

BLAUW SPONSORING INSIGHTS

Sport is about emotion. Linking a brand with sport enables sponsors to build an emotional connection with a relevant group of consumers in a way that no other marketing tool can. For that reason, the success of a sponsorship goes much further than just exposure. Therefore, we do not track media exposure,

but we prove the impact of sponsorships on relevant brand KPI's. By analysing media behaviour of relevant target groups, we help finding opportunities to increase sponsorship impact. And we contribute to developing the right sponsorship campaign by providing online pretests of (new) campaigns.

