



EVALUATING THE EFFECTIVENESS OF F1 SPONSORING

Approach and set-up of a sponsoring effectiveness study for F1 sponsors.

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SPONSORING
INSIGHTS



BLAUW SPONSORING RESEARCH...

- ✓ Proves and improves ROI
- ✓ Generates new ideas for activation programs
- ✓ Simplifies strategic sponsorship decisions
- ✓ Increases the value of sponsorship in marketing campaigns
- ✓ Reduces budget wastage of sponsorship rights
- ✓ Creates alignment and support in the boardroom

18 YEARS OF EXPERIENCE IN SPONSORING RESEARCH

We conduct sponsoring effect studies for many international sponsors in different domains.

Blauw & sponsoring research

Blauw has many years of experience in the field of international sponsoring, covering sports teams, competitions and tournaments. We work on projects in the field of sponsoring and sports with a dedicated and experienced team. Currently Blauw Research performs multiple major (inter)national sponsorship studies for Heineken, Nissan, PepsiCo, Volvo, ABN AMRO, Vodafone, Aston Martin and others. For the partners of the UEFA Champions League we measure sponsoring effects since 2000. Currently this study covers 23 countries for Nissan, PepsiCo and Heineken.

In motorsports, we currently conduct the sponsoring effectiveness trackers for Heineken and Aston Martin, measuring the impact of their F1 sponsoring. In addition, we work with Nissan on the evaluation of their sponsoring of Formula E.



18

**YEARS OF EXPERIENCE IN
SPONSORING RESEARCH**

OUR TEAM OF SPONSORING & SPORTS RESEARCH CONSULTANTS IS VERY EXPERIENCED, DEDICATED AND PASSIONATE ABOUT SPORTS. WE ARE COMMITTED TO HELPING OUR CLIENTS OPTIMIZING THE IMPACT OF THEIR SPONSORING ACTIVITIES BY CONDUCTING EXCELLENT SPONSORING EFFECTIVENESS STUDIES.

*Eva Gerritse
Consultant Sponsoring & Sport*



In this document we will describe our experience and methods with regard to measuring the effectiveness of sponsoring in Formula One.



Contact Blauw Research

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CASE STUDIES RESEARCH IN MOTORSPORT

An introduction of three of our sponsoring effect studies in the motorsport domain.



Heineken F1 sponsoring

Since January 2016 (with a 0-measurement before the start of the sponsoring) we have been measuring the impact of the F1 sponsoring by Heineken in 6 markets (Mexico, USA, China, Brazil, Italy & Singapore). The study also evaluates the campaigns and activations that Heineken initiates for Formula One.



Aston Martin F1 sponsoring

From March 2018 Aston Martin will be team sponsor of the Aston Martin Red Bull Racing Team. We will track the impact of the new sponsorship with a sponsoring effectiveness study in four markets among Aston Martin's core target audience.



Nissan Formula E sponsoring

Nissan will join Formula E from the 2018/2019 season. We have started measuring the impact of Nissans Formula E sponsoring in 2017. The study also involves analysing the development of Formula E audiences. From the start of the 2018/2019 season we will include Nissans campaigns and activations in the study. Scope: USA, Mexico, UK, France, China, Japan.



CASE STUDIES SPONSORING EFFECTIVENESS RESEARCH

An introduction of the insights we deliver in sponsoring effectiveness research.



UEFA Champions League

Since 2000 we have worked with sponsors of UEFA Champions League to give insight into the ROI of this major sponsorship. The study measures the impact of the sponsorship in 24 markets among multiple target groups for Heineken, PepsiCo and Nissan. The insights have for example proven the positive impact of Champions League on the consumption of Heineken beer



Volvo field hockey tracker

With a sponsoring effectiveness study focused on the hockey community we give Volvo insight in the ROI of several activations at hockey clubs, resulting in an increased market share among relevant target groups.



Vodafone sponsoring portfolio

We provide Vodafone with real-time insights into the impact of their sponsoring activities on our online dashboard. The sponsorship tracker combines multiple sponsorships and helps Vodafone to continuously finetune and adjust campaigns and activities in order to optimize the effect of the sponsorships.



RESEARCH OBJECTIVES

The sponsoring effect study gives insight in the impact of F1 sponsoring on the brand.

Research objective

The objective of sponsoring effect measurements is to give sponsors insights in:



the evaluation of the F1 sponsoring and activation/campaigns



the impact of the F1 sponsoring on the key performance indicators of the brand



the impact among specific target groups within the general population of multiple countries (worldwide)

Insights



The sponsoring effect study provides insight in the evaluation and impact of the sponsorship on the brand. With the results of this study sponsors are able to set objectives and optimize the sponsoring activations. These insights will contribute to a successful sponsoring policy.



RESEARCH APPROACH

The FanShipLevel Model forms the basis of measuring sponsoring impact.

Research approach: FanShipLevel Model

Blauw Research measures effects of sponsoring through the so-called “FanShip Level Model” (FSL).

The model is based on a person’s involvement with a specific sponsoring domain, like motorsport and F1. The higher one’s involvement, the bigger the chance of recognition of the sponsor and from there the higher the chance that the sponsorship influences a person’s attitude and behavior towards that brand.



FanShipLevel Model

Blauw Research designed the FanShipLevel model in cooperation with Heineken. The model has been successfully used to evaluate national and international sponsorships for a wide range of blue chip companies.



FanShipLevel determination

Measuring the involvement is done in a robust way. A set of 4 questions with 4 answering possibilities each determine a person’s position on the FSL range, ranging from level 1 (non-interested) to level 4 (passionate fans).



Analysis

Each sponsoring effect study contains a variety of sponsoring and brand related questions. The lowest FSL functions as a benchmark for the higher ones to isolate domain effects.

SET UP F1 SPONSORING EFFECT STUDY IN SHORT

The method, target audience, fieldwork, questionnaire and deliverables of the study.



Method

Online consumer questionnaire (customized set-up) using implicit research techniques. We advise at least two measurements per year during the F1 season.



Target audience

General population (18-65) with a multi-stakeholder set up for analysis. For example: interest in motorsport, F1 fans and followers, brand users, etc.



Scope and fieldwork

We can provide worldwide fieldwork and recommend a sample of n=600 per country per wave, representative for gender and age. Samples from our preferred partner Survey Sampling International (SSI).



Questionnaire

- We are committed to creating a device proof questionnaire that is fun and easy to fill in.
- Topics: sponsorship evaluation and brand (effect) KPI's. Flexible block with evaluation of activation/ campaign (country specific).



Deliverables

- Presentation at the client's office
- Topline PPT report (max. 25 slides)
- Online dashboard providing continuous insights



Budget

- Depends largely on scope (how many and which countries).
- Possibilities to do a syndicated study with other sponsors of the same domain.
- Rough estimate: €8k per country per wave.

MEET OUR SPONSORING TEAM

Our team is very experienced with sponsoring research and passionate about sports.



EVA GERRITSE

Consultant sponsoring & sport

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Eva is responsible for the development of sponsoring research at Blauw and has 10 years of experience in international sponsoring research.

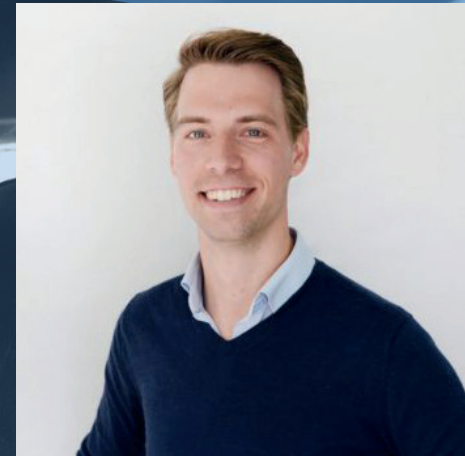


RENÉ DE MAN

Research consultant sponsoring

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René has been working on sponsoring research since 2001. His experience allows him to compare results to relevant benchmarks and give strong recommendations on ROO and ROI to our clients.



AIKO DE BRUIJN

Research Manager Sponsoring

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Aiko manages multiple international sponsoring studies, such as the UEFA Champions League study, Nissan Formula E study and Heineken F1 research.

CLIENT PORTFOLIO





WAY OF WORKING

BLAUW RESEARCH PROVIDES A BESPOKE SERVICE FOR EACH CLIENT, INCLUDING:

- ✓ Face to face in-take meeting (at client's offices)
- ✓ Advice and support in setting objectives for sponsoring research
- ✓ Executive Summary within 4 days after research has been conducted
- ✓ Dedicated Account Manager to respond to any questions by email and mobile
- ✓ Post-research presentation of results face to face
- ✓ Workshop to advise strategic direction of sponsorship and activation

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