

E-Newsletter | May 2016

Complimentary Download



Measuring Sports Marketing ROO

SLRG is often called to measure the impact of sports marketing activation. SLRG is able to measure

efficacy through a series of customized pre and post tests, with exposed and unexposed/control samples of fans. These tests enable properties and activating brands to measure program resonance, awareness, recall, and association in a contextual "brand blind environment for honest, actionable and brand building insights." Through these tests, SLRG is able to conduct gap analysis, and assess opportunities across multiple target markets and program elements to derive audience based solutions. Beyond simply garnering impressions and reach equivalents, SLRG's testing focuses more on measuring the ability of the activation to generate pre to post exposure lift in target audience brand association with key message points. The attached complimentary download will enable you to learn more about how we can do this for you. [Click here for a free whitepaper](#)

Speaker's Corner

SLRG's Last Moderates Financial Communications Society Sports Marketing Breakfast Panel



SLRG IN THE NEWS

MARKETING:sports

Build It and They Will Come? A Cautionary Tale of 3 Cities

In his March, 2016 column, SLRG's Jon Last reflects on three recent sports marketing activations that demonstrate a role for good marketing research. [Read it here.](#)

A Plea for Making 'Resonance' The Top KPI In Sports Marketing ROO Measurement

In his April, 2016 column, SLRG's Jon Last explains how to define and measure ROO for sports marketing through attainable research tests. [Read it here.](#)

Connect with SLRG

[Click here](#) for archived issues of SLRG's "News & Views" e-newsletter, for all of the most up-to-date insight on issues impacting

SLRG President, Jon Last, moderated the 3rd Annual FCS Sports Marketing breakfast at the New York Yacht Club in Manhattan on Wednesday, March 23rd. Last was also the keynote speaker at the FCS' inaugural sports marketing breakfast two years ago. The other panel members included Chris Russo, managing director, at Houlihan Lokey and adjunct professor, from NYU's Tisch Center for Hospitality, Tourism, and Sports Management; Danny Glantz, global head of sponsorship from AIG and Kirti Srikant, vice president, from OppenheimerFunds. The lively discussion covered a multitude of topics including how brands can best use marketing research and analytics to better understand the impact of their sports marketing and how best to create differentiated positioning in a crowded market place.

The Financial Communications Society is a not-for-profit organization that is built upon improving professional standards in financial marketing communications and brings together the top industry professionals through education, networking, and a commitment to philanthropy. SLRG works with financial marketers and other brands to help them evaluate and optimize their sports marketing. To learn more about the FCS, [click here](#)

Recent Research of Interest

SLRG recently worked with a leading sporting goods manufacturer to assess brand perceptions and develop a strategy for a targeted opportunity segment. To do so, SLRG began with an attitudinal and behavioral segmentation study of the target market, through quantitative research to assess demand, brand perceptions and desired product performance benefits and features across a variety of derived segments. We then utilized follow-up qualitative research to actually elicit the voice of the consumer and gain a greater understanding of the emotional drivers of those areas of emphasis

marketing research, the media, travel, sports and leisure industries.

Like us on Facebook 

Follow us on 

revealed in the quantitative study. Further, the qualitative facilitated an assessment of specific potential brand positionings and creative collateral across the defined segments, who were carefully recruited to replicate what the quantitative phase revealed as the key drivers of segment composition. Coupling both quantitative and qualitative research, clients are able to better derive a holistic sense of what their target audiences are looking for. SLRG can do the same for you. [Contact us today](#).

Sports & Leisure Research Group, 445 Hamilton Avenue; Suite 1102, White Plains, NY 10601

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by jlant@sportsandleisureresearch.com in collaboration with

Constant Contact 

Try it free today