

Sponsorship Accountability Guidance (SAM Project)

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August 2019
Chicago



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	2019	

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

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*

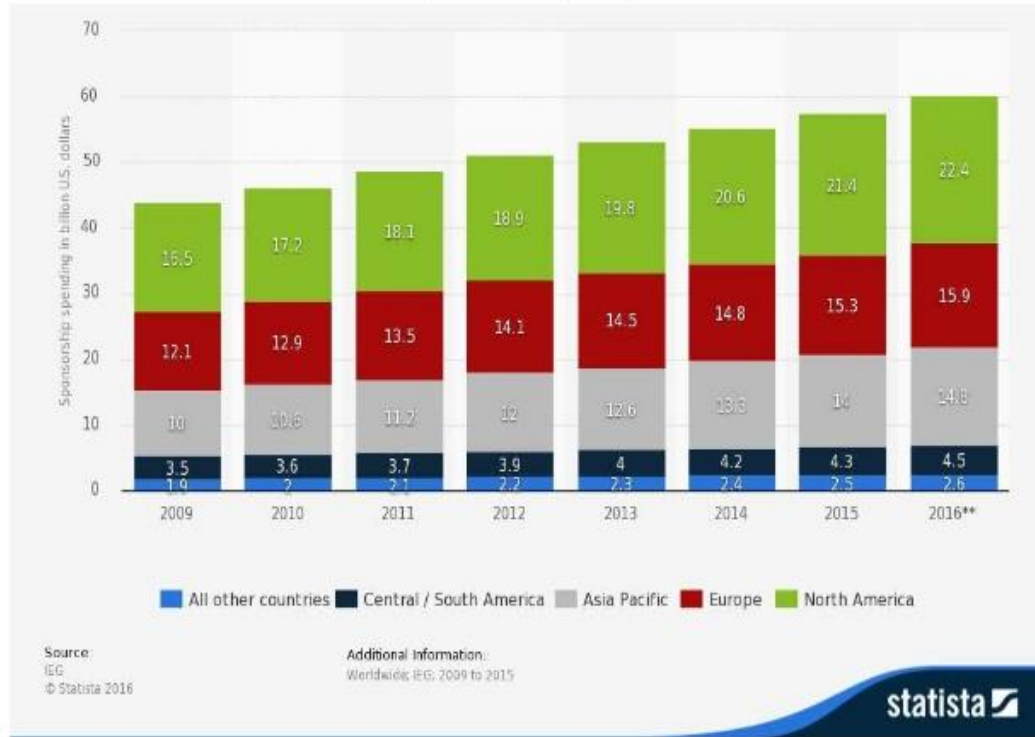
*Marketing-Dictionary.org

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**

1. Identified the Size of the Opportunity

Global Sponsorship Spending 2009 to 2016 (in Billions, USD)



1. Identified the Size of the Opportunity (cont.)

NORTH AMERICAN SPONSORSHIP SPENDING BY PROPERTY TYPE					
	2015 SPENDING	2016 SPENDING	INCREASE FROM 2015	2017 SPENDING (PROJECTED)	INCREASE FROM 2016 (PROJECTED)
SPORTS	\$14.99 BILLION	\$15.7 BILLION	4.7%	\$16.37 BILLION	4.3%
ENTERTAINMENT	\$2.13 BILLION	\$2.22 BILLION	3.8%	\$2.3 BILLION	3.9%
CAUSES	\$1.92 BILLION	\$1.99 BILLION	3.3%	\$2.06 BILLION	3.6%
ARTS	\$939 MILLION	\$962 MILLION	2.4%	\$994 MILLION	3.3%
FESTIVALS, FAIRS AND ANNUAL EVENTS	\$860 MILLION	\$878 MILLION	2.1%	\$904 MILLION	3.0%
ASSOCIATIONS AND MEMBERSHIP ORGANIZATIONS	\$591 MILLION	\$604 MILLION	2.2%	\$617 MILLION	2.2%

1. Identified the Size of the Opportunity (cont.)

U.S. Top 20 Sponsors

Amount	Company	2015 rank	2014 rank
\$370M-\$375M	PepsiCo, Inc.	1	1
\$360M-\$365M	Anheuser-Busch InBev	2	2
\$275M-\$280M	The Coca-Cola Co.	3	3
\$260M-\$265M	Nike, Inc.	4	4
\$200M-\$205M	AT&T, Inc.	5	6
\$195M-\$200M	Toyota Motor Sales U.S.A., Inc.	6	7
\$190M-\$195M	Adidas North America, Inc.	7	9
\$155M-\$160M	Ford Motor Co.	8	8
\$150M-\$155M	General Motors Co.	9	5
\$145M-\$150M	Verizon Communications, Inc.	10	10
\$125M-\$130M	MillerCoors LLC	11	11
\$95M-\$100M	FedEx Corp.	12	12
\$85M-\$90M	Microsoft Corp.	13	14
	The Procter & Gamble Co.	14	13
\$80M-\$85M	Bank of America Corp.	15	16
	Citigroup, Inc	–	17
	Hyundai Motor America	–	58
\$75M-\$80M	Berkshire Hathaway, Inc.	18	19
\$70M-\$75M	Sprint Corp.	19	15
\$65M-\$70M	The Allstate Corp.	20	21

Source: IEG

2. Assessed state of Measurement w/ANA

- Interviews & survey with major sponsorship marketers and properties
- Established state of measurement: use, types, budgets
- Extensive report of conclusions
- “Road Show”
- Heavy media coverage

Extensive Report of Joint Survey Research



IMPROVING SPONSORSHIP ACCOUNTABILITY METRICS

JULY 2018

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Sponsorship Accountability Metrics Project

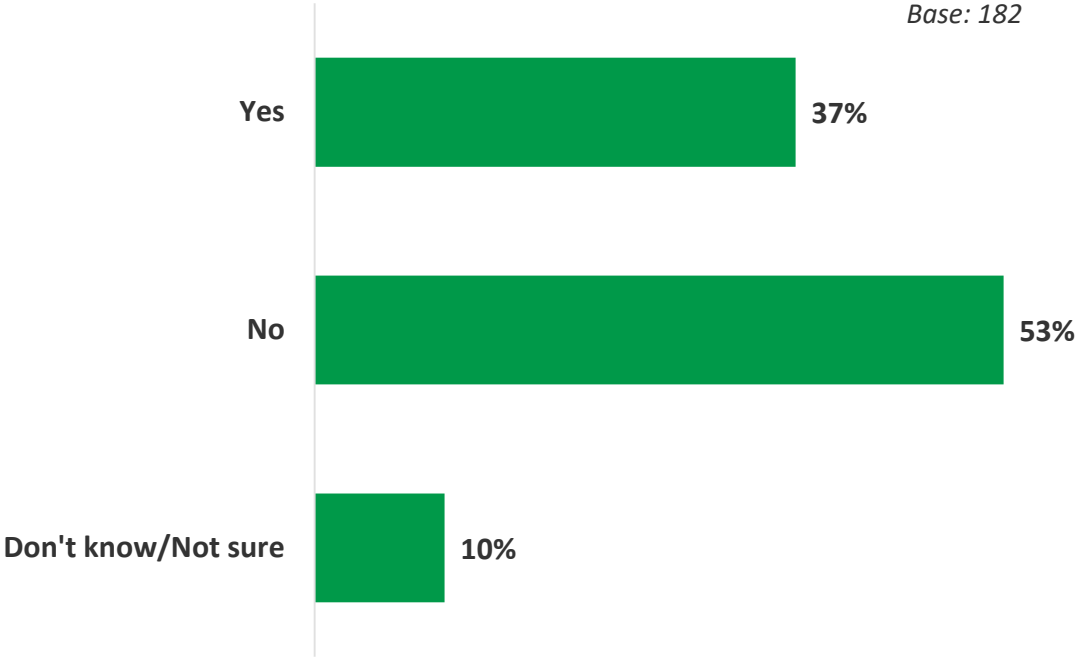
Conclusions Summary

Highlights the Ongoing Need for Advanced Sponsorship Measurement and Confirms Only Slight Progress Toward Goal.

Since 2010 Only Slight Progress Toward Goals...

- Having a standardized process for measuring return on sponsorships
- Satisfaction in measuring sponsorship ROI/ROO
- Top metrics used to measure sponsorship ROI/ROO
- Having a budget for sponsorship measurement
- Spending on sponsorship measurement as percentage of sponsorship rights
- Measurement by sponsorship properties

Standardized Process for Measuring Return on Sponsorships Lacking



2013: 46% “Yes” & 54% “No”

2010: 42% “Yes” & 58% “No”

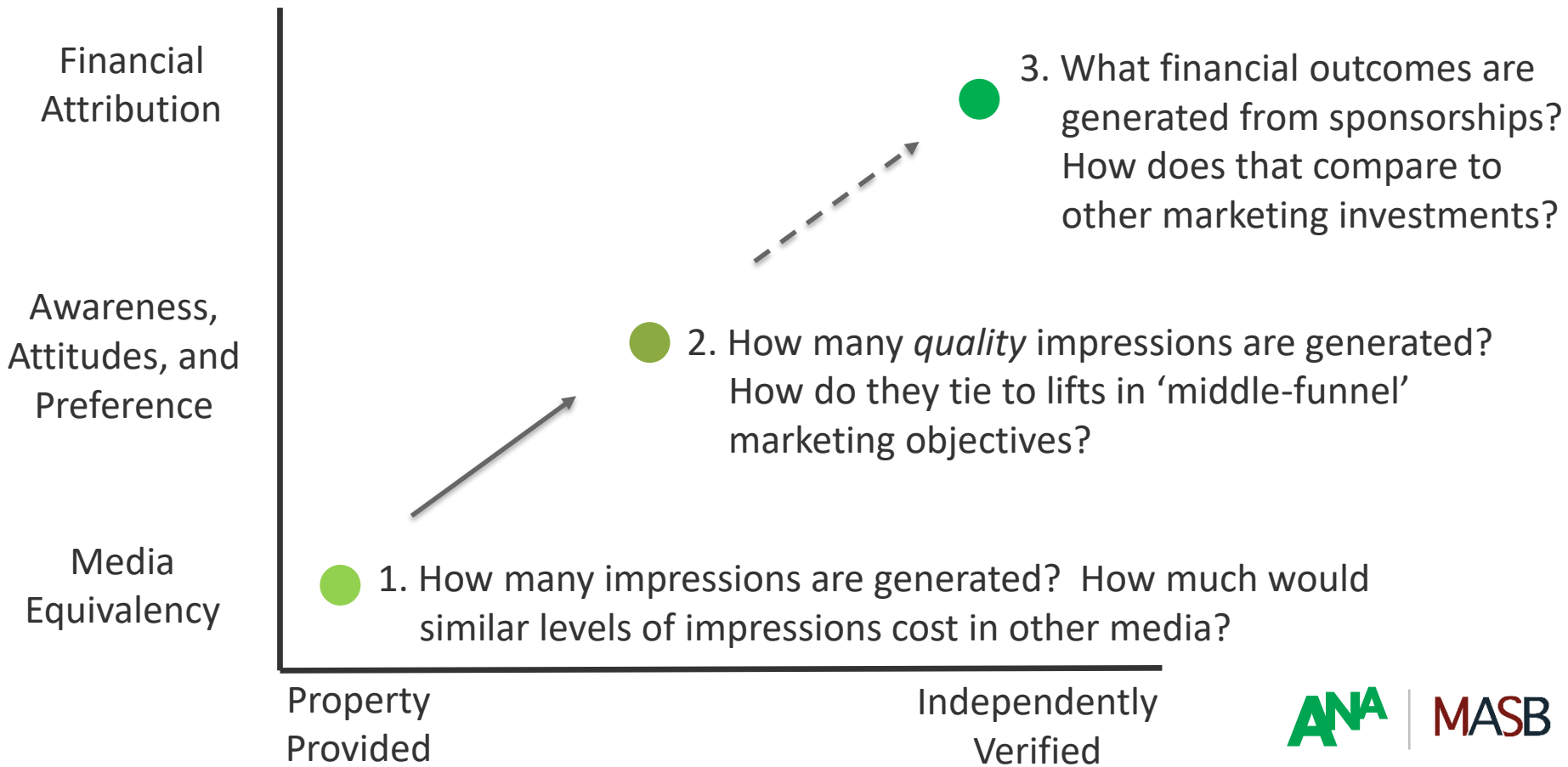
Note: DK/NS not asked

Over 60% do not have a standard process for measuring return on sponsorships including many well-known companies on the list of the biggest sponsorship spenders.

Does your company have a standardized process (or processes) for measuring its return on sponsorships?



Sponsorship Accountability Has Three Distinct Phases, the Most Sophisticated of Which Is Financial Attribution



Brand Preference Should Be a Key Sponsorship Metric

	Used	Value
Awareness of brand	78%	71%
Awareness of company's/brand's sponsorship	73%	58%
Attitudes towards brand	71%	67%
Amount of total media exposure	69%	60%
Amount of social media exposure	63%	60%
Brand preference	57%	70%
Amount of TV exposure	53%	50%
Entertainment of key customers/prospects	51%	59%
Sentiment of social media exposure	45%	62%
Awareness of brand	78%	71%

Only 57% of survey respondents reported using brand preference but it was rated as one of the highest-valued metrics used to measure sponsorship return on objective

There are key barriers to having a standardized assessment process for sponsorship

1. Not a priority until recently

“Has not been a priority focus for the organization to invest in resources or agency support to create process”

2. Variety of types of sponsorships/objectives

“A lot of our programs are very different in terms of what they’re hoping to accomplish, because some of them are more transactional - literally about getting hand-raisers, you know, having an opportunity to get a list to follow up on, and then some are more brand-building with different audiences, where it’s more upper-funnel type things...last year I actually reframed a position within my organization to have more of a focus on how do we evaluate all of these programs”

3. Lack of defined strategy

“What’s our strategy? What’s our sponsorship strategy? You know, I think sponsorship’s just...influencers and celebrities just become very tactical, very quickly, across a variety different brands and there is not an overarching strategy across the company, and I think that right now, more than measurement itself”

4. Existing analytic methods not up to task

“We are working on it. However the challenge is that standard metrics are difficult to come by and marketing mix doesn't adequately measure sports marketing.”

Road Show Examples

ANA Advertising Financial Management Conference
(May 2, 2018)



Forbes-MASB Marketing Accountability Executive Forum
(May 17, 2018)



Media Coverage Examples

Marketing sponsorships—measurement, impact assessment need improving

by Bulldog Reporter | Jul 19, 2018 | Marketing, Public Relations

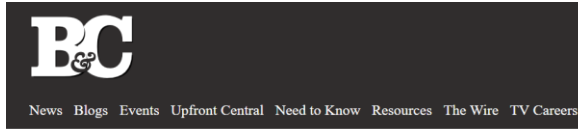


MarketingDaily

RESEARCH

Sponsorship Accountability Needs Improvement, But FIFA World Cup Sponsorships Dominate

by Tanya Gazdik @TanyaGazdik, July 11, 2018



Home > The Wire

Sponsorship Measurement Needs Improvement: ANA/MASB Study

New Report Says Assessment of Business Impact Also Lacking

Wire Contributor · Jul 10, 2018

ResearchIntelligencer

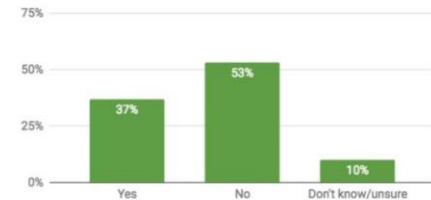


NEW YORK (July 10, 2018) considerably over the past t sponsorship's business imp

Most Marketers Have No Standard For Measuring 'Return' On Sponsorships

by Joe Mandese @mp.joemandese, July 11, 2018

Do you have a standardized process for measuring returns?



Source: Association of National Advertisers' & Marketing Accountability Standards Board's "Improving Sponsorship Accountability Metrics" report, July 2018. Derived from a survey of 182 member respondents in February 2018.

3. Lead Measurement Providers, Properties and Practitioners at Summits for Dialogue on Best Practices

PERFORMIND
ignite your art • deliver with science

solving your sponsorship accountability challenges

engineered by SPONSORILM



- Partner with global properties that enable priceless experiences
- Review all incoming proposals to align with 'Priceless' campaign
- A team of global users compare findings per market (US/Canada, Latin America, Europe, Australasia)
- Proposals that score high enough are followed up on by local market managers and agency partner
- Key criteria: Obtaining VIP assets, Attraction of attendees from other geographic areas, Rights to content, Pass through rights

About Evan Greene



- Chief Marketing Officer of The Recording Academy
- Leads team of brand strategy, advertising, marketing communications, analytics, and partnerships experts
- GRAMMY's yearly marketing-based revenue increased more than 800%
- Managed feature film brand integration at Walt Disney Pictures and marketing alliances at Sony Pictures Enter.
- Multiple honors for GRAMMY works include:
 - Cannes Lion
 - Clio & Grand Clio
 - Effie
 - Golden Marble

hookit | WHAT IS YOUR SPONSORSHIP WORTH?

Kimberly Cook
Chief Revenue Officer
Hookit

Roger A. Breum
Director of Marketing
Hookit

4. Now Releasing Series of 'Prescriptive' Pieces

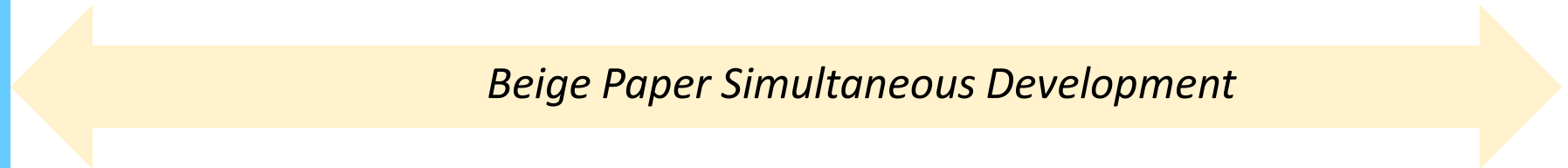
- Originally going to release report summarizing research, conclusions, learnings and prescriptive recommendations
- Extensive outline created and first draft sections produced
- Feedback during review brought new direction
 - Break into more easily accessible, targeted pieces
 - Give time to help magnify importance of each
 - Drive dialogue among practitioners and stakeholders
- The series will feature five instalments, including:
 - The Accountability Imperative
 - Strategy & Brand Fit
 - Business Case & Contractual Considerations
 - Activation, Portfolio Management & Stewardship

The four main installments are designed to improve value

Strategy & Brand Fit	Business Case & Contractual Considerations	Activation, Portfolio Management & Stewardship	Measurement
<ul style="list-style-type: none">• Business Opportunity with Target Consumer• Geographic Coverage• Calendar/Seasonal Alignment• Synergistic Imagery• Cause Alignment• Demonstrate Value on Multiple Levels	<ul style="list-style-type: none">• Trend toward Customized, Performance Based Contracts (SLA)• Prioritized Ranking of Assets• Fragmentation of Media Rights• Audience Access,• Exclusivity & Renewal Rights• Activation Creative Flexibility	<ul style="list-style-type: none">• Garnering Internal Support• Collaboration, Flexibility between Property and Sponsor• Tools to track assets, business processes to review results• Activation delivers unique sponsor “story”	<ul style="list-style-type: none">• Independent; Marketer directed• Baseline Pre-announcement and Pre-activation• Build cost into sponsorship budget Measure broadly to capture possible unanticipated value• Brand Preference (ROO)• Link ROO & ROI

Sponsorship Accountability: Document Writing & Publishing Work Plan

August			September					October	
8/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13
Draft Intro & Accountability Imperative		Draft Strategy & Brand Fit		Draft Business Case & Contractual Considerations		Draft Activation, Portfolio Management & Stewardship		Draft Measurement	
	Final Intro & Accountability Imperative		Final Strategy & Brand Fit		Final Business Case & Contractual Considerations		Final Activation, Portfolio Management & Stewardship		Final Measurement



SAM Team Members

Team Leaders



Karen Ebben
Global Marketing Impact



Jim Meier
MillerCoors (ret)

Team Heroes



Jeff Bezzo
SC Johnson



Purush Papatla
UW Milwaukee



Satya Menon
Kantar



Ray Katz
Columbia



Bill Duggan
ANA



Edgar Baum
Avasta



Pamela Gross
ANA



Steve Jagger
MSW•ARS



Robert Pitts
Col of Charleston



Henrik Christensen
At Large



Seth Leeds
Sponsorium



Marc Fisher
Sponsorium



Michael Wokosin
University of Iowa
Tippie College

Staff



Frank Findley
MASB ED



Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication

Thank-you!



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