

Europe: a sponsorship snapshot

Pippa Collett
Managing Director

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European Sponsorship Association



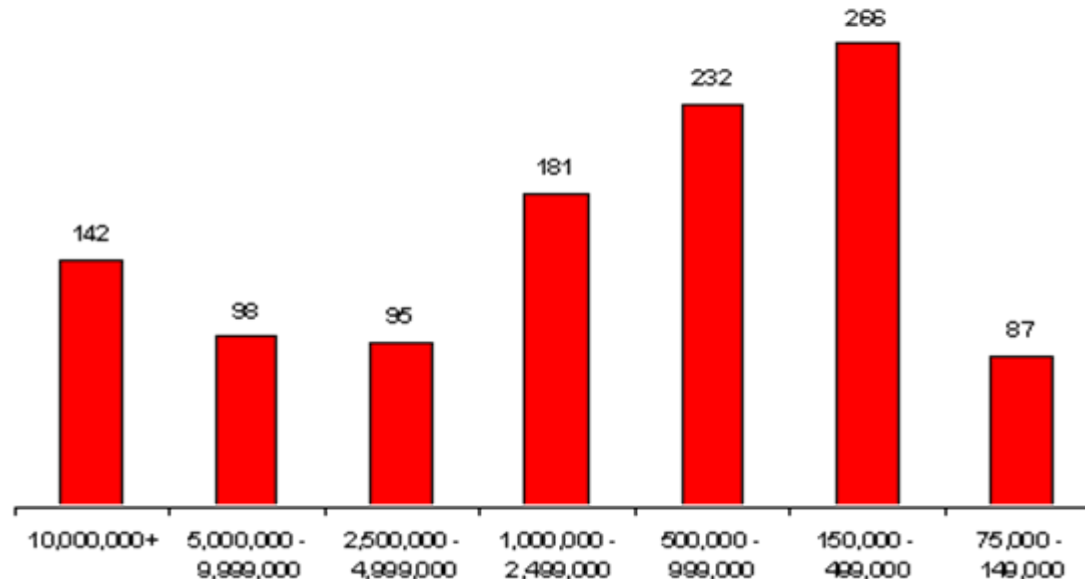
- Premier European body representing the sponsorship industry
- Membership includes sponsors, rights-holders, agencies, suppliers, media
- Focus on:
 - Improving sponsorship standards and practice
 - Promoting the interests of the industry

The European picture

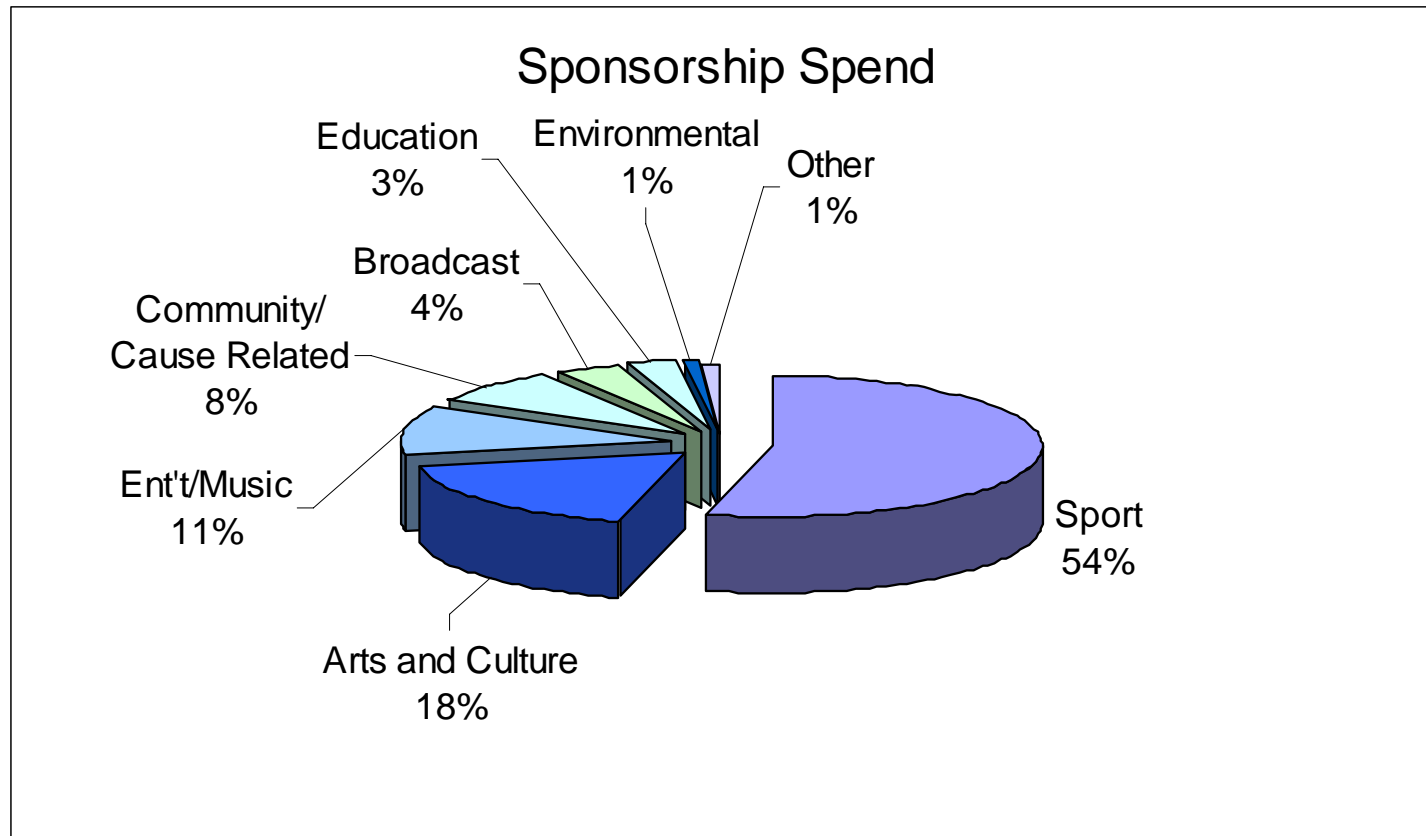
Most sponsorships are small

- On average sponsors spend \$400,000/€250,000 on a property per year

Number of Deals by \$ Value Band 2007



Sport absorbs most of the money...



...but other sectors will grow


- Categories with highest growth potential

Cause related	40%
Concerts/Festivals	30%
Stadia/Venues	30%
Education	26%
Music	4%
Football	23%
Extreme Sports	21%

Sponsors' objectives are broadening

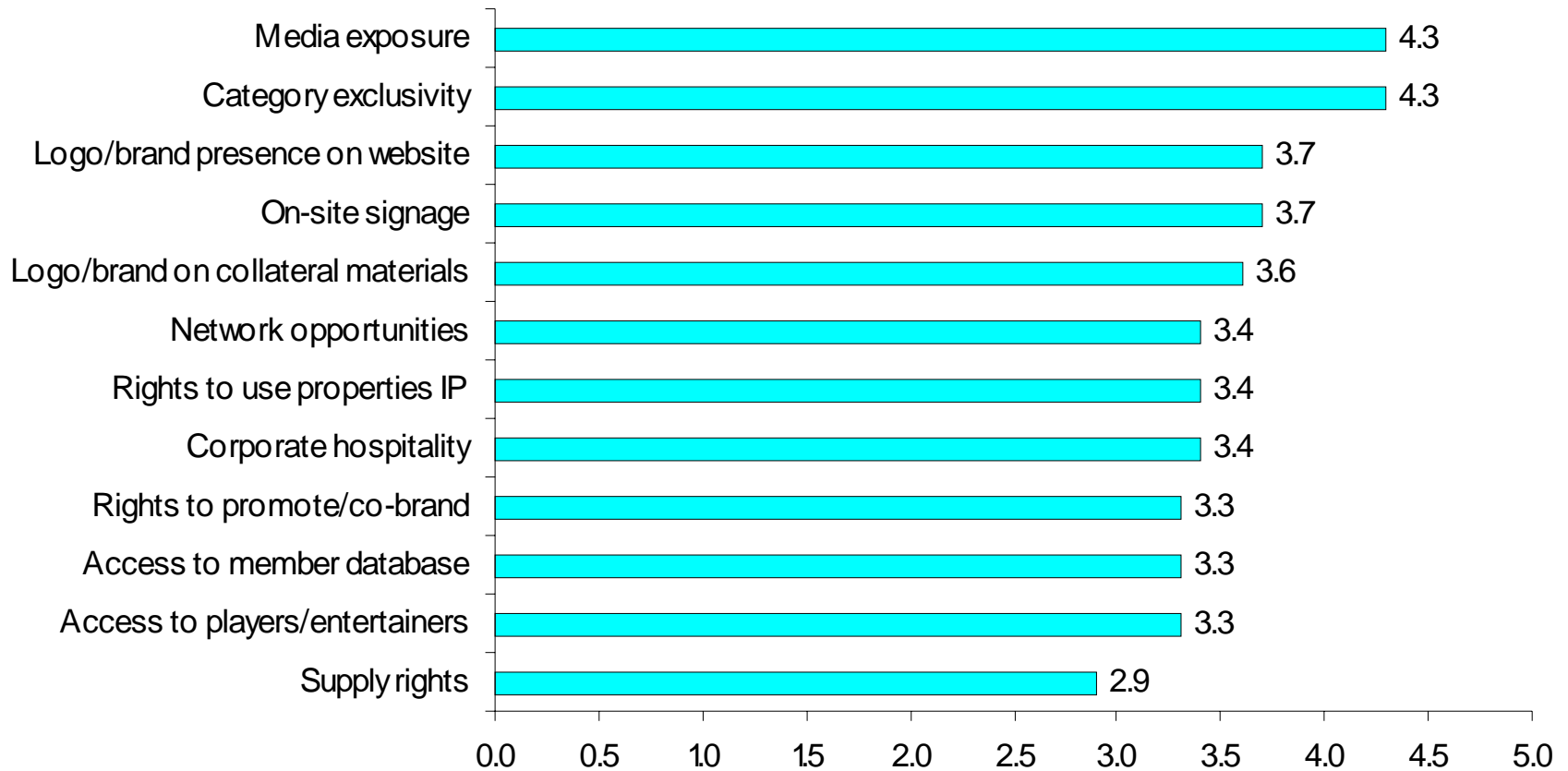
Sponsorship objectives



Tangible benefit shown as 
i.e. Can purchase similar rights outside of deal

Exclusivity is increasingly important

Sponsorship Benefits



Planning is key to success

Key factors to successful sponsorship



Sponsorship Best Practice



Amstel Champions League

Objective:

- Take a local brand and give it international credentials that embodied Amstel's brand values "Friendship, Fun & Freedom"

Activities:

- Positioned the brand as "Official fan of the UEFA Champions League" through break bumpers with "fanship" messages
 - Integrated campaign including advertising, sales promotion, new media, tailor-made newspapers
 - Fan entertainment around matches e.g. mini-stadium for personal goal-scoring moments
 - Amstel hats

Outcomes

- UEFA Champions' League helped to gain Amstel the number two brand position in Europe with increased brand awareness and affinity with consumers
- Amstel established an image as the most fitting beer brand for football fans.



The Unilever Series

Objective:

- Build the Unilever corporate brand and position it as a creative and innovative company to an opinion-former target audience (c. 600 media, retailers, government, NGOs etc).

Activities:

- Brand alignment through dynamic composite logo
- Annual dinner and other networking events held in the Turbine Hall
- Invitation process itself is a leveraging activity designed to be creative and thought provoking – now a key date on CEO's calendars
- Annual targeted PR campaign to develop Unilever's leadership position
- Developed the Unilever International Schools' Art Project to create a platform for networking opportunities with the opinion formers in multiple markets.

Outcomes:

- Media value of over £2.3 million and coverage in many key publications including Radio 4 Today programme and FT
- Year on year increases in opinion former views demonstrate that those aware of the sponsorship were more likely to think of Unilever as creative, displaying vitality and demonstrating community involvement.

Intel Secondfest



Objective:

- Bring the Intel C2D processor product to life and ensure that consumers insist on the C2D processor when purchasing a new laptop .

Activities:

- Created a branded island on Second Life – with music stages, DJ and musicians avatars and a movie theatre to showcase Intel technology
- Secured top talent: Pet Shop Boys, Guilty Pleasures, Rob da Bank
- Used print and online media to generate anticipation for Secondfest including cover-wraps, adverts, editorial features, microsite, blogs, and advertorials
- Provided online advice on how to get the most out of Second Life, including positioning Intel's C2D processor as the only processor to use.

Outcomes:

- SecondFest became the largest ever event on Second Life with:
 - 13,490 unique visitors (5000 target based on Radio 1 Big Weekend)
 - 34,000 total visits (17,000 expected).

Siemens Rowing



Objective:

- Attract and motivate employees, engaging them in developing a “One Siemens” approach internally.

Activities:

- Persuaded BBC Breakfast to broadcast live from sponsorship launch event to engender pride in Siemens amongst staff
- 200 staff and families attended 2006 World Rowing Championships at the 2012 Olympic venue
- Rowers invited to speak at Leadership conference
- Used internal print and online channels to educate and engage employees
- Delivered an Internal Rowing Regatta at 12 sites to generate team spirit and encourage staff to try rowing as a sport
- Encouraged local rowing developments: office decoration, local rowing club linkages, staff teams entering corporate rowing events etc.

Outcomes:

- One year on, 82% of employees felt the sponsorship showed Siemens as an innovative organisation.



Velux 5 Oceans

Objective:

- Raise brand awareness and equity of the new brand within its heritage, communicating core values of daylight, innovation and fresh air

Activities:

- Market-leading media team
- Defining strong brand: the 'Ultimate Solo Challenge' proposition
- TV documentary in 32 territories
- First ever broadband TV with live streaming for in studio TV interviews
- Creative partnerships: NASA, Portsmouth University
- Race villages / zones at starts

Outcomes

- Delivered in excess of €65 million of global media value for VELUX
- Significant increase in brand awareness and an overall increase in brand equity of 20% in one year, the largest jump in VELUX's history
 - 950 of the world's leading architects were entertained at the start and finish across a 3 day period with 95% claiming increased perception and understanding of VELUX as a company and as a brand



Think! British superbikes

Objective:

- Raise awareness of how to improve road safety for bikers including continued training and keeping racing on the track

Activities:

- THINK! Motorcycle Academy trailer featuring:
 - Interviews and signings from John Reynolds and other BSB stars.
 - Riding tips and advice from the Bikesafe Team.
 - All of the hottest 2007 machines on display.
 - One-to-one advice in the THINK! Tank from industry experts.
 - Live BSB footage on plasma screens.
 - Interactive web stations.
 - VIP Hospitality passes to be won every weekend!

Outcomes

- 88% of BSB event attendees welcome THINK!'s involvement
- Broadly the target of reducing road deaths by 40 % by 2010 is being met
- Main results for 2005 show that the number of motorcyclists killed decreased by 3 per cent compared to 2004.

Key lessons

- Clarity over objectives and target audiences
- Connecting with real people
- Giving something back
- Using personalities
- Getting the best visibility
- Multi-layered activation
- Evaluating outcomes



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+44 (0)20 7582 0994
Southbank House
Black Prince Road
London SE1 7SJ
www.sponsorshipconsulting.co.uk