

MASB

Standards Project

Sponsorship Accountability Metrics

(SAM)

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MASB Director

February 2018
New Orleans



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

SAM Project

Project	Sponsorship Accountability Metrics (Ebben, Meier)	Strategy Document 'What is Known' about Sponsorship Objectives, Measurement, Brand Fit*, and Return Relative to Other Marketing Tactics. Construct Road Map.
Issue Addressed	Lack of Identified Sponsorship Metrics That Tie to Brand & Business Outcomes	
Project Objective	Determine Sponsorship Contribution to Brand and Business	
Expected Outcome	'Road Map' for Brand Sponsorship Investment & Activation, based on Marketing Objectives	
When	2017/2018	

*Taking into account the brand, its category and product lifecycle.

SAM Milestones (2017 - 2018)



El Frame-Up 9/17

Leaders & Plan 10/17

Aspects & Hypotheses 12/17

Revised Industry Definition 1/18

Forbes Announcement 2/18

ANA Sponsored Survey 2/18

Winter Summit 2/18

SAM Team Members

Team Leaders



Karen Ebben
Global Marketing Impact



Jim Meier
MillerCoors

Team Heroes



Jeff Bezzo
SC Johnson



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Purush Papatla
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Frank Findley
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Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication



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Definition of Sponsorship

Sponsorship refers to a cash or in-kind fee paid by a sponsor to a property or entity (e.g. a sports, entertainment, or non-profit event or organization) in return for access to the leverageable marketing resources associated with that property/entity*

*Marketing-Dictionary.org

Examples

- **USAA relationship with Wounded Warrior Project**
- **Bud Bowl – Budweiser created asset enabled by NFL media relationship**
- **Diet Coke relationship with Taylor Swift**
- **McDonalds (former) relationship with Olympics**
- **GE logo on Celtic jerseys**
- **Naming rights for stadiums - AT&T stadium in Dallas**
- **Red Bull Air Races and extreme sports events**
- **Movie such as Nissan Rogue with Star Wars**
- **Music tour/event sponsorship such as Coachella and SXSW**

Three aspects of sponsorship

- Value of the Intellectual property
- Contribution to impacting KPIs (including synergies or tradeoffs with other marketing assets)
- Business value of individual assets (sales, distributions, impressions)

Hypotheses (Revised February 2018)

- **Accountability metrics* will vary with objectives of sponsorship**
- **Corresponding ‘activation dollars’ for successful branding activation may exceed the cost of the sponsorship**
- **Sponsorships will vary significantly in return with some even providing negative return on investments**
 - Including return from preferred access to assets within the sponsored entity’s domain
 - Taking into account incremental impact from incremental impact vs. other avenues with similar reach (including more cost effective means to create associations e.g. using golf cues within ads to create golf association)
 - Sponsorship clutter and inability to differentiate when there are multiple sponsors
- **Monetary impact on distribution can be accurately measured and forecasted (for subset of sponsorships where relevant)**

Forbes Coverage of Project

FEB 9, 2017 @ 09:07 AM 596

Taking the Risk Out Of The High Stakes Sponsorship Game



Thought Leaders

Thought Leadership in Action [FULL BIO](#)

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Stephen Diorio, Contributor

In the wake of compelling Super Bowl and GRAMMY Award performances - and with the Olympics and Oscars on the way - most of the conversation in the marketing community has been what's wrong with sponsorships - the poor quality of the ads, waning TV audiences, and focus on political statements. Nobody is talking about what's right about sponsorships. There is a large untapped opportunity for marketers to unlock the full potential of these unique properties with better program designs. And progressive marketers that leverage technology, content, and digital channels in their sponsorship program designs are creating significantly more business value from them.

To better arm all brands with the metrics, benchmarks and models to help them create highly profitable and measurable sponsorship programs, the Marketing Accountability Standards Board (MASB) is leading a [Sponsorship Accountability Metric Project](#) with the objectives of creating externally validated metrics, benchmarks, and best practices for measuring the financial impact of sponsorship investments. *Unearthing the value of sponsorships involves not simply asking about the influence a particular sponsorship has on brand preference and purchase intent, but on the drivers of those measurements.* According to Tony Pace, who is sponsoring the research program. *“Those include things like brand popularity and cultural relevance at a moment in time. And they often require the customization of measurement tools.”*

MASB is developing financially valid standards and metrics to help marketers develop a financial vocabulary to help them translate the unique assets of sponsorships into measurable business outcomes impair sponsorship returns. This will solve three big problems:

- **Underutilized assets** The unique assets – culturally

SAM Next Steps

- **Rough out framework**
 - Objectives
 - Metrics
- **Deep dive ANA quant survey results; follow-up with in-depth qualitative interviews of respondents “opting in”.**
- **Document considerations for Brand Fit with Sponsoring Entity**
- **Identify data sources for sponsorship analyses (MASB members and non-MASB)**
 - Objectives, costs and business impact
 - Measurement Providers
 - Proprietary/Custom vs. Syndicated
 - Exposure, Valuation, Attitudinal, Behavioral

Today's Panelists

MASB



Tony Pace
(President/CEO)

Global Marketing
Impact



Karen Ebben
Founder



Henrik Christensen
Director Marketing Insights



Ray Katz
At Large

Discussion Guide

Business Performance



MASE

- How important is Brand Sponsorship to the marketing investment mix?
- What marketing metrics are commonly employed to measure Brand Sponsorship Success?
- Has marketing accountability for Brand Sponsorship lagged other marketing investments? If so, why?

Discussion Excerpt

Tony Pace: “The fact that only roughly a third of the respondents, including some of the bigger names, said they had a standardized process is very surprising. Is that a surprising outcome to you?”

Ray Katz: “Having been on both the buy side and the sell side during my career as it relates to sponsorship, I have represented some of the top sponsors and a broad range of properties. I’m not surprised at all that such a low percentage have a standardized process for evaluating sponsorships and their inherent value which essentially comes down to exposure, ability to drive the most important brand metrics, and ability to drive sales.

“Anecdotally, there was not much friction when I worked with State Farm to work with an enlightened and integrated leadership team to build best-in-class sponsorship selection and activation, top-notch measurement and assessment and powerful, high ROI results which integrated sponsorship and all types of media.

“I have found that too many potential buyers lean on the property for valuation and measurement way too much, and also take the position that ‘one cannot get fired’ for buying a blue-chip property or medium, regardless of how much clutter this investment entails.”

Discussion Excerpt

...Is that a surprising outcome to you?

Henrik Christensen: “We go out and survey consumers and obviously we know how much beer we sell to a concessionaire at a stadium or music venue, but what’s very difficult for us is what happens outside that environment because of the lack of syndicated sources. For something that’s not very big in scale, unfortunately, many times we can’t practically measure it.

“At Molson Coors, we are expanding the thinking about what success looks like around sponsorship – not just how much volume is generated as a result of it, but how does having that association help to accomplish the brand’s strategy and create consumer engagement.”

Discussion Excerpt

How important is Brand Sponsorship to the marketing investment mix?

Karen Ebben: “It can be important to the mix, if used appropriately. In particular, there must be clear objectives, an ability to leverage all marketing assets, and activation and measurement plans that are not an afterthought. There can be many factors that play into it, because at times there is diffusion of organizational responsibilities and budgets for media, product placement, experiential tactics, and promotion.”

Thank-you!



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