



**S21+**

**THE INTERNATIONAL SPONSORSHIP STUDY**

Essential answers for your successful sponsorship strategy

## GLOBAL PLANNING DATA FOR YOUR SUCCESS

### **Is your sponsorship strategy prepared for efficiency control? Is sponsorship the right communication tool for your brand?**

In the current climate, it is more important than ever to be aware of the most efficient communications activities for your brand. Sport is one of the best communications platforms for companies seeking tangible, differentiated and substantial consumer involvement, even in times of weak consumer behaviour.

- Is sponsorship an efficient form of communication?
- Which sports and events provide the highest potential for your brand?
- Which sponsorship strategy promises the highest success for your brand?
- Can sponsorship in elite sport be combined with Corporate Social Responsibility?
- Are hospitality activities a vital driver for successful B2B marketing?



**The correct strategic decisions and accurate risk assessment are only possible with detailed and current market data.**

**Do you aim to plan, evaluate or optimise your international sponsorship strategy?**

SPORT+MARKT can give you the answers, based on their experience and unique database spanning more than 20 years of market and media research in international sports business.

**A successful sponsorship strategy requires global market insights.**

**82% OF PEOPLE IN THE UNITED ARAB EMIRATES STATE THAT COMPANIES INVOLVED IN SPORT SPONSORSHIP GAIN APPEAL WITH THE AUDIENCE**

**ADULTS IN ARGENTINA ARE MORE THAN TWICE AS INTERESTED IN BEER AS ENGLISH ADULTS**

**WITHIN THE NEXT 12 MONTHS MORE GERMANS INTEND TO PURCHASE A HOLIDAY THAN FAST FOOD**

**THE PERCENTAGE OF CHINESE FOOTBALL FANS INTERESTED IN TELECOMMUNICATIONS IS ALMOST DOUBLE THAT OF ENGLISH FOOTBALL FANS**

**We support you in all phases of your engagement.**

**PLANNING**

**STRATEGY**

**MONITORING**

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>▪ Which sports provide you with the best communication potential?</li> <li>▪ Which sport/event is appropriate for your brand?</li> <li>▪ How can you differentiate your sponsorship engagement from your competitors?</li> </ul> | <ul style="list-style-type: none"> <li>▪ How can you identify success factors of international sponsorships?</li> <li>▪ Which sponsorship concept suits your communication strategy?</li> <li>▪ How can you integrate your sponsorship into the whole marketing strategy?</li> </ul> | <ul style="list-style-type: none"> <li>▪ Did you achieve your sponsorship targets?</li> <li>▪ How effective is your sponsorship engagement in various countries?</li> <li>▪ What is the Return on Investment of your international sponsorship engagements?</li> </ul> |
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# S21+ | THE INTERNATIONAL SPONSORSHIP STUDY

SPORT+MARKT's "Sponsoring 21+" study is the fundamental sponsorship planning and monitoring tool for companies pursuing a global sponsorship strategy. The world's largest multi-client study is based on more than 20,000 interviews in over 20 countries, providing your company with endless practical opportunities. Since 2003, S21+ has enabled long-term comparisons and trend graphs.

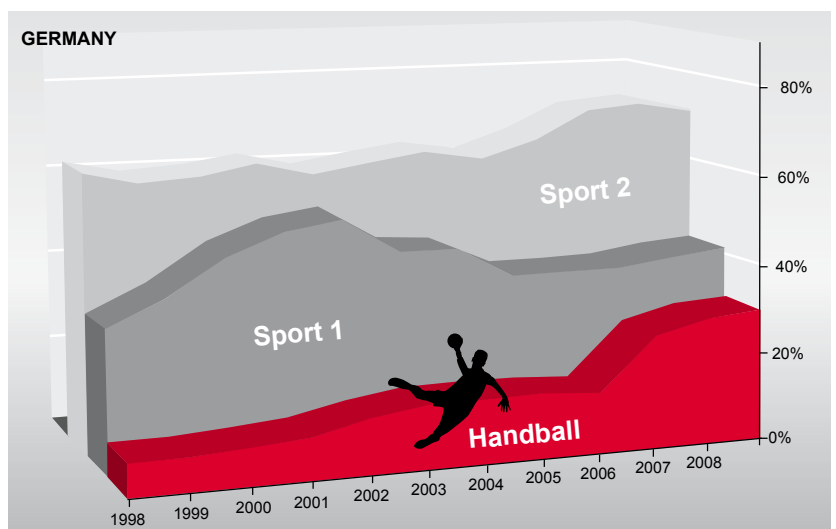
The general section includes key issues, such as awareness, interest, image and target groups of selected sports, events, clubs/teams in all relevant communication markets.

## Potential analysis

### Preferred sports on TV

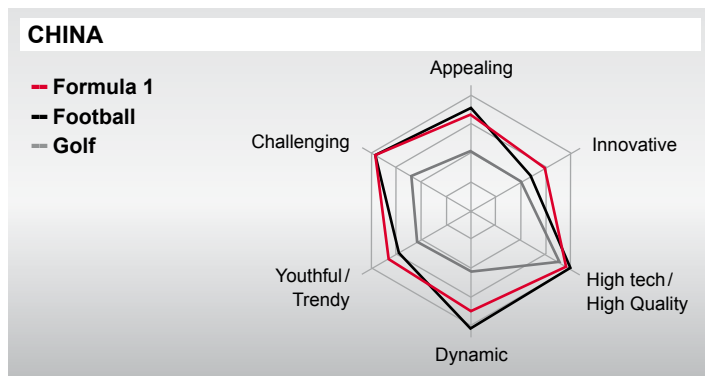
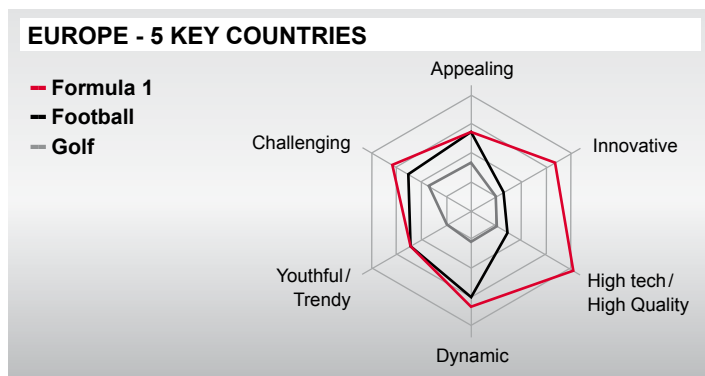


### Level of interest in selected sports



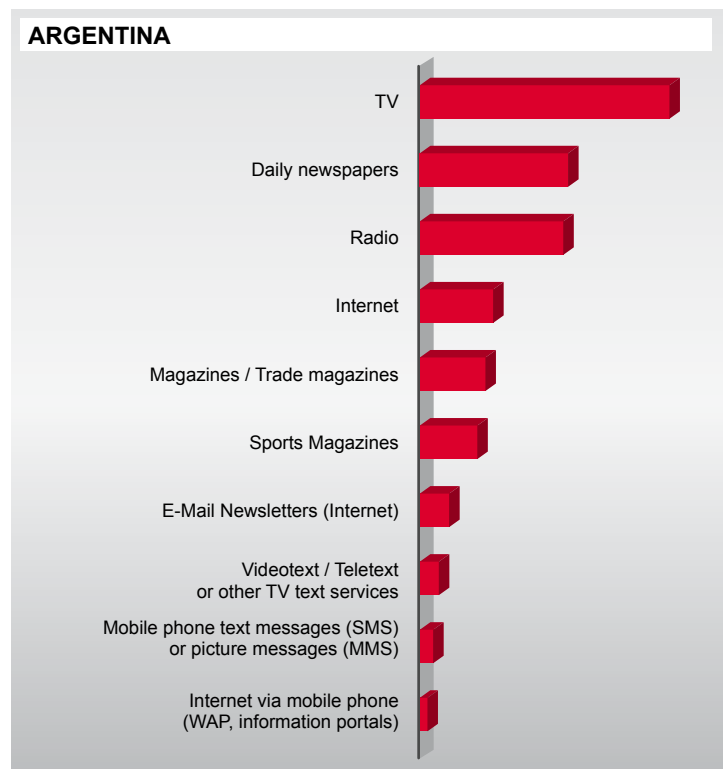
## Image fitting analysis

### Image profiles of selected sports



## Key facts target group

### Media usage for sports information



## Further topics of the general section

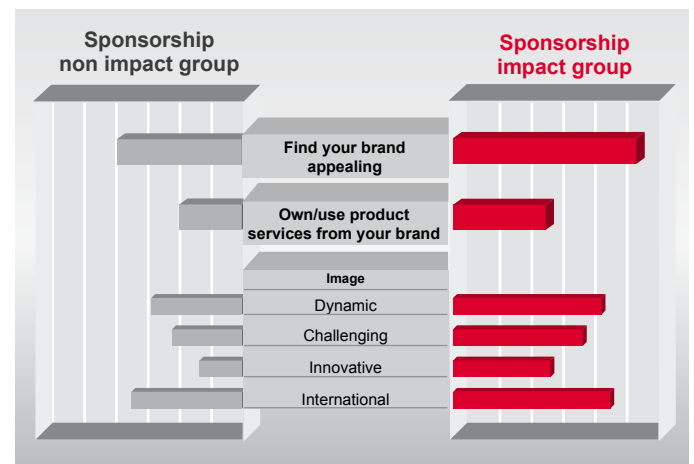
<b>Sport and sponsorship:</b>	Attitude towards sponsorship
<b>Clubs/teams/events in focus:</b>	Awareness of and interest in selected clubs/teams and sporting events
<b>Sponsors in focus:</b>	Awareness values of sports sponsors
<b>Key facts target group:</b>	Product and branch preferences / consumer behaviour sporting activities, demographic structure

In addition to this fundamental data from the general section, in the exclusive section S21+ will be customised to your wishes and requirements with individually tailored questions.

## Analysis of communication and brand performance

### Performance of your brand

- What is the prompted awareness of your brand as a sponsor?
- What is the level of ownership or usage of your brand amongst respondents aware of sponsorship?
- Is your sponsorship engagement credible?
- Does your brand or company gain in appeal via the sponsorship engagement?



## S21+ | GENERAL INFORMATION

<b>Universe:</b>	National population aged between 16 and 69 years
<b>Sample size:</b>	1,000 respondents per country
<b>Fieldwork:</b>	Spring and autumn (2 waves per year)
<b>Countries:</b>	<b>America:</b> Argentina, Brazil, Canada, Mexico, USA. <b>Asia:</b> China, India, Indonesia, Japan, Korea, Malaysia, Thailand. <b>Australasia:</b> Australia. <b>Africa:</b> South Africa. <b>Europe:</b> Austria, Bulgaria, Croatia, Czech Republic, France, Germany, Hungary, Italy, Netherlands, Poland, Russia, Spain, Switzerland, Turkey, U.K. <b>Middle East:</b> Oman, Saudi Arabia, UAE. (Further countries can also be provided on request)
<b>Interview technique:</b>	Telephone interviews (CATI) enhanced by online investigation modules (CAWI). If both are not possible due to national infrastructure, face-to-face interviews (PAPI) are conducted or a combination is used
<b>Content:</b>	The study consists of general and client specific exclusive sections
<b>Price:</b>	<b>General section:</b> from EUR 6900,-- (excl. VAT) per country. <b>Exclusive section:</b> calculated individually

## About us

As the leading research and consultancy company in international sport business, SPORT+MARKT has been analysing developments and factors for success on the sponsorship and advertising scene for over 20 years. In addition to know-how in market and media research as well as strategic consultancy, clients are provided with one of the most extensive global databases for sport, sponsorship and communications. Today, SPORT+MARKT employs over 500 employees at its Cologne headquarters and branches in the UK, Spain, Italy, France, the Netherlands and Singapore.

## Our core areas of expertise

- Strategic and operative sponsorship consultancy
- Sponsorship and advertising impact monitoring
- Evaluation and monitoring of media, brands and marketing rights

## A selection of our S21+ clients

- |                     |                  |             |
|---------------------|------------------|-------------|
| ▪ Nokia             | ▪ Allianz        | ▪ BMW       |
| ▪ Coca-Cola         | ▪ Premier League | ▪ E.ON      |
| ▪ FC Bayern München | ▪ SPORTFIVE      | ▪ Sony      |
| ▪ FIFA              | ▪ UEFA           | ▪ Carlsberg |

"We regard comprehensive efficiency monitoring of our global sport marketing engagements by SPORT+MARKT as a target-orientated investment for efficient control of our marketing tools rather than a cost factor."

**Ralf Hussmann / Head of Sport Marketing / BMW AG**

**sportundmarkt.com**

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