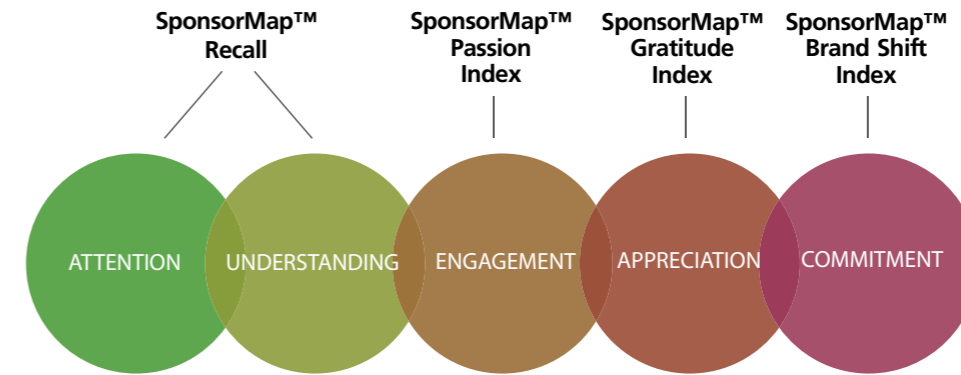
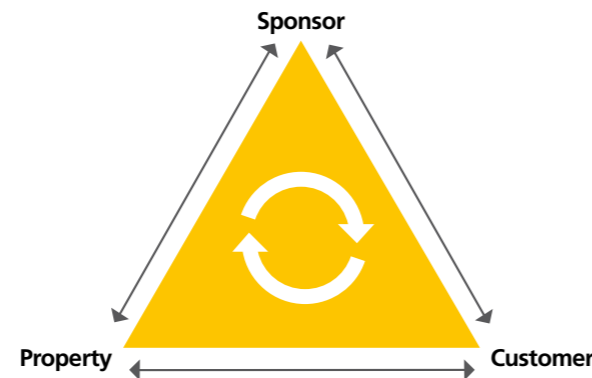




***SPONSORMAP***



***Capturing Passion Outcomes from Your Sponsorship!***



## The Sponsorship Quandary

The sponsorship industry is growing from strength to strength as brands look beyond advertising to sponsorship to engage consumers. Over US\$30 billion is invested in sponsorship globally.

Unfortunately, methods for measuring sponsorship effectiveness have not kept pace with the sophistication of sponsorship itself.

The prevailing, popular research approach, instituted some twenty years ago now, focuses on measuring signage and sponsor recall. ROI is measured in the context of the value of inputs as opposed to outputs: brand equity and sales. This approach undervalues the brand response. Certainly, it does not capture the essence of effective sponsorship.



## Understanding Sponsorship

Sponsorship is a dynamic three-way relationship. Sponsorship harnesses the emotional connection between a property and its audience and converts this emotional connection into a desired response for a sponsor.

Sponsorship succeeds through exploiting different cognitive processes than advertising does. Advertising communicates directly to the customer through what is essentially an interruption mode. Sponsorship communicates indirectly via a property in a passion mode, involving a complicated and subtle but measurable sequence of psychological associations.

Traditionally, it has been difficult to measure sponsorship effectiveness as exposure-based methods have been used to measure sponsorship. SponsorMap™ is unique in that it is based on the core theory of sponsorship and uses sponsorship-specific metrics to clearly isolate the impact that sponsorship is having on a brand. It provides clearer, refined measurements of sponsorship effectiveness that, using other methods, would be missed.

## The Problems with Equivalent Media Measurement

Sponsorship is often challenged on what is perceived as a lack of transparency in measuring its effectiveness. Despite the fact we know that sponsorship gets results, when it comes to measuring the results, the results suddenly fade away. Sponsorship struggles to clearly link itself to brand equity changes or articulate its contribution in a brand-centric or sales context.

Current measurement of sponsorship return on investment is dominated by equivalent media measurement. Simply put, it involves reach and frequency measures of signage to determine the value of sponsor exposure. These are calculated in differing ways and to different levels of sophistication, but every measure produces a sum of supposed equivalent media value. Hence, sponsors that focus on brand exposure are considered to provide the greatest return on investment. Increasing audiences and signage and changing the position of signage are the primary focus of such research.

The underlying assumption is that sponsorship is all about value of logo exposure sponsorship provides compared to other media types. But, in point of fact, there is actually no ROI provided by these measures!

The key question to ask when sponsorship is evaluated is, What is a sponsor is yielding back from their investment? This question might be phrased in familiar ways, such as for example "What sales has it generated?"; "How has it improved brand health?"; or "Would it have been better to invest the money in sales promotions?" Providing a measurement in equivalent media value does not address questions about value for money. What is needed is a measure of sponsorship return on investment that demonstrates tangible, business-real benefits for a sponsor.

From a marketing perspective, choosing sponsorship as a brand-building tool, then measuring performance based on logo exposure, simply fails to measure genuine sponsorship ROI. Most importantly, it undervalues sponsorship as an effective marketing tool. It is the marketing teams, financial analysts, CEOs and company boards who need to be convinced. Demonstrating sponsorship ROI can be achieved with the right research approach – but requires a fresh, innovative and experience-backed methodology.

## What is SponsorMap™ ?

SponsorMap™ is a consumer research tool designed specifically to measure in particular the complex elements of the sponsorship brand/property/consumer relationship. It measures the five essential ingredients in any sponsorship: attention, understanding, emotional engagement, appreciation and commitment.

People move through five key stages as they move from initial exposure to a sponsorship towards a behavioural change as a result of the sponsorship experience.

The five key stages of SponsorMap™ are:

**Attention** The point of initial exposure to the sponsor by an audience whilst the audience is enjoying an event/property.

**Understanding** The levels to which people are able to recall sponsors of an event/property.

**Engagement** The passion an audience has for an event/property.

**Appreciation** The gratitude or appreciation people may feel towards sponsors for the sponsor's involvement with an event/property.

**Commitment** The change in attitudes or behaviour people may feel towards a sponsor/brand that is a direct result of the sponsorship.

Each of these stages is measured by SponsorMap™. SponsorMap™ isolates what is working most effectively with a sponsorship and where impact is occurring on key brand metrics. Predict and target emotional commitment, predict ROI.

That is SponsorMap™: innovation and depth, giving you business-ready analysis and results.

## SponsorMap™ Explained: Measuring Passion

Passion is the very essence of sponsorship. Sponsorship can be so impactful because it makes contact with the powerful emotions that inspire, excite and motivate us. Any measurement of sponsorship needs to measure passion in potential and intended audiences.



# PassionIndex™ Scale

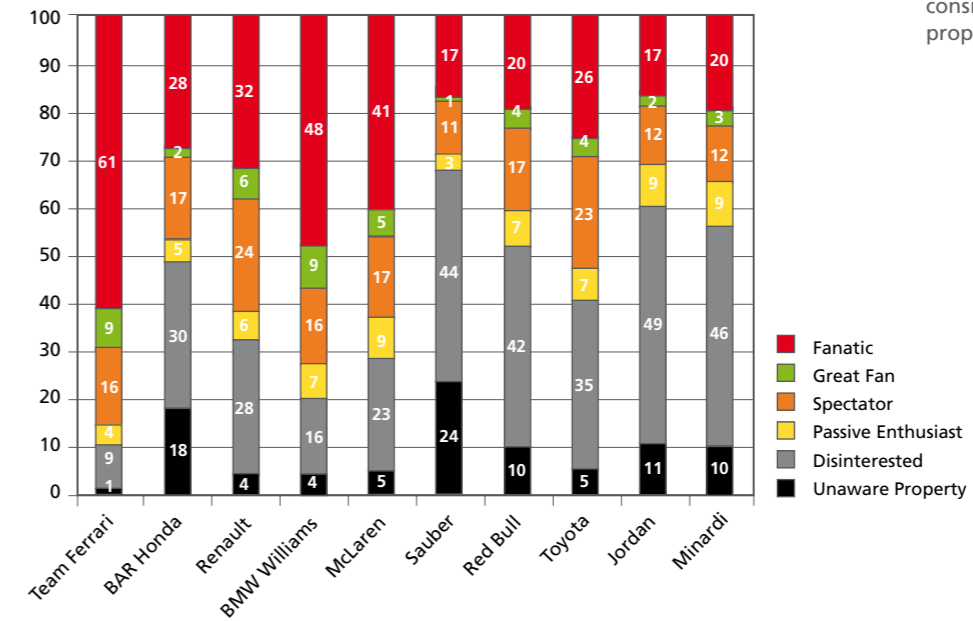
The **PassionIndex™** is designed to measure emotional connectivity or involvement between a property and a consumer. It is based on a unique emotional response scale designed to track degrees and kinds of affective feeling.

Passion can be effectively measured across different types of properties including personalities, sports, arts, causes, entertainment and reality TV, allowing for highly selective cross-analysis.

The scale is based on five core questions and has been validated and is specific to **SponsorMap™**.

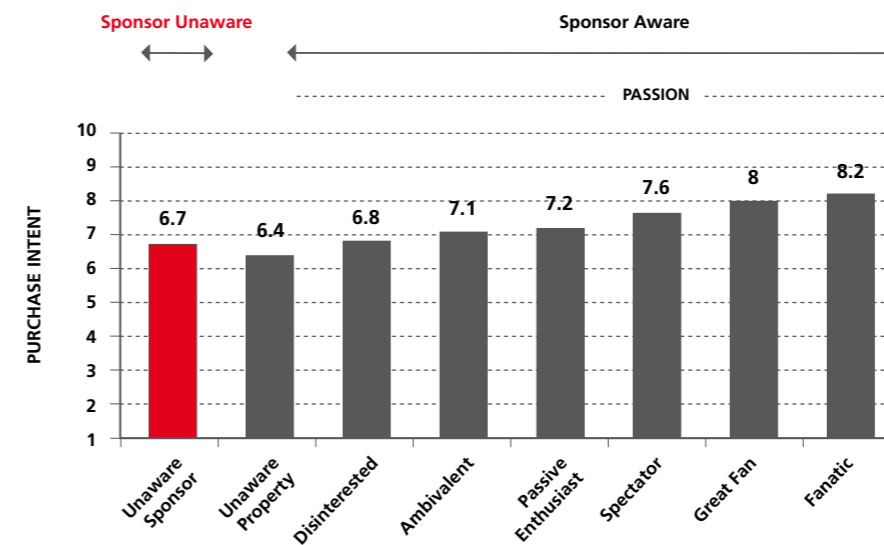


**Passionindex™ | Sponsor Property Rating vs Others**



In this example from Formula 1 motor racing, passion levels vary considerably between the various properties: competing racing teams.

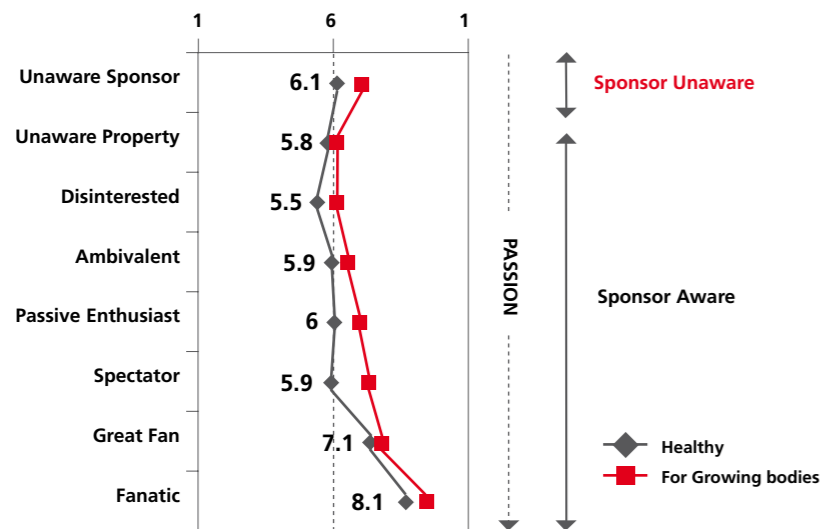
**Passionindex™ | Purchase Intent Measure**



Passion is also a major driver of sponsorship effectiveness, so where it can be measured passion can be shown to track consumer's intent to purchase.

# GratitudeIndex™ Scale

## Passionindex™ | Sponsorship Associated Brand Image Enhancement



For example, in this case a dairy company is able to attribute key image enhancements to high passion levels for the sponsored property.

## SponsorMap™ Explained: Measuring Appreciation

The second element to sponsorship measurement is sponsor appreciation. The level of sponsor appreciation varies between sponsorship properties and with the quality of the sponsorship experience. Causes have high rating on the GratitudeIndex™ as do sponsorships that deliver a unique sponsorship experience.

Brand advocacy also has a strong relationship to gratitude ratings.

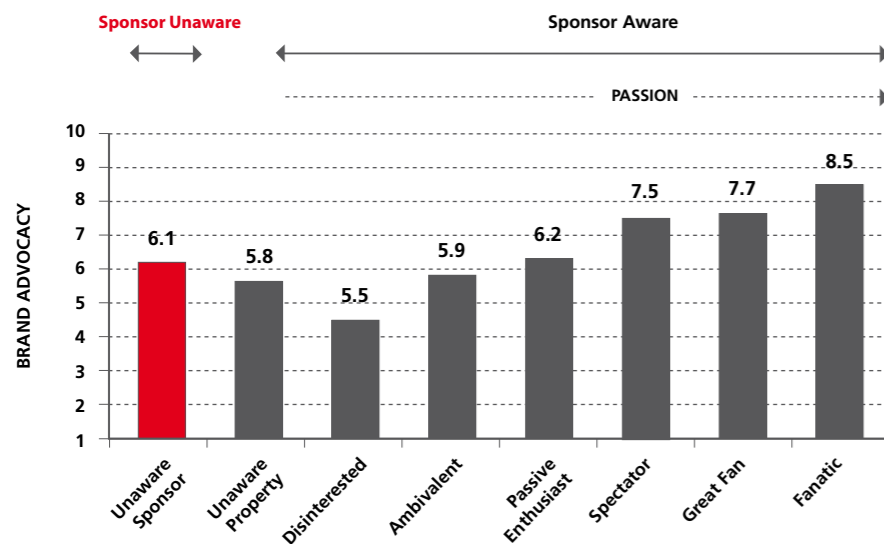
In this case, a sponsor provided a unique sponsor experience at an event and as a result brand advocacy for the sponsor is very high.

Like the PassionIndex™, the GratitudeIndex™ is based on a unique emotional response scale. The GratitudeIndex™ recognises that customer response to sponsorship is often enhanced if the sponsorship is perceived to offer additional value to a customer.

However, design of the scale is strongly informed by Balance Theory. Observably, most people modify their attitudes to a sponsor if the sponsor supports a property which is important to them. According to the theory, this represents a shift from imbalance in a relationship to balance generally resulting in better perceptions of a sponsor or benefactor.

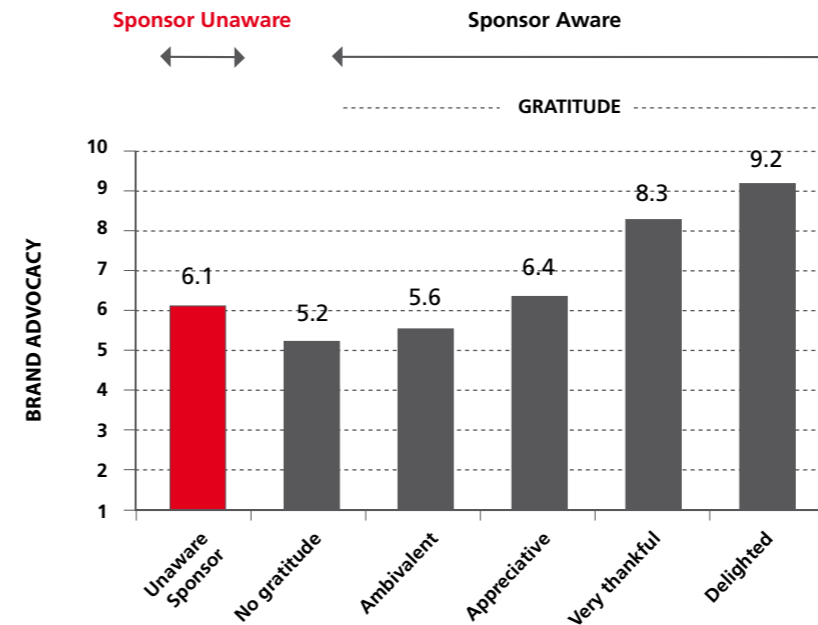
The scale is based on core questions and is specific to SponsorMap™.

## Passionindex™ | Sponsorship Related Increase In Brand Advocacy



Passion is also a driver of brand advocacy.

## Gratitudeindex™ | Brand Advocacy, Gratitude Rating



# What makes SponsorMap™ Different?

## How SponsorMap™ ROI differs from Equivalent Media Measurement

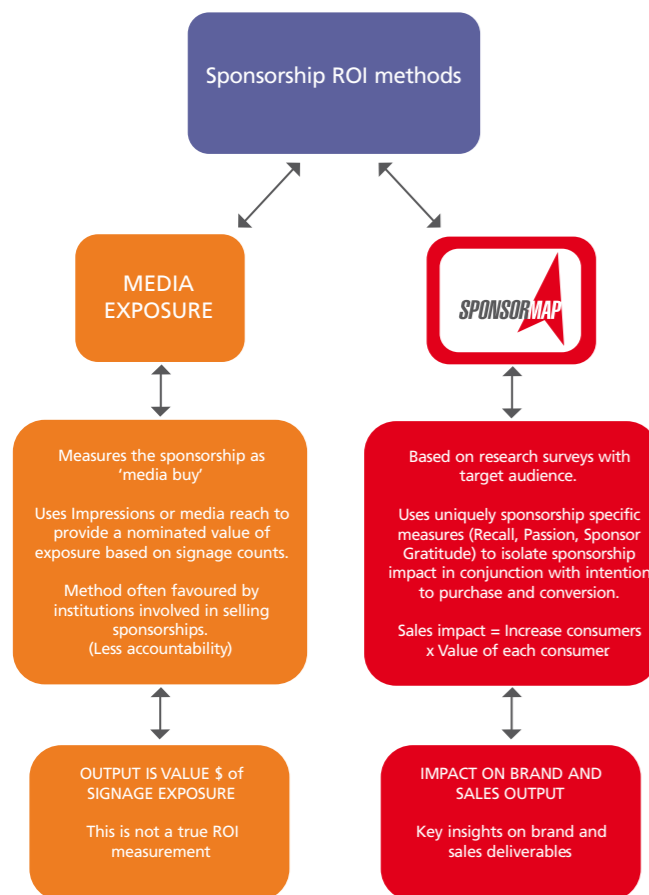
Instead of estimating the value of the signage or media exposure, SponsorMap™ measures the impact of a sponsorship investment with the target audience. SponsorMap™ focuses on the genuine, appreciable marketing impact of sponsorship

By using a consumer research methodology that isolates the sponsorship-driven component of a particular sponsorship activity, we are therefore able to articulate the impact on brand and, consequently, sales.

The isolation of sponsorship impact is facilitated by using a series of unique metrics that are only displayed if the sponsorship is working as it should. These include the PassionIndex™ and GratitudeIndex™, combined with sponsor recall measures.

SponsorMap™ assesses and summarises the brand response as well as the financial or sales result. Taking the consumer-based measures derived from SponsorMap™ we closely examine shifts in brand attitude, purchase intention and conversion, and model the impact on sales based on the value of incremental consumers.

### Key Differences Between SponsorMap™ & Media Exposure



Sponsorship ROI should not be based on media exposure.

For brand marketing, ROI is about strengthening the brand equity by measuring brand response.

For sales, finance and many CEOs, ROI is about short-term incremental sales.



## How SponsorMap™ differs from Adhoc Consumer Research Approaches

Generally, adhoc research measures sponsor awareness. SponsorMap™ focuses measurement beyond sponsor awareness to include audience emotional responses such as Passion and Gratitude because these are sponsorship's ultimate impact on brand. Unlike other measurement approaches, SponsorMap™ isolates sponsorship's impact on brand by analysing brand shifts in conjunction with these unique sponsorship specific measures.

In turn, this allows us to assess the financial impact of the sponsorship if increased sales were an objective.

Key to these differences is the relevance and importance of Passion as a consideration and metric for sponsorship measurement. Passion is fundamental to understanding sponsorship. It is after all the soul of events; Passion has always been what makes sponsorship so attractive to sponsors. Track the passion, tailor the sponsorship campaign.

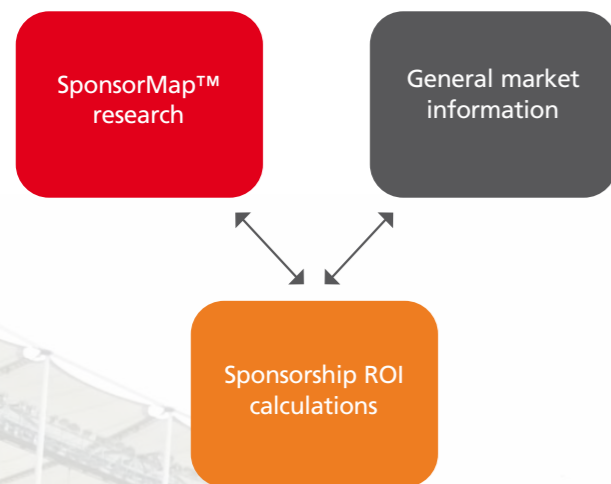
SponsorMap™	Adhoc Approaches
Based on the most recent marketing theory of how sponsorship works involving Balance Theory and recent studies by the Advertising Research Foundation.	Treats sponsorship the same way as advertising.
Recognizes that sponsorship recall is only one aspect of measuring successful sponsorship	Awareness based. Aware vs. Unaware comparisons. Serious problems become apparent in this technique once awareness levels increase, as the sponsorship appears to become "less effective".
Uses an emotional scale to measure "Passion" The PassionIndex™ scale can be used for sports, cause-related, the arts and broadcast sponsorship to allow for comparison.	Does not measure the emotional attachment of an audience to a property.
Recognizes that sponsor appreciation or gratitude can be a key driver of sponsorship success or failure. SponsorMap™ uses a Gratitude Index.	No measure of sponsor appreciation.
Explores shifts in brand image attributes based on three key measures Recall, Passion and Gratitude.	Only examines brand image in terms of sponsor awareness.
Provides broad-ranging actionable points to improve the sponsorship utilizing the comprehensive research results obtained.	Tends to only focus on improving sponsorship awareness as a recommendation.
Provides multiple indicators on how sponsorship is impacting on target audience segments for a sponsor each with differing levels of recall, passion and sponsor gratitude.	Difficult to demonstrate impact of sponsorship as the approach is only focused on awareness.
Utilizing multiple sponsorship specific indicators better isolates the impact of sponsorship.	The lack of indicators unique to sponsorship makes it difficult to isolate sponsorships impact.
Results are benchmarked against hundreds of properties and across multiple categories such as sports vs. broadcast properties.	Benchmarks (if they exist) are limited.

# Calculating Sponsorship ROI

## How SponsorMap™ Calculates Sponsorship ROI

Calculation of sponsorship ROI is based on integration of both specially tailored SponsorMap™ research and market-specific information.

### Differences Between SponsorMap™ and Adhoc Approaches

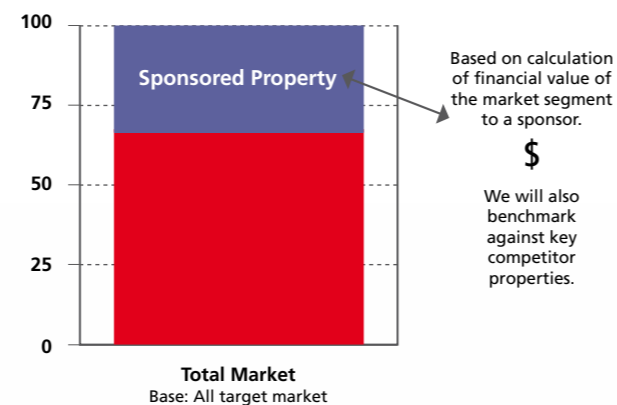


SponsorMap™ isolates sponsorship itself. Sponsorship-specific measures such as the PassionIndex™ and GratitudeIndex™ only relate to sponsorship. These measures when analysed alongside general market information isolates the impact of sponsorship ROI.

### 1. SponsorMap™ Estimates the Total Sponsorship Market Opportunity

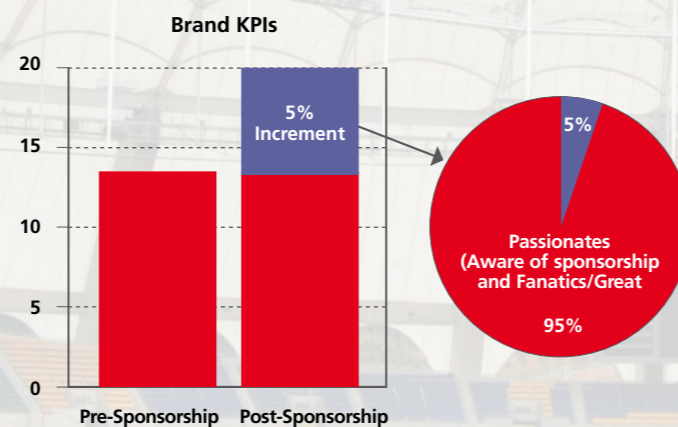
The first stage is to calculate of sponsorship ROI is to estimate the total market opportunity: the maximum sponsorship opportunity based effective sponsorship activation.

Apply PassionIndex™ scale with national survey to measure the total market opportunity for sponsored property "Passionates"



### 2. SponsorMap™ Determines Brand Response

The second stage is to determine the brand response. We use a sponsor's own key performance indicators (KPIs) in conjunction with SponsorMap™ to measure overall impact on brand commitment levels.

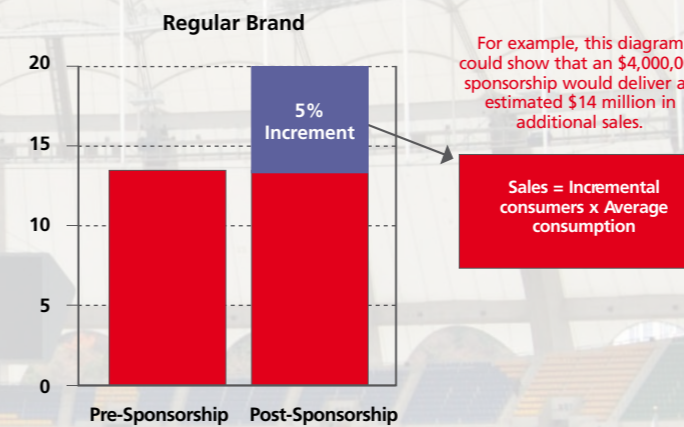
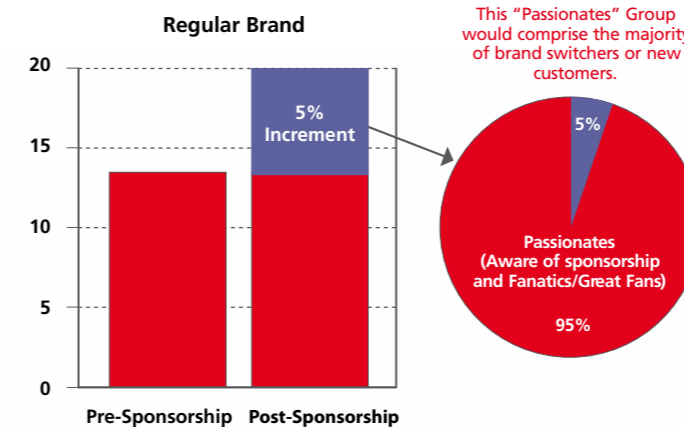


### 3. SponsorMap™ Provides an Estimate of Sales Response

SponsorMap™ can be used to approximate incremental sales based on consumer data collected pre-sponsorship and post-sponsorship.

In this case, SponsorMap™ can be used to isolate the brand response based on sponsorship specific measures. Furthermore, an estimate of the sales response can also be made based on consumer feedback.

This is as close to true ROI as can be achieved.



## SponsorMap™ Modules

There are seven SponsorMap™ modules. These can be applied directly against your sponsorship marketing and activation programs.

<b>SponsorMap™ Pre-Select</b>	Pre-testing Sponsorship Properties
<b>SponsorMap™ Pulse</b>	Sponsorship Effectiveness Tracking
<b>SponsorMap™ Live!</b>	Event Research
<b>SponsorMap™ Connections</b>	Corporate Hospitality Measurement
<b>SponsorMap™ Broadcast</b>	Broadcast Sponsorship
<b>SponsorMap™ e-Trak</b>	On-line Sponsorship Measurement
<b>SponsorMap™ Team</b>	Internal Staff Sponsorship Measurement

"**SponsorMap™** is an excellent tool for measuring the effectiveness and value of sponsorship. I believe it is a great improvement over traditional sponsorship awareness measures, giving us deeper insights into how we enhance the experience for our customers."



**Heba Habashy**  
Market Research Manager  
Vodafone

# ***SPONSORMAP***



***Sponsorship Industry Category Finalist Advertising Festival 2005***

SponsorMap™ was a finalist in the Sponsorship Industry Category for the 2005 Advertising Festival for the Vodafone/Team Ferrari case study.