

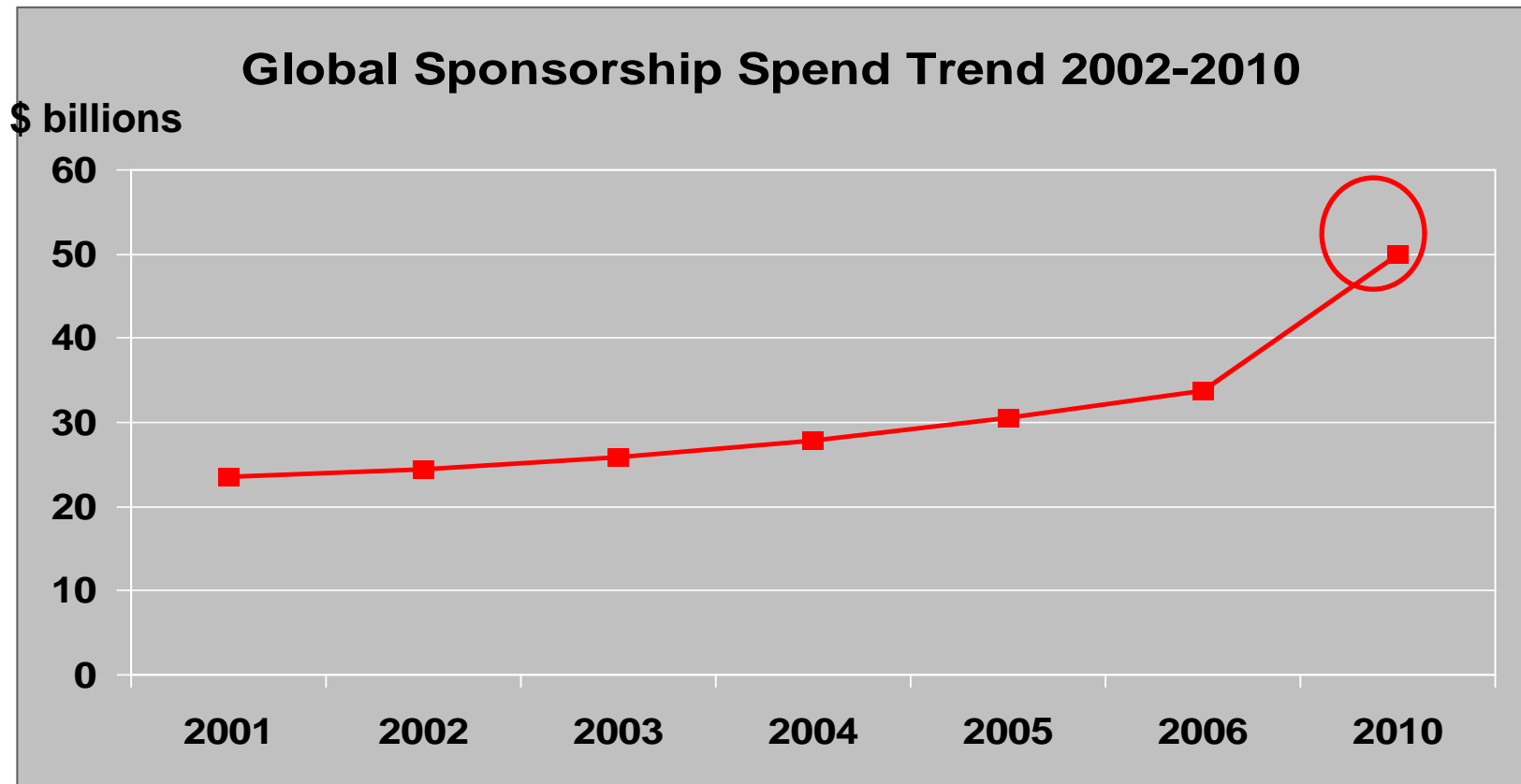


# Three megatrends: Impact on sponsorship

Strategic Sponsorship Forum  
Barcelona  
October 2006

# Sponsorship is BIG business

- Current spend of \$33.8 billion represents 7.4% of global advertising market.
- Growing at 11% p.a, twice as fast as advertising.



# 1: Economic development

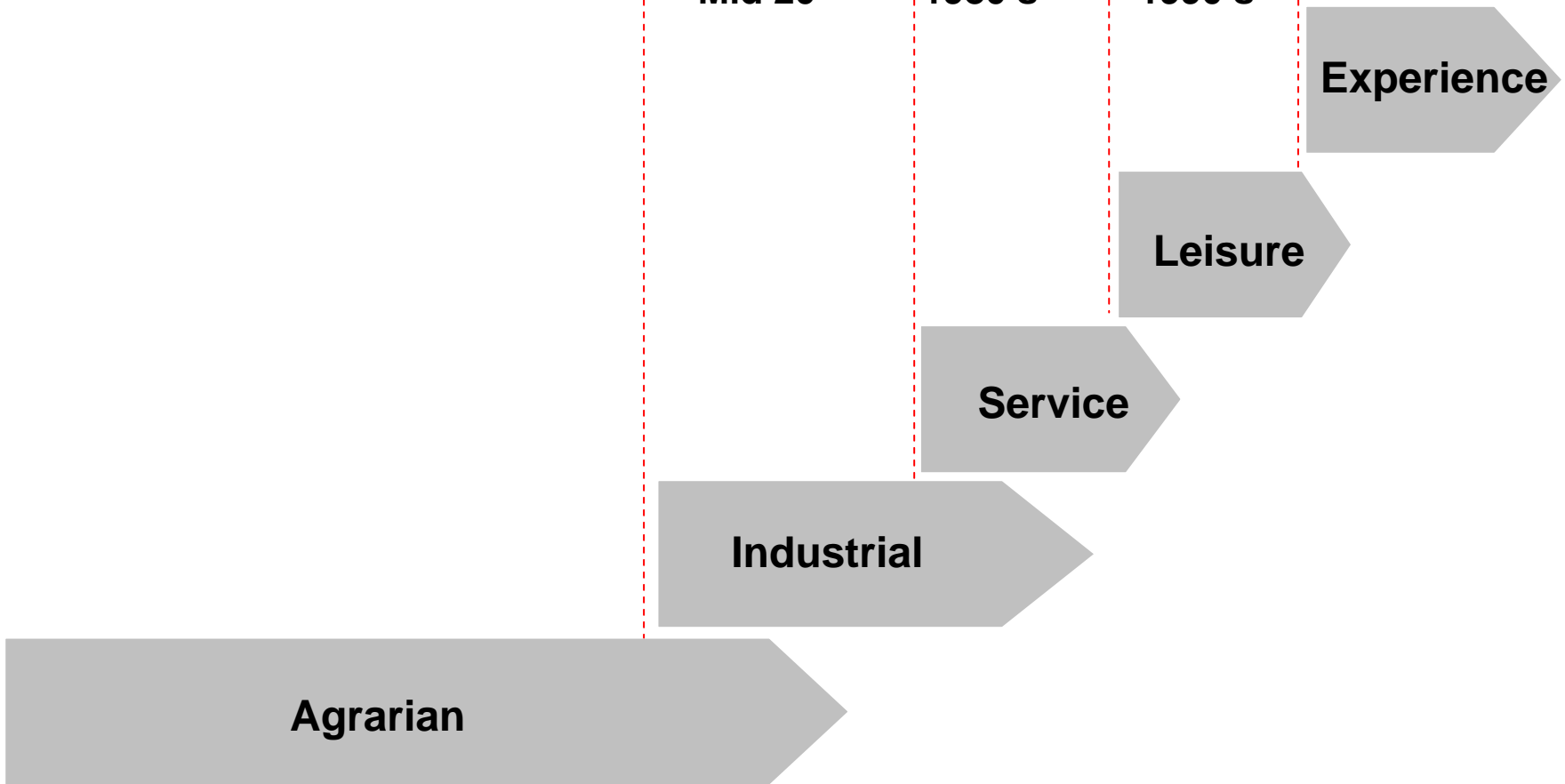
Adam and Eve – mid 18<sup>th</sup> century

Mid 18<sup>th</sup> –  
Mid 20<sup>th</sup>

Mid 20<sup>th</sup> –  
1980's

1980's –  
1990's

1999 +



# The experience economy



[We] want to ensure that you have a terrific *experience* in our restaurants and on our Web site.



Designed as a curvilinear space crossed by a great arc of light, [it] offers a moment of relaxation with bright areas open to the sky making it a warm, welcoming and light-filled place.



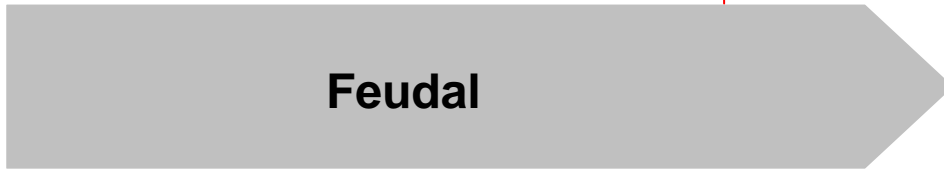
Until your dream of playing [here] comes true, there's only one way to *experience* all this, and more.

# 2: Social evolution

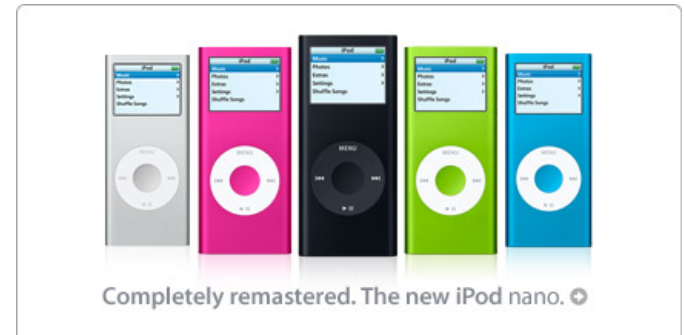
**Adam and Eve –  
mid 18<sup>th</sup> century**

**Mid 18<sup>th</sup> –  
Mid 20<sup>th</sup>**

**Mid 20<sup>th</sup> century +**



# New badges of allegiance



# Re-definition of the corporate role



Triple bottom line accounting:  
economic, social, environment



# 3: Technological revolution

Adam and Eve –  
mid 15<sup>th</sup> century

Mid 15<sup>th</sup> –  
Late 19<sup>th</sup>

Late  
19<sup>th</sup> –  
Early  
20<sup>th</sup>

Early-  
Mid  
20<sup>th</sup>

Mid –  
Late  
20<sup>th</sup>

Late 20<sup>th</sup>+

Mobile

Computing

Air flight

Telephone

Printing press

The wheel

# A communications explosion

- Interruption advertising
- Limited channels
- Mass media strategy
- Single information source
- Monologue
- Passive audience
- Targets



1958 - TV Advertising began

- Permission to speak
- Multiple channels
- Multi-niche strategy
- Multiple sources
- Dialogue
- Interactive audience
- Communities



# Attention deficit disorder

- “The days of high demand and limited supply are over...it’s a new game now. A game where the limited supply is attention.”



- Seth Goodin:  
“Permission Marketing”

# Engagement not interruption

- Advertising: generates awareness
- Public Relations: informs and influences
- Sales promotion: stimulates interest and trial



- Sponsorship – engages the heart of the consumer

# Predictions for the industry

- Sponsorship will disappear, replaced by marketing partnerships.
- These partnerships will be fully integrated across the corporation's activities and business units.
- Brand and corporate responsibility initiatives will converge.
- Consumers will develop a better understanding of the value sponsors bring to events and activities.
- Consumers will choose which brands are allowed to partner their passions.

Thank you.



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