



**HAVE YOU BEEN
PAYING ATTENTION
TO SPONSORSHIPS?**



THE APPROACH



★ INDEPENDENT MULTI-YEAR STUDY ★



marketing Scientist Group

The Marketing Scientist Group is an independent research company producing world-leading studies on sponsorship. This series of work leveraged data from **5,437 Australians** using **purpose-built research technology** to understand how sponsorships drive impact for brands.

2019

The role of **program engagement** on advertising effectiveness.

2020

How **fans, content moments** and sponsorship **touchpoints** drive different campaign outcomes.

NOW

The impact of different creative on **attention** and **mental availability** for brands.

★ LARGE SCALE QUANTITATIVE ★ SURVEY & VIEWING EXPERIMENT

We conducted a large-scale survey and viewing experiment ...

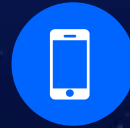
2,200

18 – 69 Australian TV viewers across key metro cities

... across device to replicate natural BVOD viewing ...



Computer = **1,327**

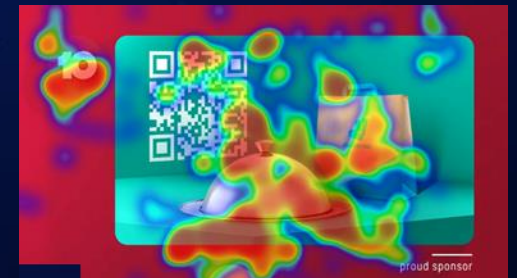


Tablet / Mobile = **473**



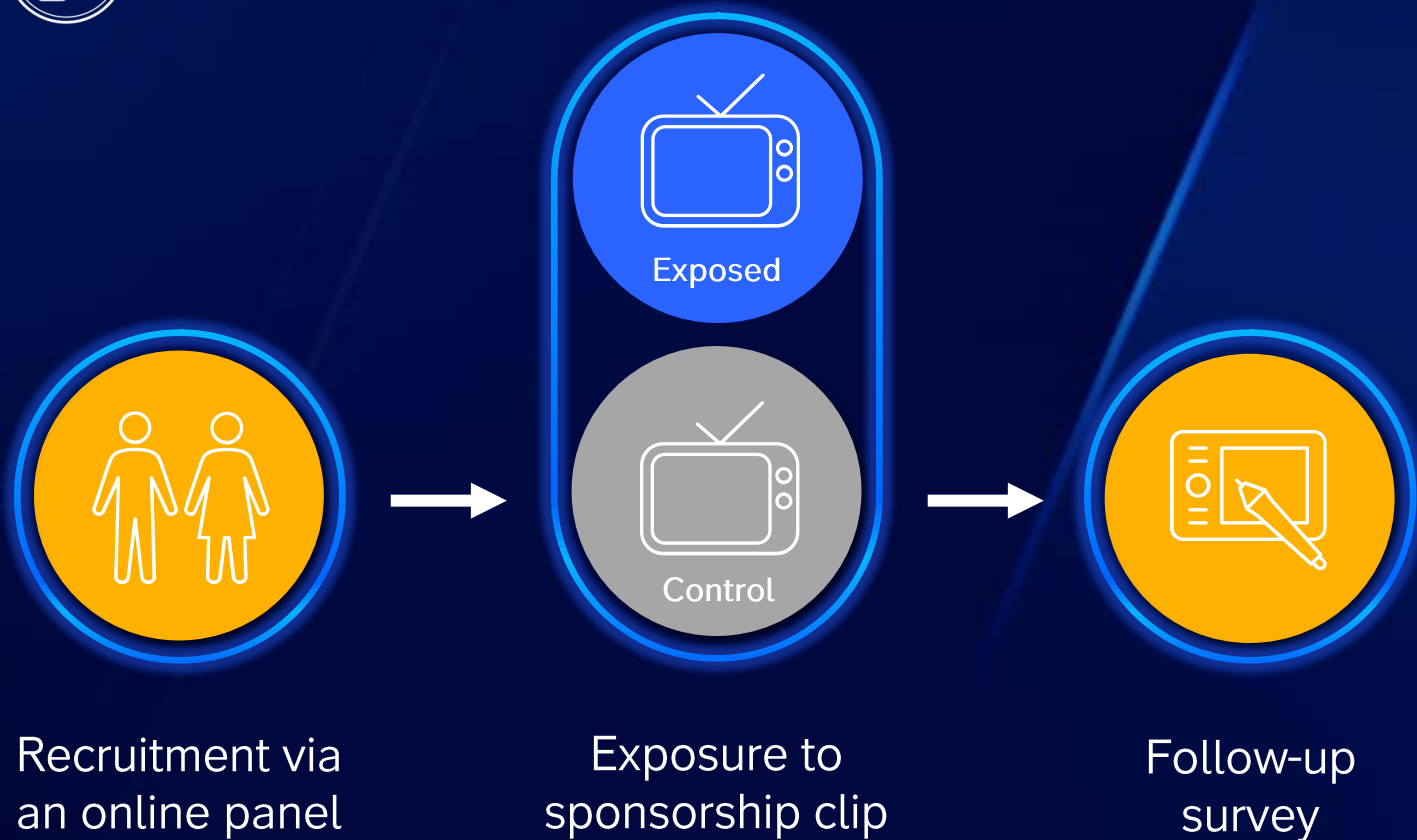
TV = **400**

... including passive gaze technology to capture creative attention!

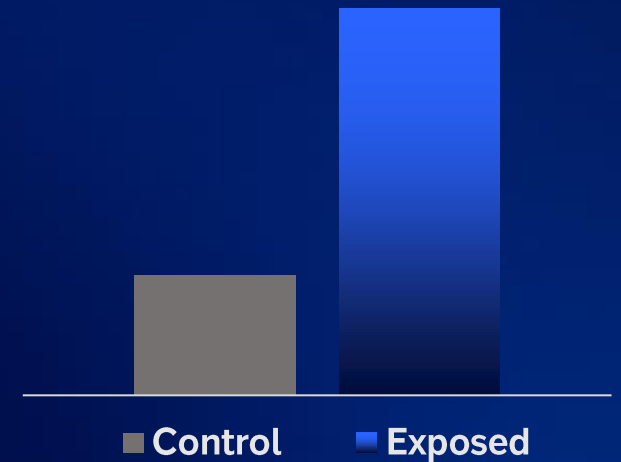


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★ EXPERIMENT DESIGN ★



This design allowed us to calculate the impact of the sponsorship elements by comparing exposed and control groups



★ THE ASSETS WE TESTED ★

We used a **balanced cell design** where respondents saw a combination of TVCs, Billboards and Integrated Content.

All exposed groups included one TVC, but we also had a control group for each brand (with no sponsorship exposure).

TVCs

Standard vs. Bespoke TVCs



TVCs included Standard and Bespoke (connected to content or sponsorship assets)

Billboards

No Billboard vs. With Billboards



Billboards included any Billboards, Playouts and IDs at the start/end of the break

Integrated Content

Control vs Integrated Content



Integrated content featured products/logo (visual assets), brand mentions and storyline integration.



THE RESULTS



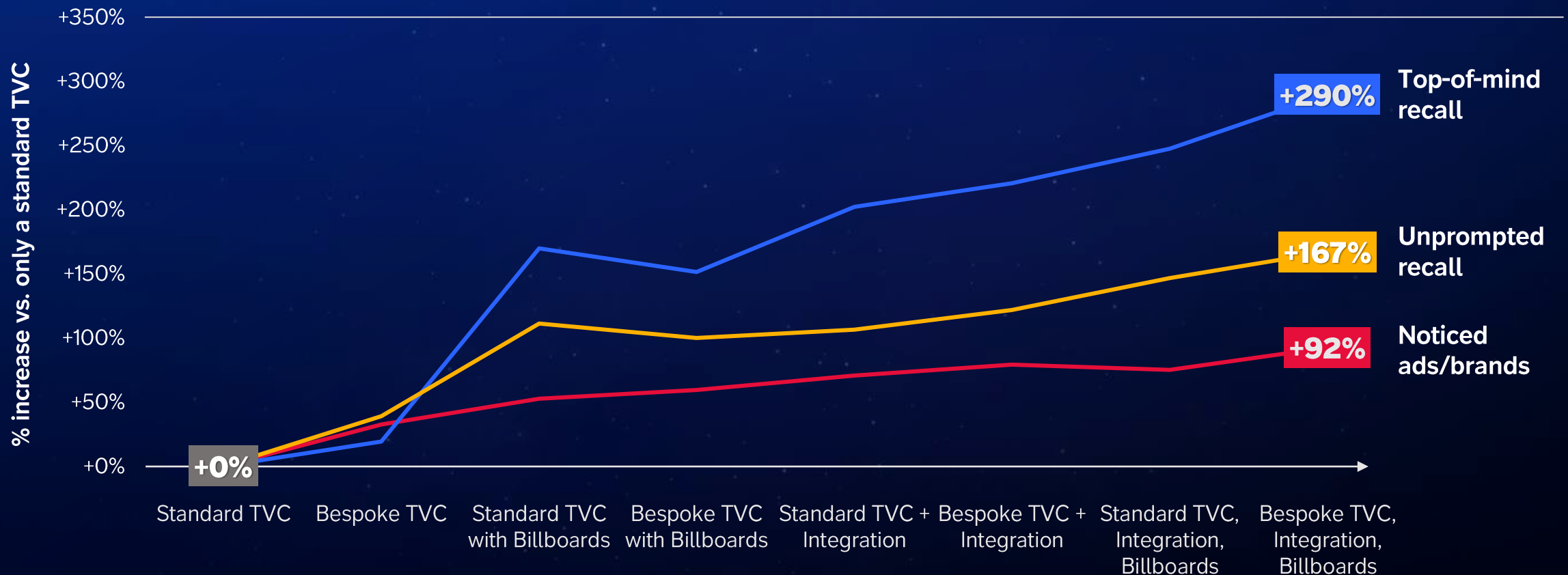


**MORE ASSETS =
MORE IMPACT**



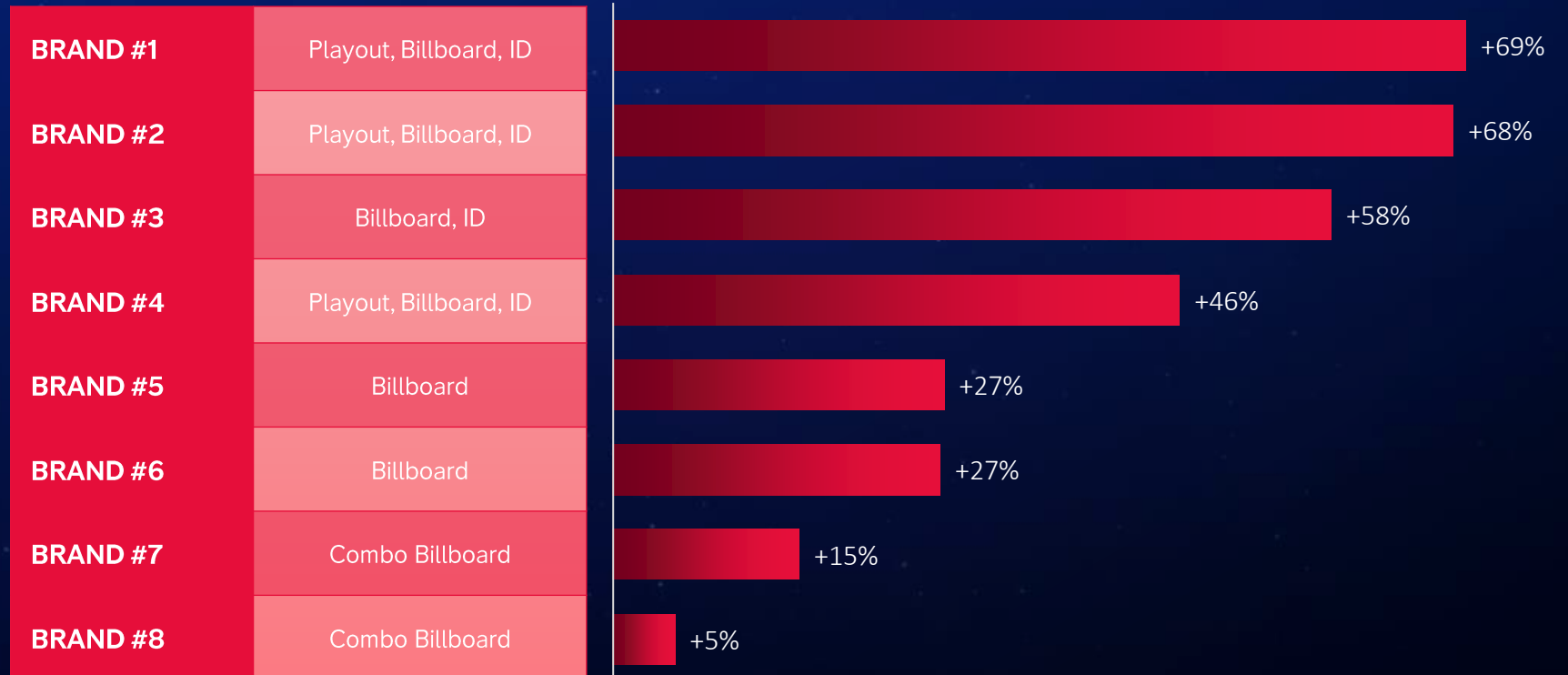
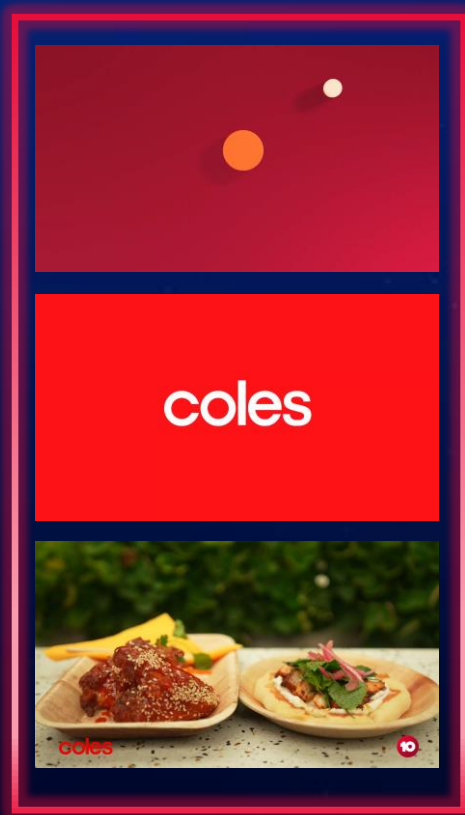
★ MORE OPPORTUNITY TO SEE ★ = HIGHER AD METRICS

All ad metrics trended higher when *more sponsorship elements were included*



★ MORE SPONSOR ASSETS ★ BUILD MORE RECALL

Ad Impact : % Uplift in Unprompted Recall by number of sponsor assets



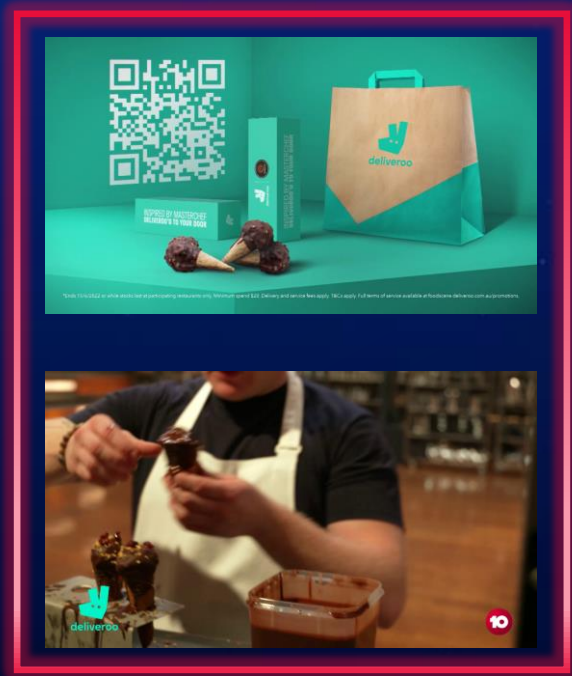
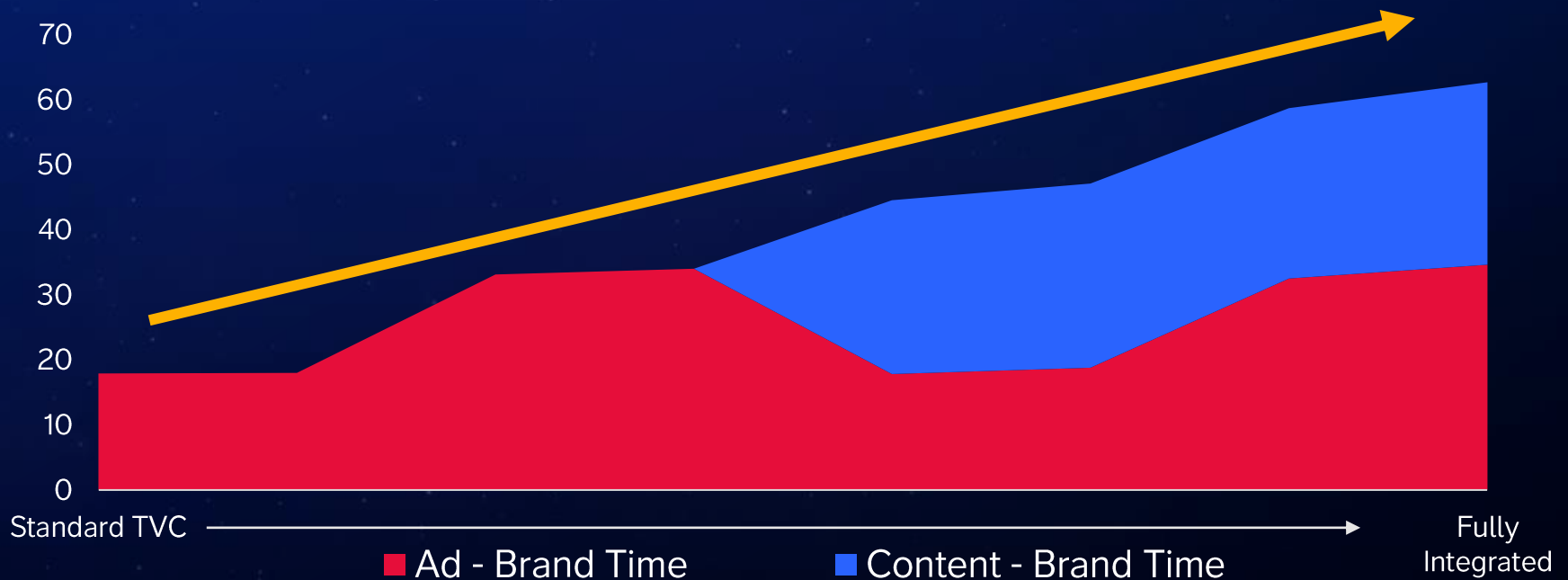


**MORE OPPORTUNITIES TO SEE
= MORE ATTENTION**



ADDING MORE OPPORTUNITIES TO SEE ★ BUILDS ATTENTION ★

Sponsorship Effectiveness :
Attention seconds (Brand Time) by Integration



★ INCLUDING ATTENTION DURING VISUAL BRANDING + BRAND MENTIONS ★

Branding Attention : Full Integration (all assets) vs. Standard TVC only

3.1x

Visual Branding

5.8x

Brand Mentions





**INTEGRATED CONTENT IS
TYPICALLY MORE IMPACTFUL**



“

The way Tom adds himself into the ad makes it funny and as a result makes me think the ad is part of the show and [I am] **more likely to think of Mitsubishi.**

”

TAKE IT TO THE NEXT LEVEL

MITSUBISHI MOTORS
Drive your Ambition

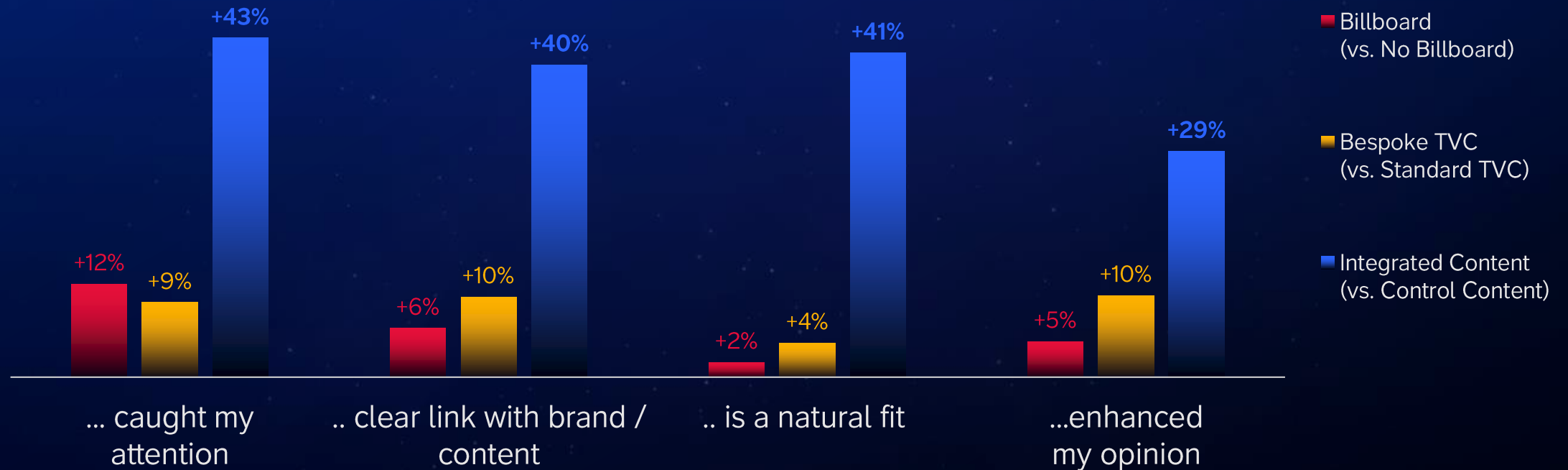
AUSTRALIA'S FIRST
10 10
YEARS YEARS

PAJERO SPORT
ELEVATE YOUR ADVENTURE

GLENN 50 SAM 30 ED 20 HAYLEY 10 NIKKI 0

★ INTEGRATED CONTENT STRENGTHENS SPONSORSHIPS ★

Sponsorship Effectiveness :
TVC/Billboard/Content uplift for Sponsorship Statements





**BRAND ASSET ATTENTION
MAKES MEMORIES**





“

I enjoy KFC and seeing it in the show **made me crave it**

”

★ BRAND ASSET ATTENTION ★ BUILDS BRAND MEMORIES

Top-of-mind awareness, average brand associations and brand asset fame metrics were higher on average when viewers gazed directly at brand assets





BRAND ASSET SIZE DOES MATTER



★ LARGER LOGOS MEANS ★ LARGER ATTENTION / AWARENESS

Larger logos had a higher gaze penetration, and some **correlations with awareness**





IN-CONTENT BRANDING PRIMES VIEWERS FOR THE ADVERTISING



INCIDENTAL BRANDING CAPTURES SIGNIFICANT ATTENTION

Creative Attention : Product Gaze (Content Integration)

KFC Bucket Gazes
(amongst those exposed)

82%
gazed



Bucket Reveal = **94%**



Bucket with Chips = **86%**



Bucket with Coleslaw/Chips = **79%**

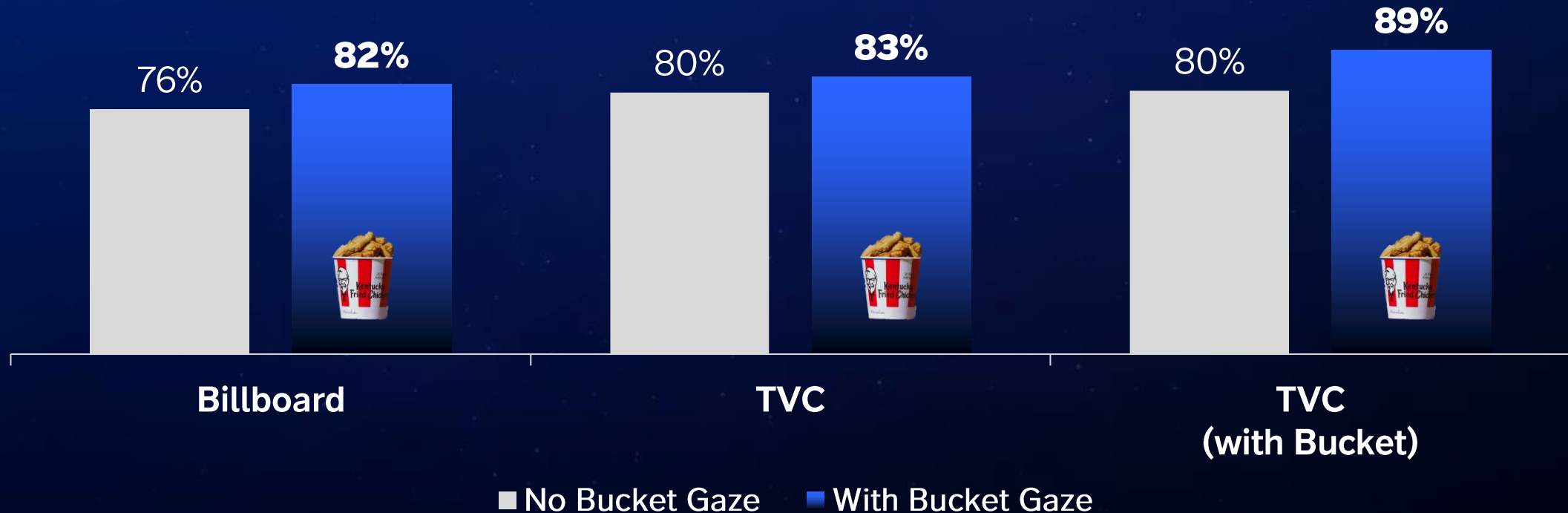


Bucket on Podium = **32%**

PRIMING VIEWERS TO PAY ATTENTION TO OTHER ASSETS

Creative Attention : Attention for Ad Type by KFC Bucket gaze

TVC / Billboard Attention



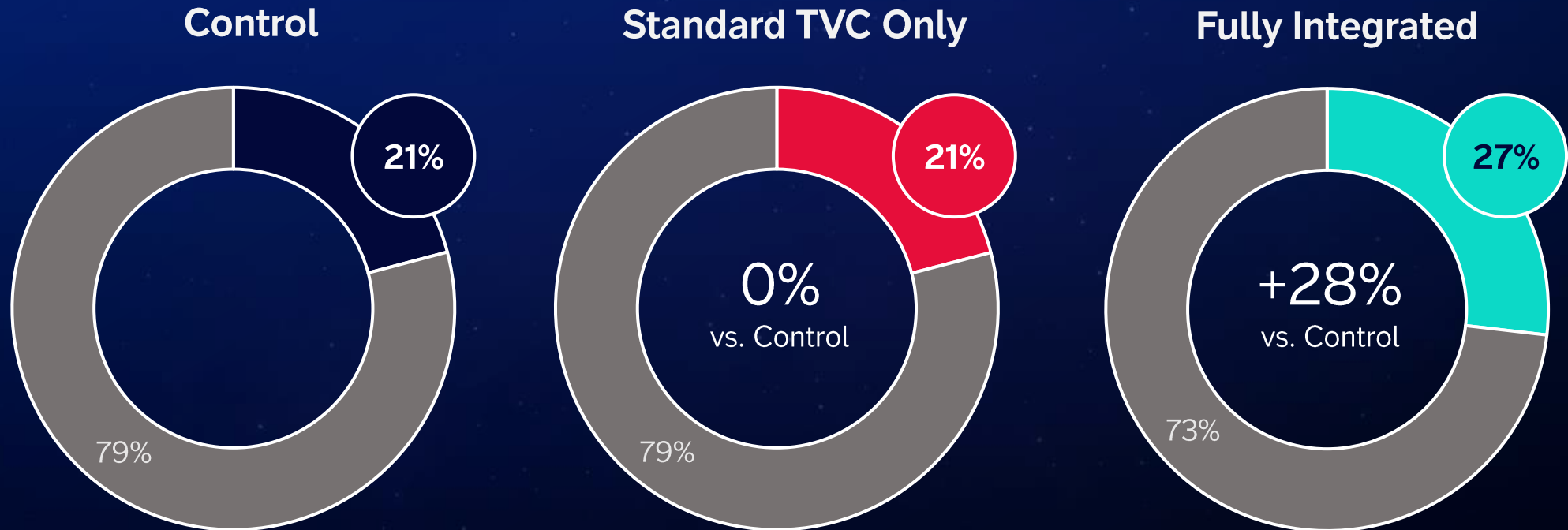


**DEEPER SPONSORSHIP =
DEEPER MEMORIES**



★ FULLY INTEGRATED SPONSORSHIPS ★ BUILT MENTAL MARKET SHARE

There was no difference in Mental Market Share for Standard TVC Only vs. Control, but it was **much higher** for Fully Integrated sponsorships



■ Brand

■ Competitors

★ SPONSORSHIPS BUILD ★ CAMPAIGN MESSAGES MORE THAN TVCs

Campaign Messages : Index of campaign message agreement by integration



Integrated Content drove higher uplifts in campaign message agreement than Bespoke TVCs or Billboards

Billboard

+12%

Bespoke TVC

+13%

Integrated Content

+17%

Fully integrated

+28%

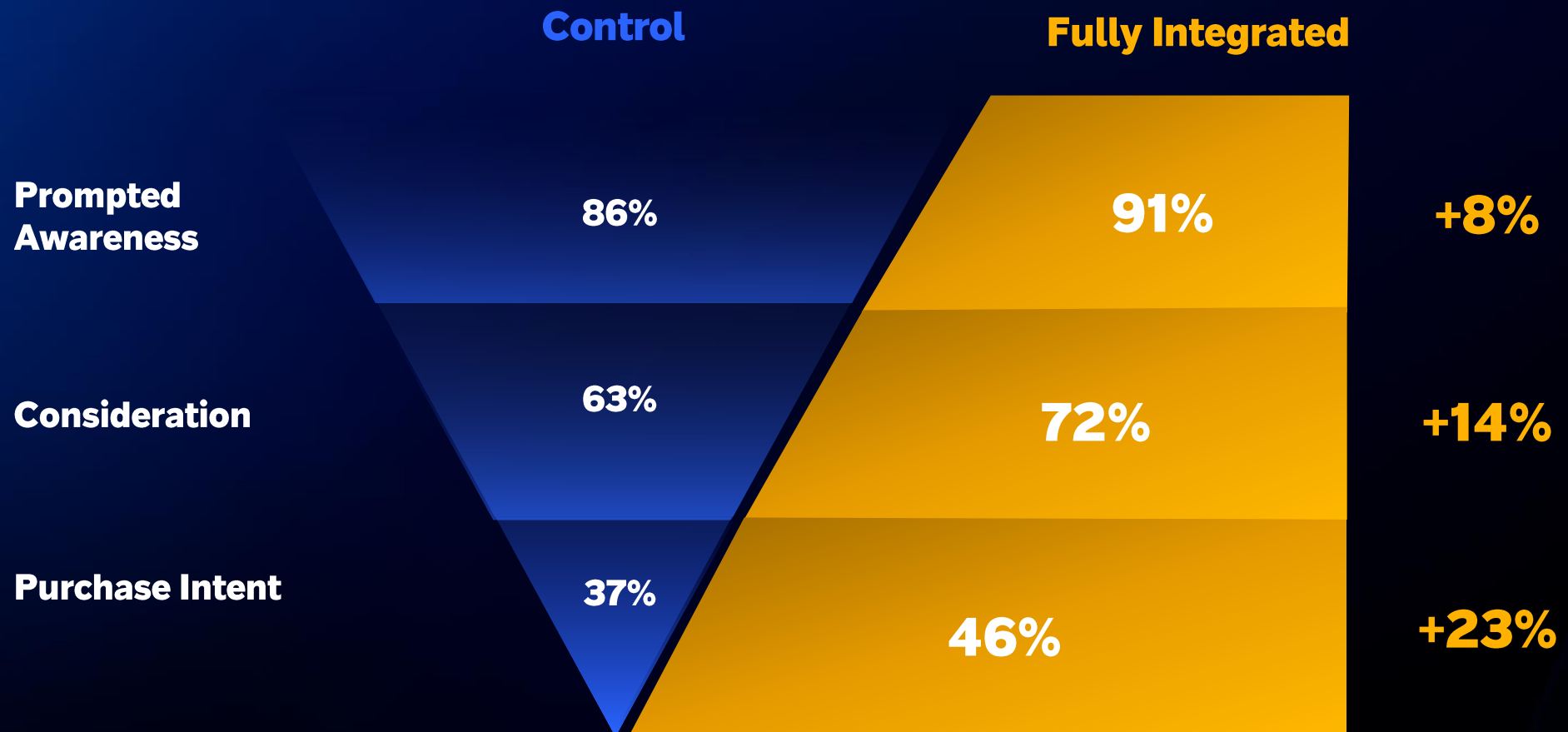


**DEEPER SPONSORSHIPS
LEAD TO ACTION**



DEEPER SPONSORSHIPS SHIFT ★ PURCHASE BEHAVIOUR ★

Brand metrics increase across the purchase funnel for a **fully integrated sponsorship**, versus the control



BESPOKE TVCS CAN ★ DRIVE SPECIFIC ACTIONS ★

Bespoke TVCs vs. Standard TVCs: Uplift in agreement to action statements





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