

# BBVA: Journey to Financial Measurement of Sponsorships

August 2019  
Chicago



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# About Hugo Lagarda



- **Manager of Strategic Partnerships at BBVA**
- **Manages strategic partnerships throughout the U.S. in sports, music, venues, art and community**
- **Team at BBVA reengineered sponsorship measurement approach to incorporate financial return**
- **Previously Account Executive at the Houston Dynamo**
- **Degrees: Bachelor in Business Administration/ Management and Sports Administration from the University of Houston**



# BBVA in the USA

## The Journey to Financial Measurement of Sponsorships

MASB Summer Summit

August 2019

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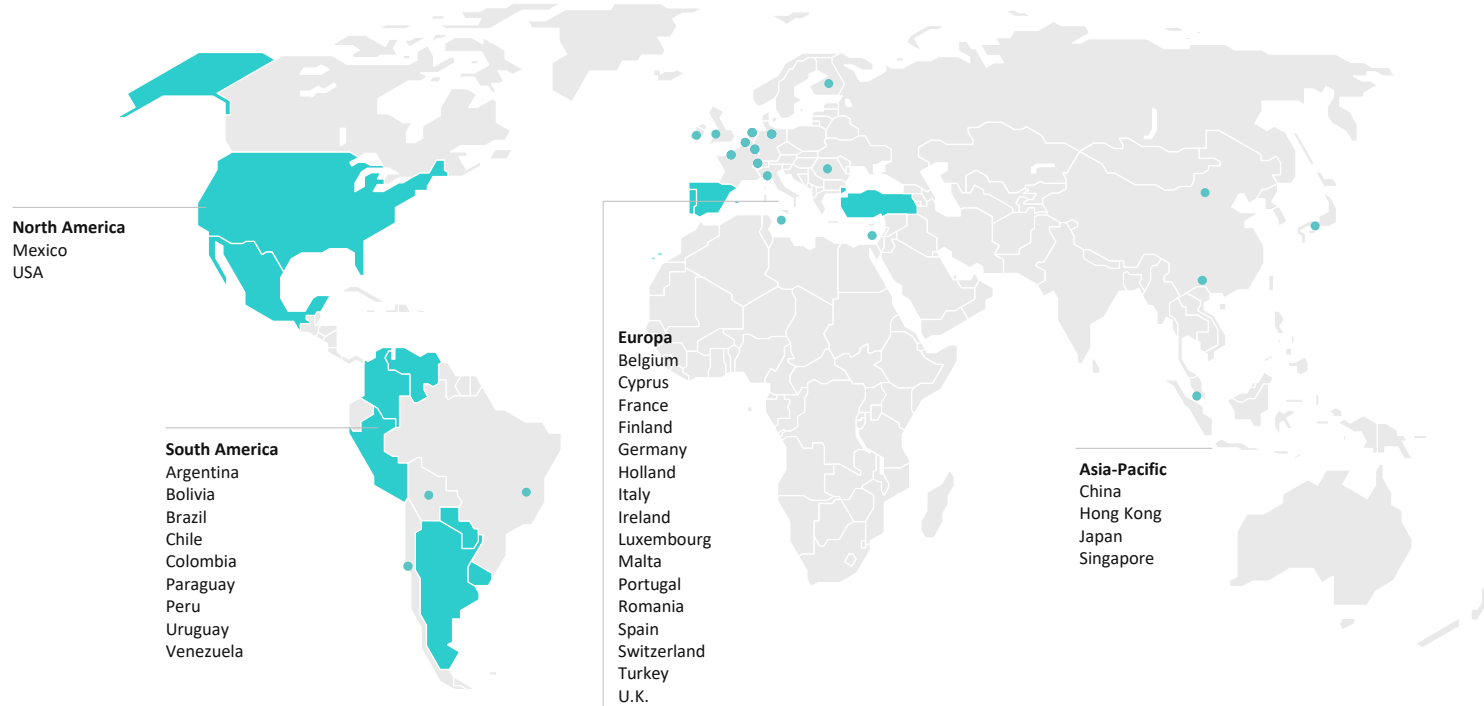
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01

Who is BBVA?

# BBVA around the world



**€ 677**  
billion in total assets

**74**  
million customers

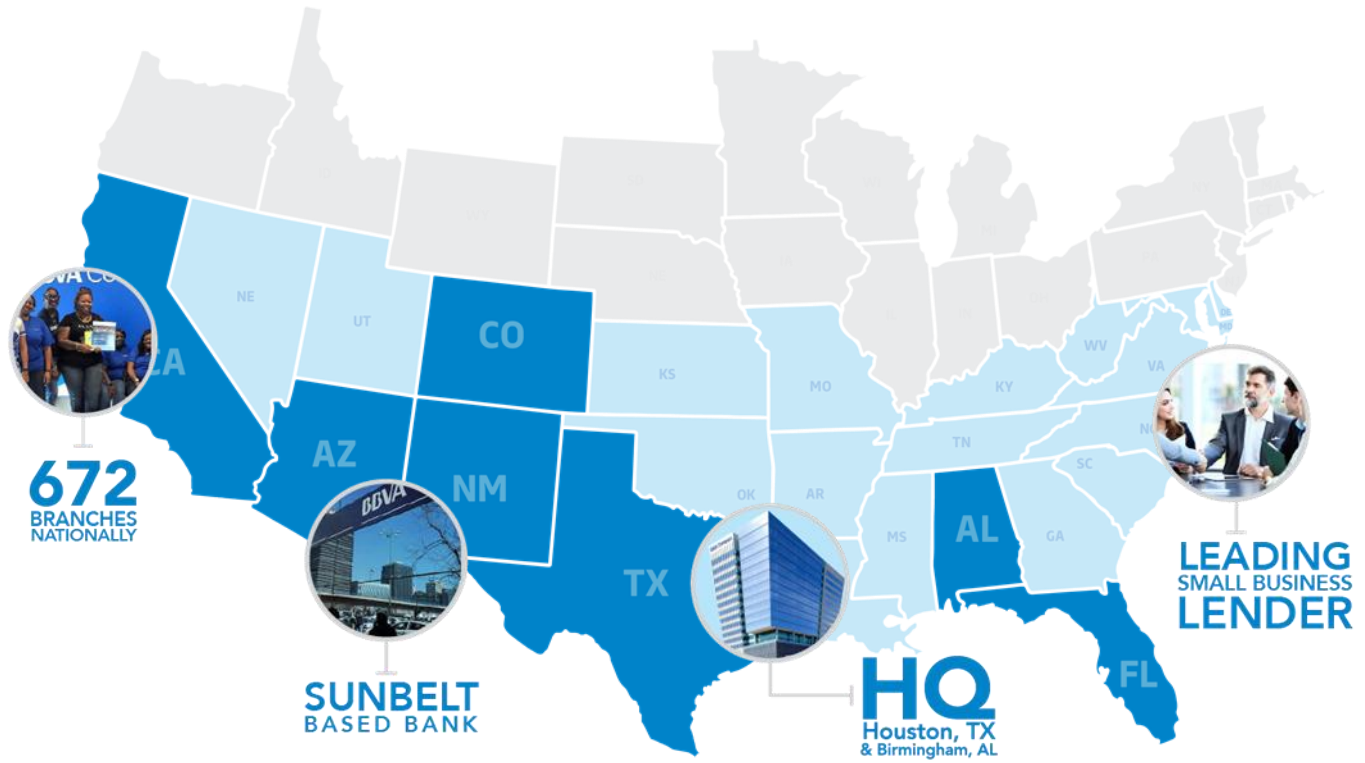
**>30**  
countries

**7,963**  
branches

**32,029**  
ATMs

**125,627**  
employees

# BBVA in the USA

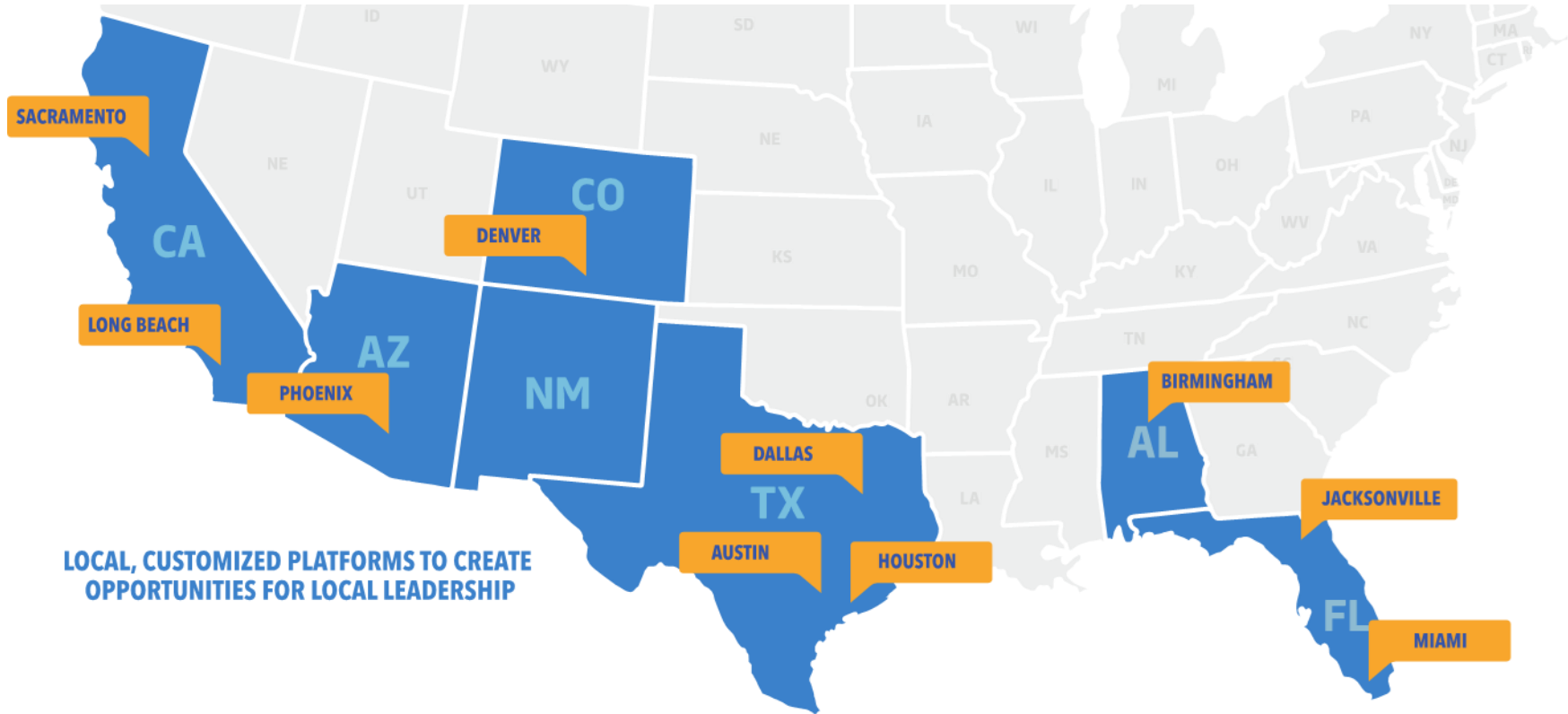


02

# 2018 US. Sponsorship Strategic Alignment



# Hyper-local Approach to Sponsorships



## BBVA'S RENEWED SPONSORSHIP STRATEGY REQUIRED A NEW APPROACH THAT FOCUSED ON:



**BUSINESS REQUIREMENTS  
FOR LOCAL EMPHASIS -  
BROADER REACH**



**CLOSER  
COMMUNITY CONNECTION**

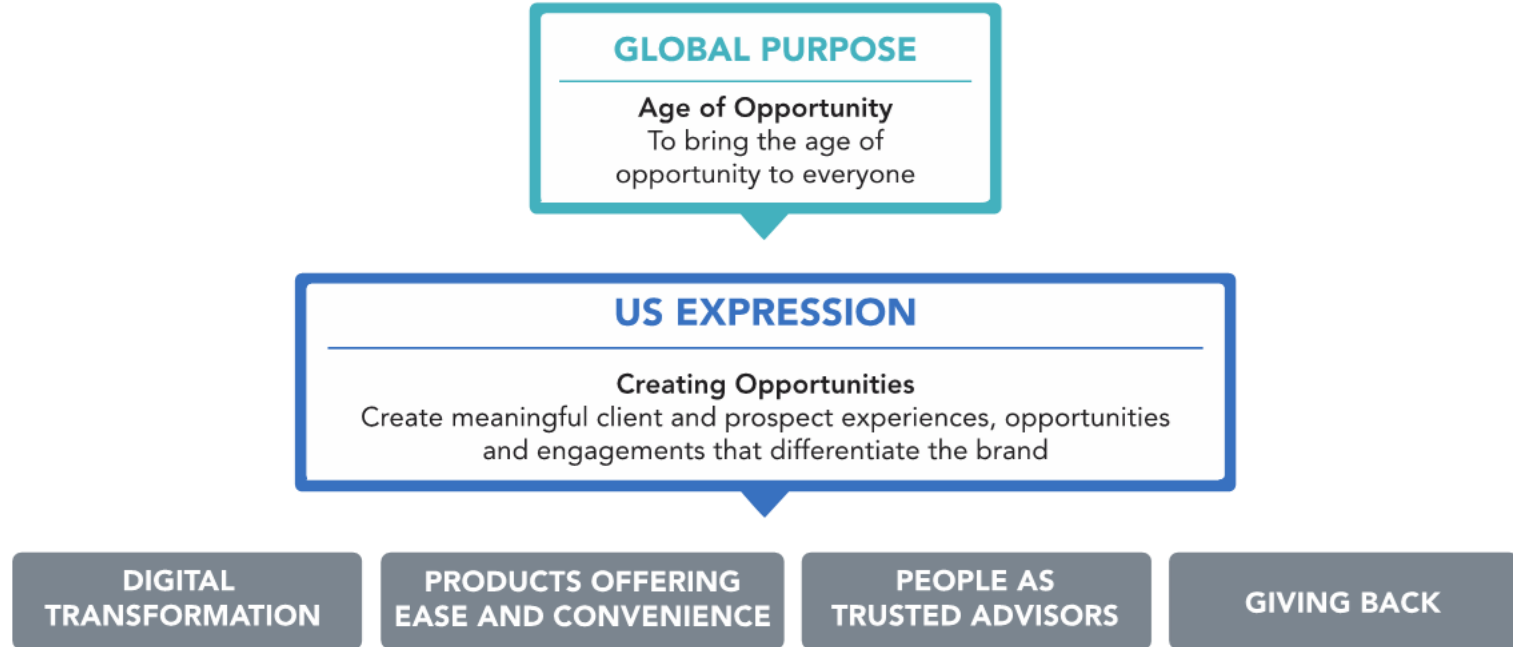


**NEED FOR GROUND-UP  
POSITIONING TO ROLL OUT  
"CREATING OPPORTUNITIES"**



**DRIVING RETAIL ACTIVATION  
WHILE BALANCING  
BRICK-AND-MORTAR  
VERSUS DIGITAL**

# BBVA in the USA Brand Platform



# BBVA in the USA – Strategic Partners

The image features a map of the United States with several states highlighted in blue: CA, AZ, NM, TX, AL, and FL. Various logos are connected to these states by blue arrows:

- CA:** AMGEN TOUR of CALIFORNIA, ALL-STAR CHEF CLASSIC, FIDDLER'S GREEN AMPHITHEATRE
- AZ:** FIDDLER'S GREEN AMPHITHEATRE
- NM:** AEG
- TX:** WALLER CREEK CONSERVANCY, HOUSTON DASH
- AL:** ALABAMA CRIMSON TIDE, HOUSTON DYNAMO
- FL:** LEGION, DOLPHINS CANCER CHALLENGE

Other logos shown on the map include:

- BBVA Music Sessions** (top center)
- axs** (top right)
- PlayStation THEATER** (far right)
- IAI** (middle right)
- BBVA STADIUM** (bottom center)

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# Our Approach to Measurement

# The Partnership Measurement Life Cycle – Resources



ROO



ROA Y1



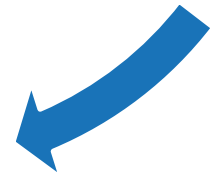
Renewal



ROA Y2



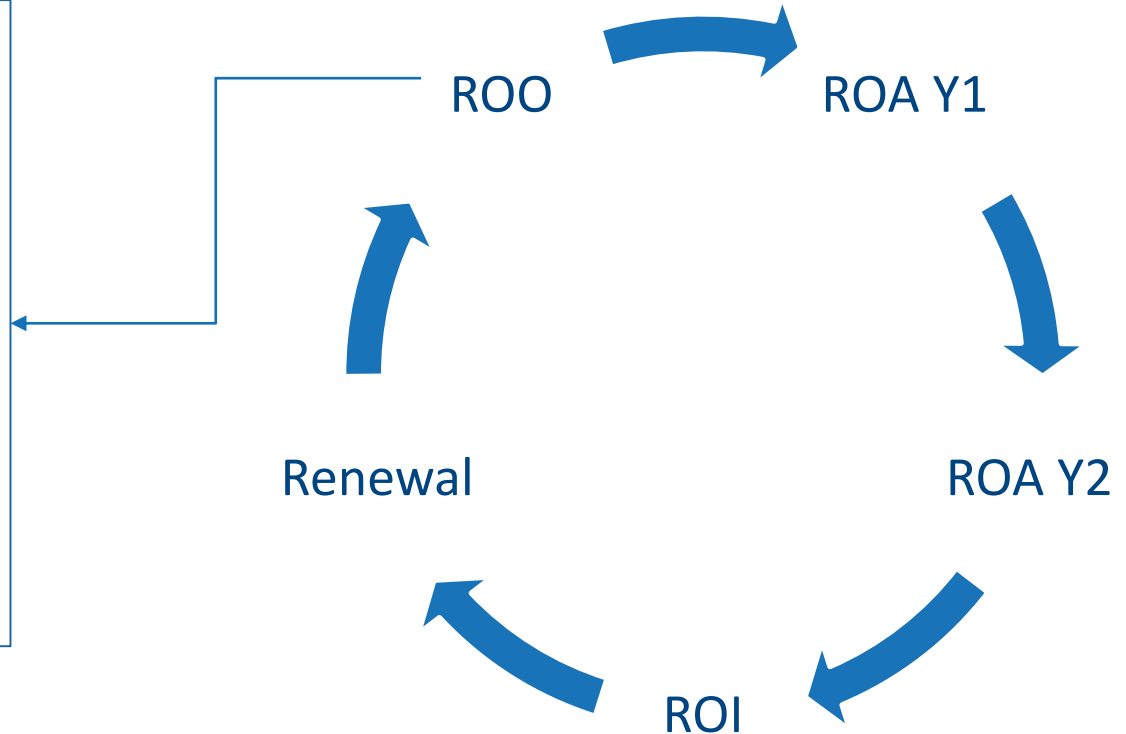
ROI



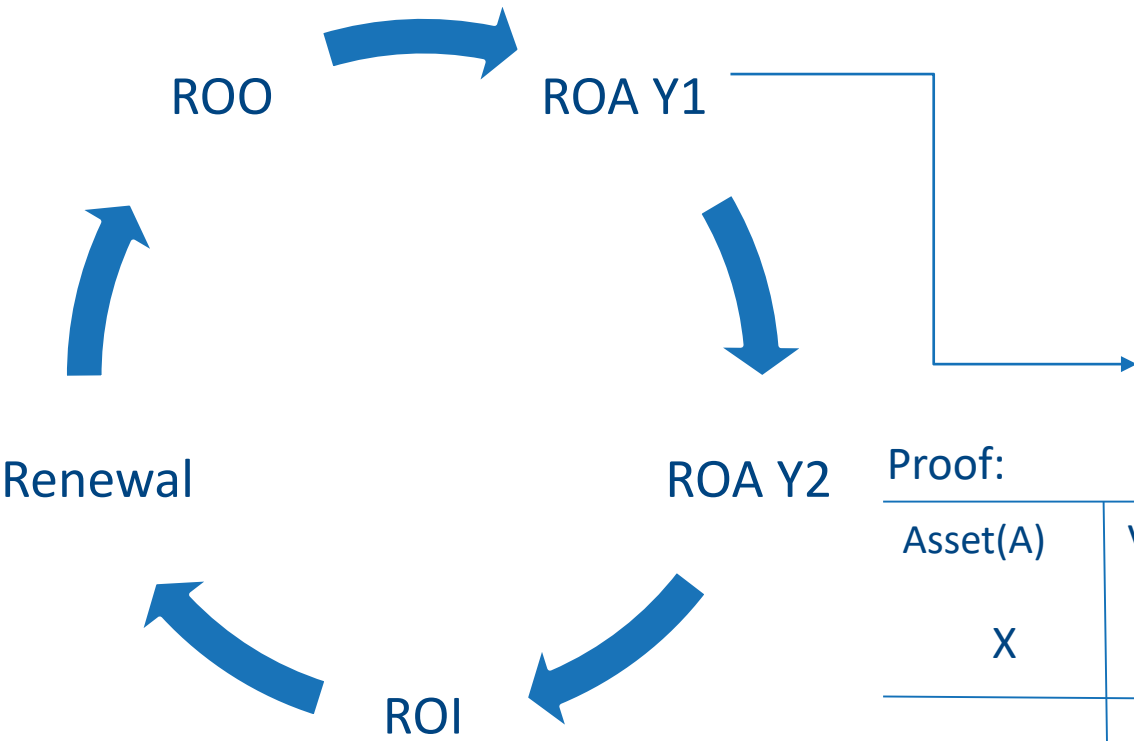
# The Partnership Measurement Life Cycle – Return on Objective

## Return on Objective:

1. Aligning the proposal with our strategic objectives via Sponsorium's Tool PeforMind.
2. Media Equivalency to Prove "Value" of partnership ahead of signing the contract



# The Partnership Measurement Life Cycle – Return on Asset



## Return on Asset:

Establish a thousand point scale on how each asset in the contract is performing by **setting clear KPI ahead of the activation period**

### Proof:

Asset(A)	Valuation	KPI	1,000 Point Scale
X	30M	A	300
	Sum(V)		Sum(Converted Points)



# The Partnership Measurement Life Cycle – Return on Marketing Investment

$$ROMI = \frac{(.8 - .99)(Media\ Return) + (.2 - .01)(Hospitality/Product\ Return)}{(Total\ Investment - Direct\ Business\ to\ the\ Bank)}$$

*(Total Investment - Direct Business to the Bank)*

## Media Return Metrics:

- Social Media Exposure
- TV Exposure
- Digital Banner Ads
- Earned Media

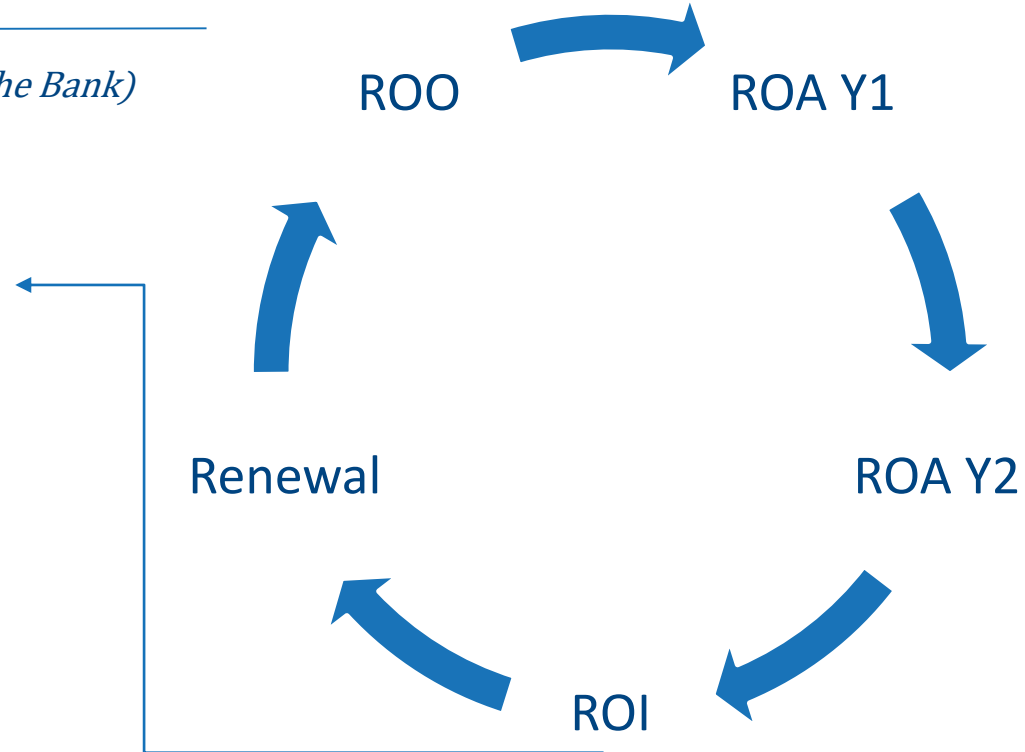
## Hospitality/Product Metrics:

### Attribution to Customer Touchpoints on:

- Tickets
- Events
- Player/Team Accounts
- Banking Product Sales

## Long Term Metric

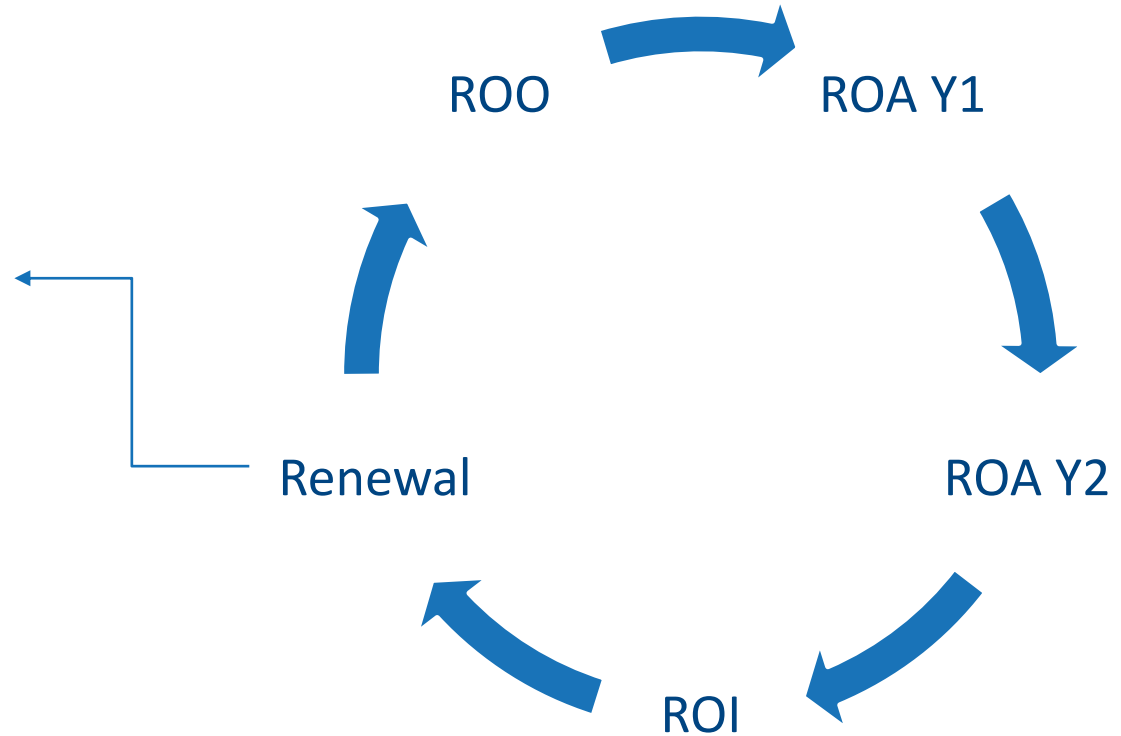
Measured Over the Course of the Contract Period



# The Partnership Measurement Life Cycle – Renewal Decision Process

Renewal Process Made Easy  
due to understanding of:

1. Financial Attribution to the Brand
2. Which assets performed or underperformed
3. How the contract performed against the initial projected ROO



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Next Evolution in Our  
Method

Measurement  
Integrated Incentive  
Based Agreements



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Questions?

# Thank-you!



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