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SIMON RINES – SPONSORSHIP CAN BE MEASURED!

Shout

The marketing community has traditionally been sceptical about sponsorship measurement but a new report from International Marketing Reports, Driving Business Through Sport – Strategy & Research, claims that scepticism is now misplaced. Report author, Simon Rines, says research companies have recently made massive strides to counter sponsorship analysis problems.

Traditionally, the problems in measuring sponsorship have been the big variations in sponsorship programmes and the difficulties in isolating what might be a three-year campaign from other marketing activity.

Return on investment (ROI) research models, as developed by the likes of Sports Marketing Surveys, demonstrate that flexible measurement tools are now possible.

The company has created a method of feeding all the data from media evaluation, tracking studies, coupon redemption etc, into a model that gives an accurate ROI figure regardless of the nature of the sponsorship.

The start and finish analysis of the entire research process is particularly interesting and new tools are also available for evaluating the potential of sponsorship at the outset.

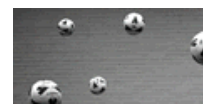
Sponsors tend to make informed guesses about good sport/brand matches, but to narrow these down to the optimum deals has required spending a lot of time and money on research. The report shows that the use of data from such companies as BMRB Sport can circumvent this problem.

BMRB uses socio-economic profile data from the Target Group Index (TGI). This is a huge database of consumer profiles and behaviour. For example, it knows how popular different sports are, how they are being consumed and what the profile of the spectator is.

It therefore allows brands to analyse the potential of sponsoring various different sports properties without the need to commission costly research which can take weeks – the data already exists, so quick 'what if' scenarios can be played out.

The other benefit of having more detailed data is that it allows activation programmes to be more effective. The media consumption and behavioural data can give a real insight into what type of initiatives would stimulate an audience into a desired response.

Every area of sponsorship research has moved on considerably in the past five years. The research should, and in many cases does, drive sponsorship



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programmes because it can dictate the properties chosen, the activation strategy and it measures the financial return.

Quite simply it puts the sponsor in complete control.

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