

**SPORTS&  
LEISURE**  
RESEARCH GROUP

THE INTERSECTION OF INSIGHTS AND STRATEGY



**PARTNERING FOR  
CLIENT INSIGHTS**





## THOUGHT STARTERS--ROO

## Measuring Efficacy, Not just eyeballs for Sponsor Partners



- Customized Pre/Post Tests with “Exposed” and “Control” samples moves the evaluation beyond “scorekeeping to communications optimization.
- Measure program resonance, awareness, recall, and association in a contextual “brand blind environment for honest, actionable and brand building insights.
- Conduct “Gap Analysis” to assess impact opportunities across multiple target markets and program elements...Helps you to derive audience based solutions



## Derive Insights on the Impact of Your Campaign

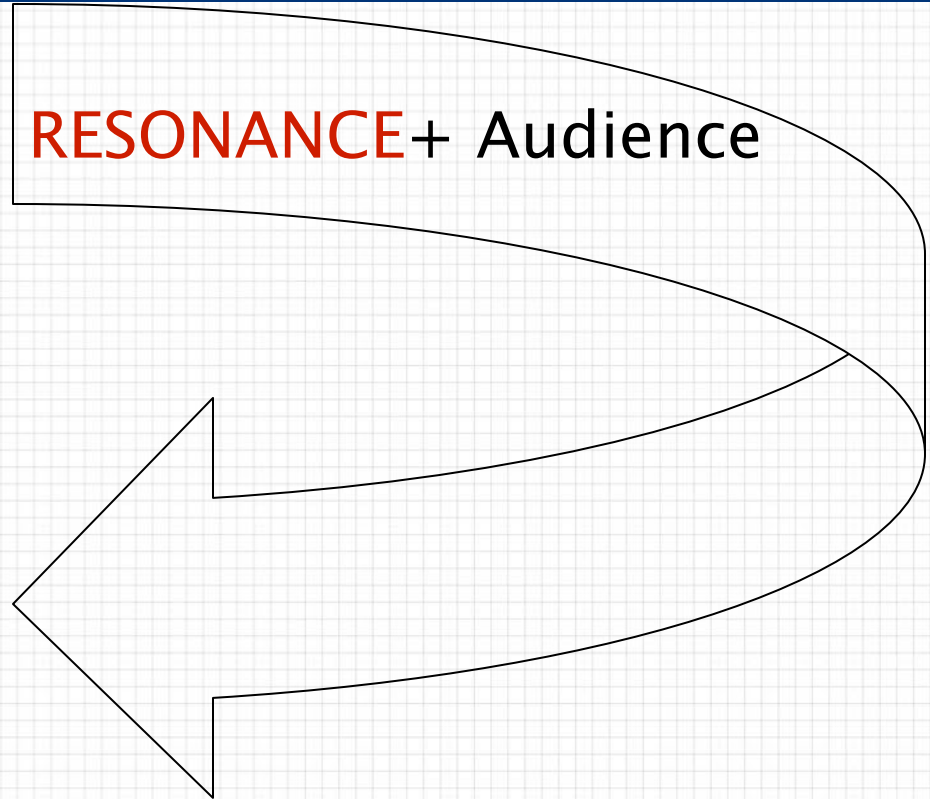


- Pre-Post Tracking Studies with fans and attendees open a window to a target's perceptual movement and ascertain the Impact of sponsorship activation
- Measure the effectiveness of a campaign to create proper associations with a brand's desired position
- Measure relative perception vs. competitive brands
- Gauge impact across multiple dynamics:
  - Exposed vs. Un-Exposed
  - Exposed over accumulation time horizons

Sponsor ROO= **RESONANCE**+ Audience

KEY MEASUREMENT CRITERIA

- Recall and Awareness
- Likeability/ Positive Association/Favorability
- Purchase Intent/Category Engagement



Brand  
“X”

## SAMPLE SUMMARY MEASUREMENT RESULTS

### ▶ Likeability/Positive Association/Favorability

- Sponsoring brand association with custom brand essence trigger # 1 moves from 28% to 37% (from 3<sup>rd</sup> to 2<sup>nd</sup> in the competitive set)
- Sponsorship brand Likeability statement #2 moves from 34% to 43% (from #2 to #1 in the set)

### ▶ Purchase Intent

- Purchase likelihood moves from 13% to 25% (One of only two brands with positive post test vs pre test movement)

### ▶ Recall/Awareness

- 52% recall/awareness vs 14% for the second highest competitor
- 26% most impactful presence association is more than twice that of any competitor



# A Look at the Research Process

- **Pre-Post On-Site or Online Interviews with Exposed and Control Samples of target audience:**
  - Typical Program Measurement of 100–300 fans pre-event and 100–300 fans post event. Per respondent cash incentive provided
  - On-Site SLRG team of 6–10 interviewers with full access to venue concourses for relevant programs
- **Measure Brand Connection in Context**
  - Awareness, Recall and Association in a “brand blind” environment for honest and actionable Insights
  - Multiple Survey Iterations and inclusion of “placebos” to eliminate response bias
- **“Gap Analysis”**
  - To assess impact opportunities across multiple target markets and measure program efficacy

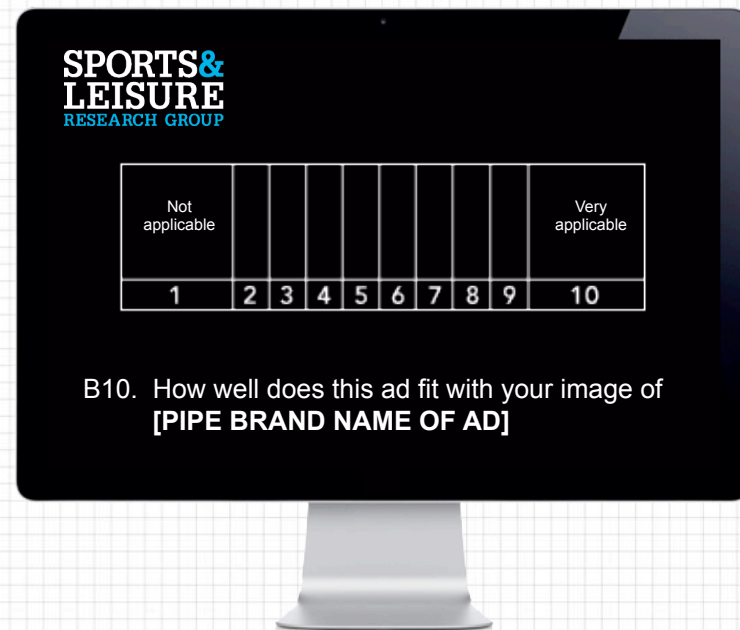


## Key Research Measures

### Areas of Inquiry:

- **Brand Awareness Module**
    - Sponsor brand and Competitive Set
  - **Aided and Unaided Recall Module**
    - Category Sponsorship in General
    - Specific activation elements
  - **Main Message Association Module**
    - Attribution of key brand messaging to appropriate competitive set brand – derived from the creative brief/brand objectives
- ▶ **Brand Perception Metrics Measurement Module**
    - Association of specific test brands with a variety of desired performance and brand essence characteristics
    - Evaluations and Hierarchical Rankings of competitive set on fit, likeability, quality, value, performance benefits
  - ▶ **Brand Fit Module–Full Competitive Set**
    - By Sponsorship Property
    - With Specific Event Property
  - ▶ **Brand Experience and Intended Use Module**
    - Category Utilization
    - Prior and Future Trial/ Purchase Interest
  - ▶ **Demographics / Respondent Profile Module**
    - Key Demographics
    - Audience/ Attendance History and engagement Intensity

Extensive Use of 10-  
Point “Likert Scales”  
Provide Breadth of  
Analysis



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Not applicable									Very applicable
1	2	3	4	5	6	7	8	9	10

B10. How well does this ad fit with your image of  
[PIPE BRAND NAME OF AD]

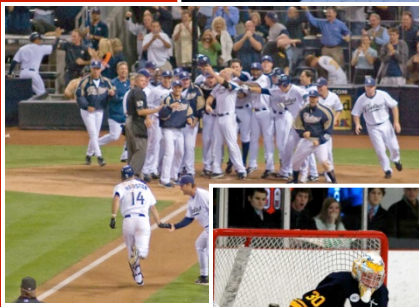
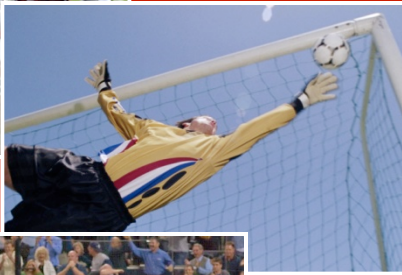


## “Typical” Program Logistics



- SLRG Consults with Client during Program Planning or Evaluation Process
  - Can Customize Research Elements where needed
- SLRG Designs Pre and Post Event Survey Modules 2 weeks prior to testing
- SLRG On-Site at Event
- Results Delivered two to three weeks post event

## Your Competitive Advantage



### Custom Marketing Research is Your Best Offense...

- Puts the ball in your hands in adding value to the relationship by enhancing onsite presence over time through program learnings

### ...And a Great Defense

- Provides research efficiencies in assessing the needs, behaviors and reactions of your target audience.
- Allows you to take control of the process through an engagement driven, program effectiveness scorecard



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