

Sponsorship Ad Impact

Methodology

7



1695

1090

In the Sponsorship Ad Impact study were analyzed 7 TV shows, which covered both high-rating weekly broadcasts and daily series.

The indicators measured the TV shows association and impact on brands from the following categories: beauty/make-up, sweets, beer, non-carbonated soft drinks, retail and cleaning products.

We conducted 1695 interviews from which 1090 people were exposed to at least one sponsorship for the mentioned categories.

Brand Image

People look in brands for attractiveness, utility, something that will make them want it, arise interest and curiosity upon that brand. They don't find the brands vital, essential or valuable for their lives. When it comes to brands differentiation and creativity, consumers expect more in order to drive an action and take them into consideration.

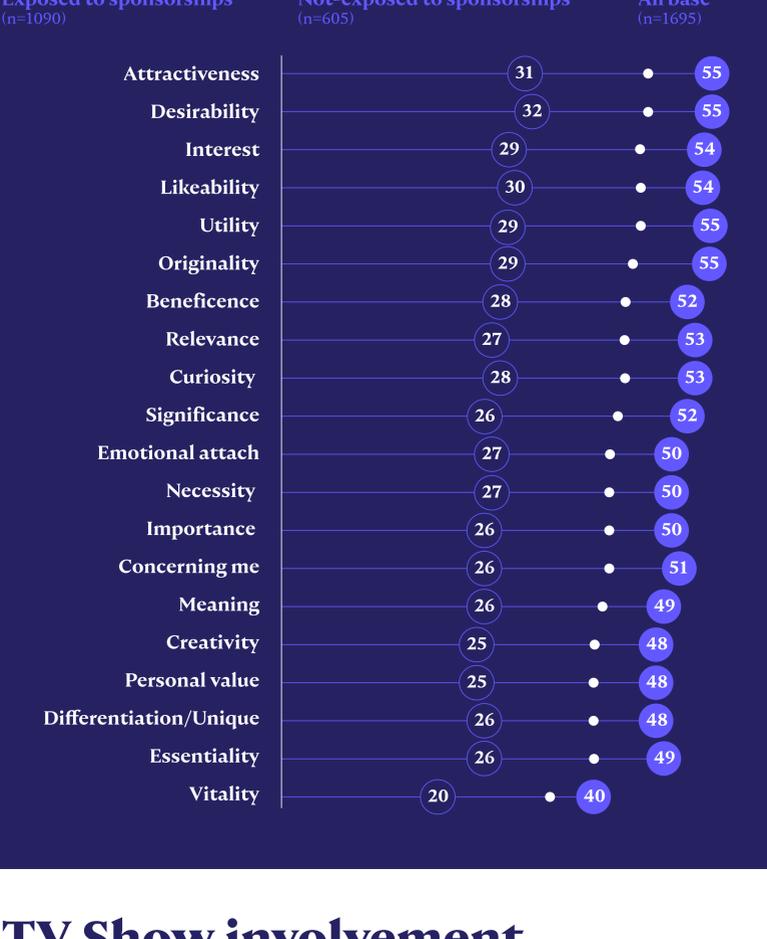
INDICATORS FOR OPINION/IMAGE	% Positive (scale: 6-7)	% Neutral (scale: 3-5)	% Negative (scale: 1-2)	Mean (scale: 1-7)
Attractiveness	47	47	7	5.15
Desirability	47	46	8	5.14
Utility	46	46	8	5.09
Likeability	46	47	8	5.11
Interest	46	46	9	5.08
Caught my attention	45	48	7	5.15
Curiosity	44	46	10	5.04
Relevance	44	49	8	5.07
Benevolence	44	49	7	5.08
Significance	43	50	8	5.02
Concerning me	42	48	9	4.99
Importance	42	51	8	5.04
Necessity	42	50	8	5.01
Emotional attach	42	50	8	4.99
Meaning	41	50	9	4.95
Essentiality	40	52	8	4.96
Differentiation/Uniqueness	40	51	8	4.99
Personal value	40	52	8	4.96
Creativity	40	52	8	5.00
Vitality	33	58	9	4.76



Brand Involvement in a Sponsorship

(% T2B: notes 6-7)

People exposed to TV Sponsorships have a closer relationship with the brand on all indicators measured, comparing with those non-exposed. While the overall image was focused mainly on attractiveness, utility, interest, curiosity, for those exposed to sponsorships, brands showed in greater extent relevance, original, start to have a significance for consumers and become more visible/concerns them.



TV Show involvement in a Sponsorship

In TV shows people look in greater extent for originality, something different/unique, in order to make the audience curious and drive loyalty. As the TV show involvement in a sponsorship has higher indicators scores than the brand's involvement, we expect the TV show to have a positive influence upon the brand promoted in it.

INDICATORS FOR OPINION/IMAGE	% Positive (scale: 6-7)	% Neutral (scale: 3-5)	% Negative (scale: 1-2)	Mean (scale: 1-7)
Originality	71	28	2	5.97
Interest	70	28	1	5.93
Attractiveness	69	30	1	5.92
Likeability	69	30	1	5.94
Curiosity	68	30	2	5.88
Desirability	68	30	2	5.87
Creativity	68	31	1	5.87
Differentiation/Unique	67	32	1	5.89
Significance	66	32	2	5.81
Relevance	65	33	2	5.80
Concerning me	65	33	2	5.79
Importance	65	33	2	5.80
Benevolence	65	33	2	5.82
Emotional attach	64	34	2	5.77
Meaning	64	34	2	5.74
Utility	64	34	2	5.75
Personal value	62	37	2	5.73
Essentiality	62	36	2	5.69
Necessity	59	39	2	5.65
Vitality	52	46	3	5.43



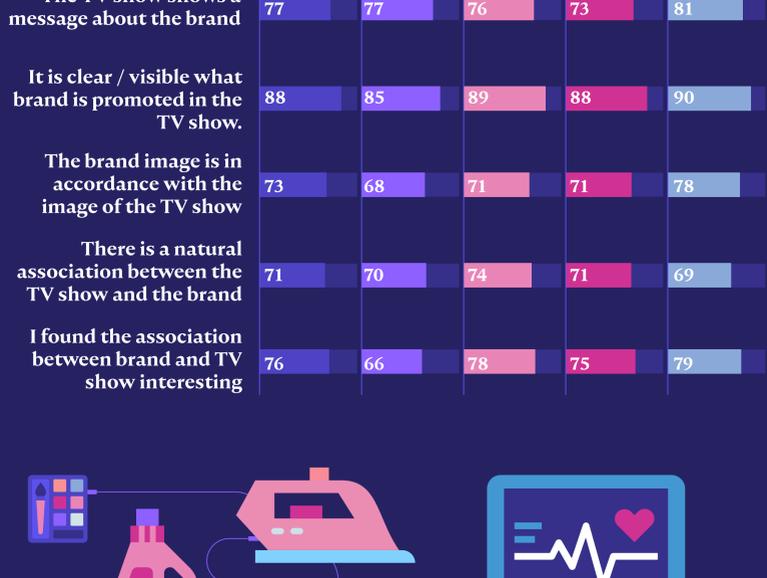
Fit between Brand & TV Show

(% Totally Agree + Agree)

Sponsorship exposure

The brand's visibility in a sponsorship is very high, 9 out of 10 people declared it's clear the brand promoted in the TV show. Consumers understand that the purpose of this type of special project is to send a message, and most of them find interesting the association between TV show and brand.

Mature people (45-55 y.o.) observe in greater extent the matching between TV show and brand, most probably as they stay in front of the TV more than the other age segments, which are tilt towards digital channels.



Brand Emotions

(% Very large extent + Large extent)

Those exposed to sponsorships have significantly higher scores in terms of positive brand emotions. They find in greater extent the brand's initiative pretty, which creates an overall good feeling, that make people feel stimulated by the brand and want it. As negative emotions consumers feel bored or doubt the brand and wonder it.



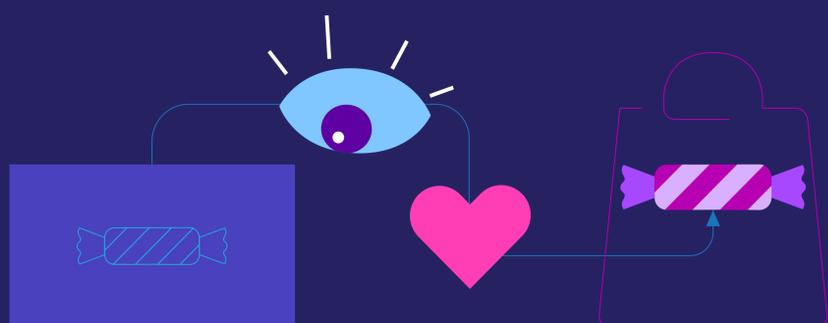
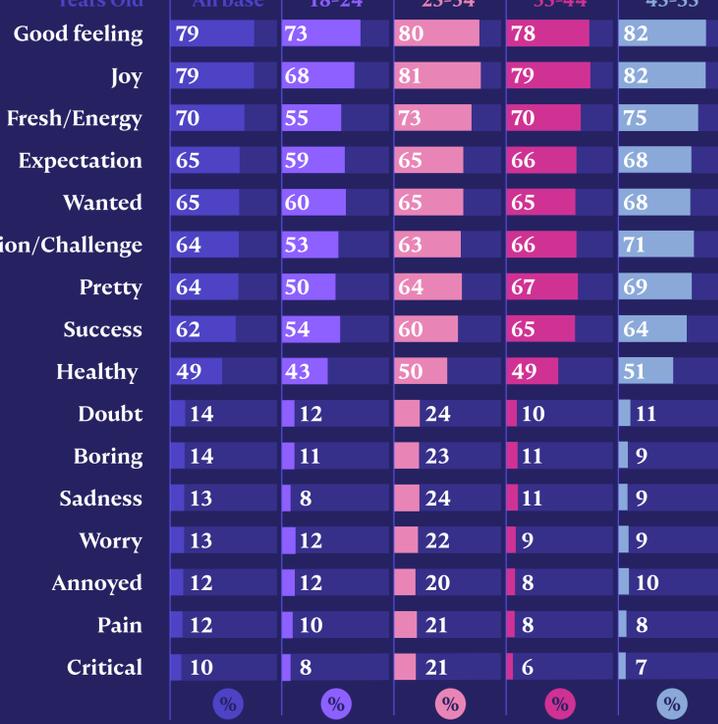
TV Show Emotions

(% Very Large Extent + Large Extent)

Sponsorship exposure

As watching TV is associated with a leisure activity, TV shows create people an overall good feeling and joy. These good emotions are more visible among mature people (45 -55 y.o.), most probably as for them is the main leisure activity.

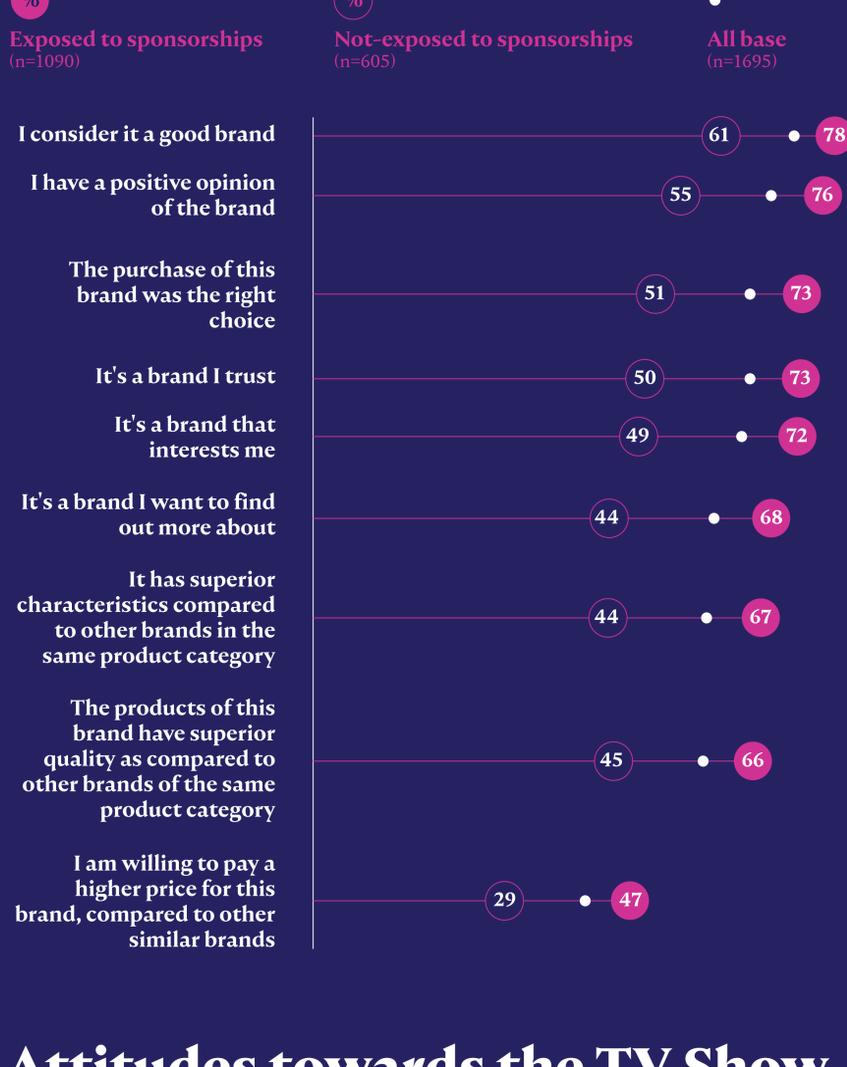
Negative emotions towards TV shows are significantly higher among people between 25 and 34 y.o., active people that always look for challenges and new things, and that have as second screen while watching TV their smartphone (get bored fast).



Attitudes towards the Brand

(% Totally Agree + Agree)

The difference between the two categories is very visible, the highest difference is the interest that arise among those exposed to sponsorships. People see the brand and want to find more about it, is considered superior among other brands from the same category and becomes trustworthy.

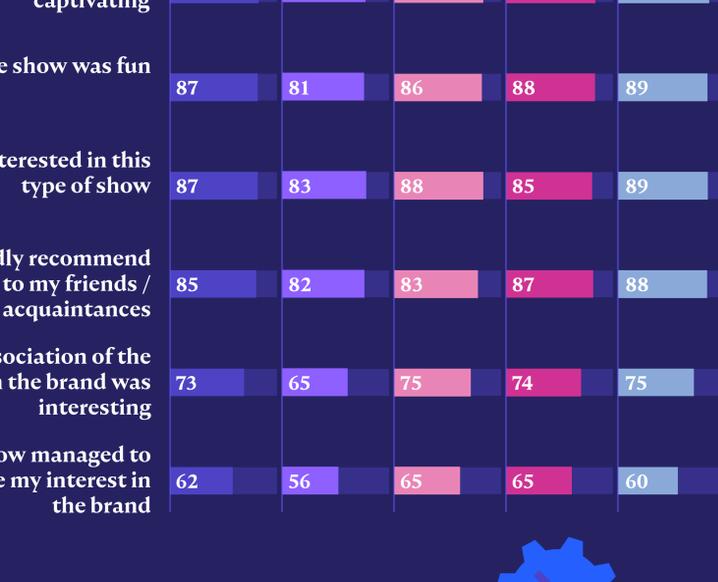


Attitudes towards the TV Show

(% Totally Agree + Agree)

Sponsorship exposure

9 out of 10 people find the TV shows captivating, fun and interesting. In terms of brand relationship, for 6 out of 10 people exposed to sponsorships, TV shows succeed to increase the interest in the brand (especially among age segment 25-44 y.o.).



Brand Indicators & TV Show Influence

(% Very large extent + Large extent)

8 out of 10 people exposed to sponsorships intend to purchase the brand promoted in the TV show.

The recommendation and relevance are also significantly higher in the exposed category. TV shows succeed to determine trial for more than 6 out of 10 people exposed to sponsorships.



The Ecosystem of Emotions and Attitudes

Using a statistical technique, Structural Equation Modeling, we were able to determine how the emotional connection between people and brands lift up the Purchase Intention and what is the added value given by Sponsored Events (TV Shows).

Emotional connection between people and event, and the perceptual connection between Brand and Event are impacting indirectly the Purchase Intention by generating emotions and changes of attitudes.

In Ecosystem of Emotions and Attitudes, across seven analyzed TV shows, Event Involvement and perceptual fit between Brand and Event are contributing by 11.1% on Purchase Intention.

