Evolving the Sponsorship Model

Fina World Water Polo Conference 2018

Kristian Gotsch — Director EMEA, Two Circles
SPORTS SPONSORSHIP IS IN A STATE OF FLUX
Disruption... something about partnerships and this probably needs to be emphasized before the data/digital point...
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THE ESSENCE OF SPONSORSHIP HAS NOT CHANGED
Brand strategies have changed
Rights owner assets have changed
The media landscape has changed
Consumer behaviour has changed
The changing sponsorship marketplace is characterised by three trends.

- The big get bigger
- The 'smart middle' innovate
- The majority of properties struggle
WHAT ARE BRANDS DOING?

WHAT DO BRANDS WANT?
BRANDS THINK DIGITAL FIRST...
BRANDS BUY AUDIENCES...

75% of UK Media is traded programmatically.
### DRIVEN BY DATA...

**TOP 10: GLOBAL ADVERTISING REVENUE (IN BILLIONS)**

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*Note: The above data represents the top 10 global advertising revenue earners from 2012 to 2016.*
BRANDS WANT ROI...

Measurability is the number priority for brands when it comes to services provided with their right package.

Of respondents stressed the value of Measurability as a service

ESP Properties 2017 Survey
“Digital ad spending was lower versus a high base period and due to current period choices to temporarily restrict spending in digital forums where our ads were not being placed according to our standards and specifications.”

Jon Moeller,
CFO,
Chief Financial Officer, Proctor & Gamble (2017)
"We risk having advertisers that don’t really believe in the metrics and the numbers we’re putting in front of them, and that’s obviously a setback for the entire industry."

Jimmy Maymann,
EVP of content and consumer brands, AOL (2017)
BRANDS FAITH IN DIGITAL ADVERTISING IS STARTING TO WAIVER...

- FRAUD
- AD BLOCKERS
- MEASUREMENT
- BRAND SAFETY
Unilever Threatens To Pull Ads From Facebook, Google
by Melinda Fuller, 10 hours ago

"Fake news, racism, sexism, terrorists spreading messages of hate, toxic content directed at children ... it is in the digital media industry's interest to listen and act on this. Before viewers stop viewing, advertisers stop advertising and publishers stop publishing," stated Keith Weed, Unilever's CMO in a speech made at the Interactive Advertising Bureau conference in California on Monday.

To ensure that message is received, Unilever has threatened to pull all ads from Facebook and Google unless the companies do something—and quickly—to clean up content.

Last year, Unilever spent $9.4 billion on marketing—about a third of that on digital advertising—making it one of the medium's biggest advertisers.

Facebook and Google alone take in 60% of all digital advertising. The symbiotic

Unilever Principles

➢ Not invest in platforms that do not protect children or create division in society
➢ Only invest in platforms that make a positive contribution to society
➢ Tackle gender stereotypes in advertising
➢ Only partner with companies creating a responsible digital infrastructure
Brands are increasingly investing in new forms of marketing
Brands are seeking to reach and engage with audiences...
Brands are looking for **partnerships** through which they can engage and activate audiences in a better way....
WHAT DO WE HAVE AND WHAT CAN WE GIVE BRANDS IN THE FUTURE?
SPONSORS WANT MORE THAN HIGH LEVEL NUMBERS....

PARTNERSHIP OFFERING

OUR AUDIENCE

300 million TV viewers
500,000 fans
200,000 active participants
The knowledge of the fans is essential.
Through a solid understanding of its audiences, FINA could offer the ability to reach fans matching a partner’s target segments, enabling the partner to fulfil their objectives.

- Gender balanced
- Young trendsetters
- Cost aware
- Healthy and active

- 55/45 gender split
- Young, fashionable audience
- 92% consume streaming content
- 82% participate regularly in sport
- 18% looking to buy a car in the next two years

46,000 high propensity customers on FINA water polo channels
EXAMPLE OF SOCIO-ECONOMIC PROFILE DEEP DIVE

YOUNG & FASHION-AWARE

- **Age**: 22-36
- **Family**: Singles, young couples, new families
- **Residence**: Small city flats, private rentals, street parking
- **Purchasing Power**: Budget-conscious, but over index
- **Profession**: Ambitious and starting out, low to mid tier salary

- **Digital Engagement**: 18,000 digitally engaged with FINA

LEISURE & TRAVEL

- Active in more sports and cultural activities
- Frequent fliers and either active holidays or city trips
- Attractive but affordable cars, suitable for future family use

CONSUMPTION & MEDIA

- Regulars at fashionable cafes and bars
- Prefer Instagram over Facebook
- Follow fashion trends and sports
- Interested in gaming

LIKELIHOOD TO PURCHASE NEW CAR IN NEXT 24 MONTHS...

- 39% are more likely to purchase a FINA sponsored product vs 22% Sport average

FINA Sport. Avg
Brands are increasingly investing in new forms of marketing.

**INFLUENCERS**

**BRANDED CONTENT**

**OWNED CONTENT**

**SPONSORSHIP?**

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**THIS PROVIDES** WITH AN OPPORTUNITY TO ENGAGE WITH BRANDS

- **CONTROLLED ENVIRONMENT** ✔
- **GREAT AUDIENCE** ✔
- **UNIQUE ACTIVATIONS** ✔
- **ACCURATE MEASUREMENT** ✔
Data is becoming the new currency in a brand – sports rights holder relationship...
Not there tomorrow but you have a plan and you will get there...
THANK YOU

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