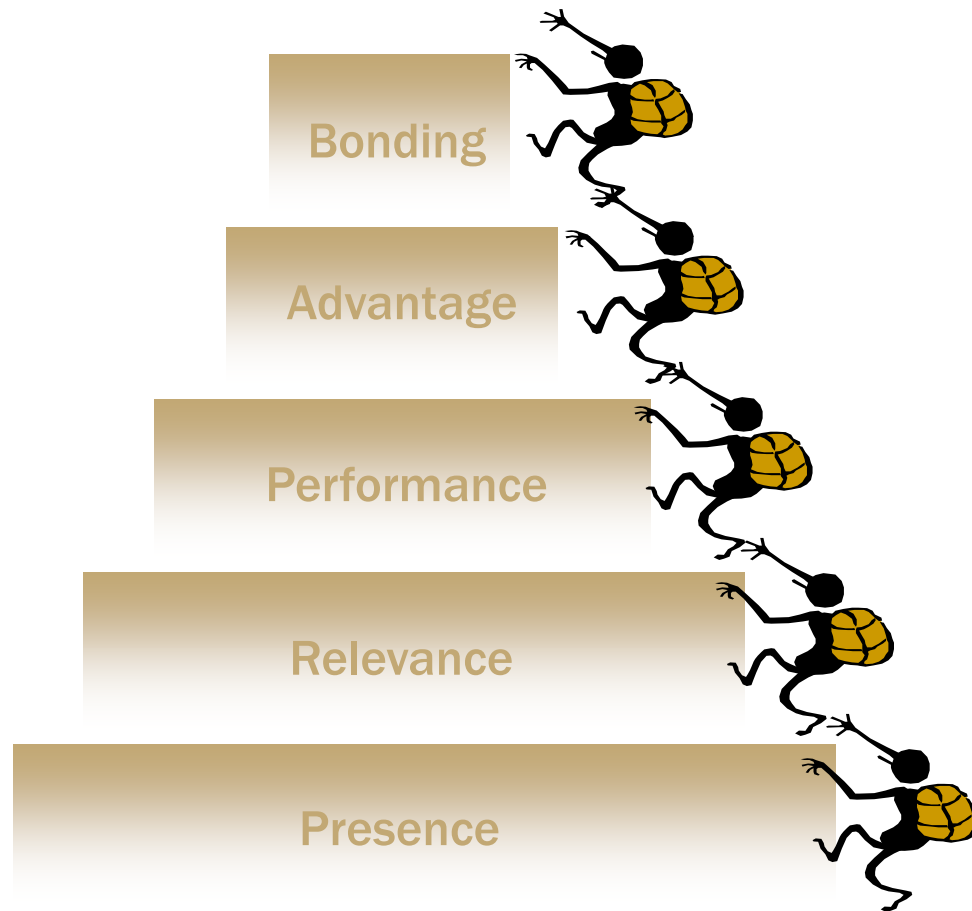
- 4 Brands (Duracell, Gillette, Oral-B and Braun)
- 3 Activation Periods
- 62 Core Templates
- 175+ Markets
- 150+ Web sites
- Estimated 1m + unique display elements
- 1.25 million on pack gifts
- 3m+ pieces of merchandise



Its engaged with the same target audience profile



How bonded is your event?



Can anything else beat it?

What is it admired for?

Is it satisfactory?

Does it cater for me?

Do I know about it?

The higher up the pyramid a consumer gets, the more loyal they are to the brand/event/team

Its evaluated

BRANDZ™
THE WPP BRAND EQUITY STUDY

WPP's global quantitative brand survey. Running since 1998 it has covered 22,000+ brands across 31 countries in 300+ categories, with 700, 000 consumers interviewed

S P O R T Z

WPP's survey of consumer attitudes and behaviour towards sport (including events and teams) and how this impacts on brand choice. 21,000 sports fans across 7 countries covering 45 sports and 60 sporting events. Premiere is a founding member

C E L E B Z

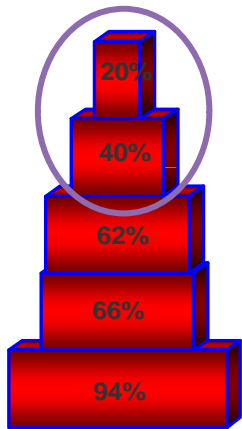
WPP's survey that evaluate celebrities as Brands currently in the USA and the UK



TGI looks at consumer demographics, life values, media and purchasing habits. The fusion of this tool with Sportz and Celebz enables extensive evaluation of sports and celebrity properties and their appeal to consumers

It teaches me something about my target audience.

Sport



Demographics
 Male 63.3% Female 36.7%
 Age
 18-34 = 39.8%
 35+ = 60.2%

Product Choice (Index)
 E.g. Car Brand Preference
 Audi = 117
 BMW = 131
 Mercedes = 124

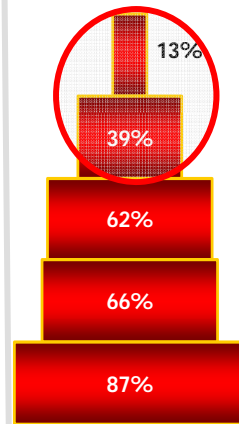
Lifestyle statements (Index)

It's worth paying extra for quality goods - 102

I like to stand out from the crowd - 95

It is important to me to look well dressed - 89

Team



Age and Sex

18 - 34 = 40.2% / 35-65 = 59%
 Male = 55%, Female = 45%

Life Style Statements (Definitely Agree) Index

Try to keep up with technology 118

Have a keen sense of adventure 111

Like to stand out in the crowd 109

Buy clothes for comfort, not style 85

Have a good sense of style 87

So my advice to you is..

- Approach me in plenty of time, taking into the account financial year end
- Don't instantly assume that because you have a sports property, a brand will jump through hoops to sponsor you.
- Approach me with a proposition that is relevant to my business objectives. You will need to research what they are.
- Show me that the target audience for your event is similar to that of the one I'm targeting
- Approach me with a proposition that I can activate
- Demonstrate that your event delivers ROI



Thank You