

Marketing Accountability Standards

Measuring Sponsorship Return

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MillerCoors
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**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Context Around MillerCoors Alliances

- Total Alliance Contracts = 15% all marketing \$
- Number of Alliances = 523 (broadly defined)
- Activation Average = 25% contract value
 - Average Benchmark Activation is 150% contract value
- Goal is to exit “low return” alliances and reinvest those \$ into activation into “higher return” alliances.

How do we do this without marketing mix data to evaluate ROI?

Unique Factors Impacting MillerCoors

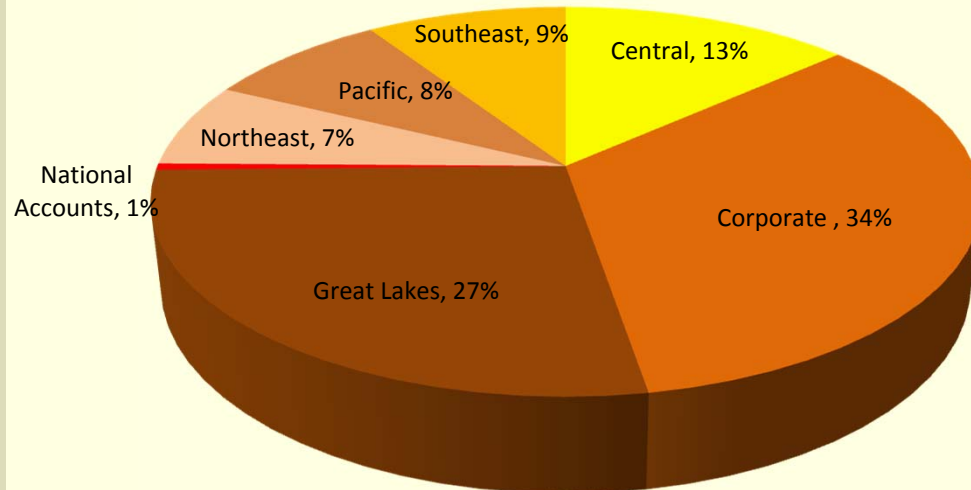
- Many more alliances and related \$ are local vs. national (and certainly not global)
- Independent distributors fund 0% or 100%
- “Emotion” runs high and can drive decisions
- Heavier emphasis on retail activation vs. “equity build” (in alcohol we cannot buy shelf space)

Estimated MillerCoors Alliance Spend

Number of Contracts per Region



% Spend by Geography



Efforts to Date to Evaluate Alliances

- Create single source collection point (database) to capture Alliance Spend
- Identify and weight key business metrics that should impact alliance spend decisions
 - Defining strategy is critical to identifying what metrics to track and include
- Score each property and filter high to low weighting
- Assess lowest scoring properties that are up for renewal in current year

Efforts to Date to Evaluate Alliances

- Prior custom analyses have focused on better quantifying the value of consumers or markets impacted by the alliance.

Monetizing Consumption of Fan Base	<ul style="list-style-type: none">• We can approximate penetration of relevant, engaged consumer populations in a team's home marketing territory<ul style="list-style-type: none">• Miller Lite Vikings fans = % LDA Miller Lite drinkers who are very interested in NFL in Minneapolis/St. Paul• Volume/value of fans' consumption during the season can be used to estimate ROI for the contract.
Ad Hoc, In-Market Analysis	<ul style="list-style-type: none">• Where events are highly localized or time bound, more focused pre/post or AB testing can be executed.<ul style="list-style-type: none">• In the case of NASCAR sponsorship, incremental volume trends were evaluated in race markets during race weeks to estimate lift due to heavy-up sponsorship support.

Current ROMI Alliance Evaluation Scoring

Overall Scoring: 10	Point weight
Activation Investment	(2)
Property Fit	(2)
Distributor Match	(2)
Priority Market	(2)
Venue Volume	(1)
% of total budget	(1)

Next Steps

- In process of solidifying alliance strategy
- Adding alliance activation to marketing mix model for 2016
- 2016 and beyond opportunity for outside support to measure and provide another formal ROI tool.

Discussion Guide for Other Marketers

- How much of marketing spend?
- How many alliances (few, many)?
- How measuring?
- How forecasting/allocating \$\$?



Thank You!



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