

The voice of the sports fan on all things sport related



The 2010 World Cup

Sportsfan study measuring brand awareness and image of 2010 WC



This survey has been produced by Sportswise and based on 301 Pre-stage and 457 Post-stage interviews with Football Fans. Interviews were conducted online in May and August 2010.

Sports Sponsorship

What do we measure to show benefit?

- Sponsorship aims are typically defined in 4 stages:
 1. Brand exposure – is it an effective advertising medium for the brand?
 2. Brand awareness – do our target consumers know about our brand?
 3. Brand image – can the sport rights we sponsor enhance our brand image?
 4. Sales ROI – can I tell the CEO that we are selling more products or services to the target group for sponsorship?
- This report provides summary insight on Brand Awareness and Brand Image of World Cup 2010 and 2 major sponsor brands – Emirates and Sony
- This research report is based on Football Fan opinion (n=301 pre-stage) / (n=457 post-stage).

What does this report tell us?

Executive Summary

Every four years the FIFA World Cup is met with great anticipation, expectation and jubilation. This years World Cup was no exception. The first event on African soil was billed as the biggest and best yet.

For many the tournament was something of an anti-climax. Mediocre performances and questionable refereeing decisions lead to a poor World Cup for spectators that did little to improve FIFA's image, and it seems that the tournament sponsors also suffered mixed results.

At a glance

- Hyundai succeeded proportionally in growing awareness of their brand. Emirates and Budweiser also achieved healthy %pt increase in awareness as sponsor of 2010 World Cup.
- Sony awareness as a sponsor surprisingly dropped -7pts
- Image – we can assume the 2010 World Cup was not particularly highly regarded – prestige image very positive – post stage image far weaker – particularly in areas of attractiveness, imagination and originality
- This appears to have had corresponding impact on sponsor brands – Emriates and Sony, both suffering from poor World Cup performance

Brand Awareness & Image

What brands benefited from World Cup Sponsorship?

2010 World Cup Brands

Q. Which of the following brands do you associate with the World Cup?

■ Pre-stage (May 2010) n= 301 Football Fans

■ Post-stage (August 2010) n=457 Football Fans

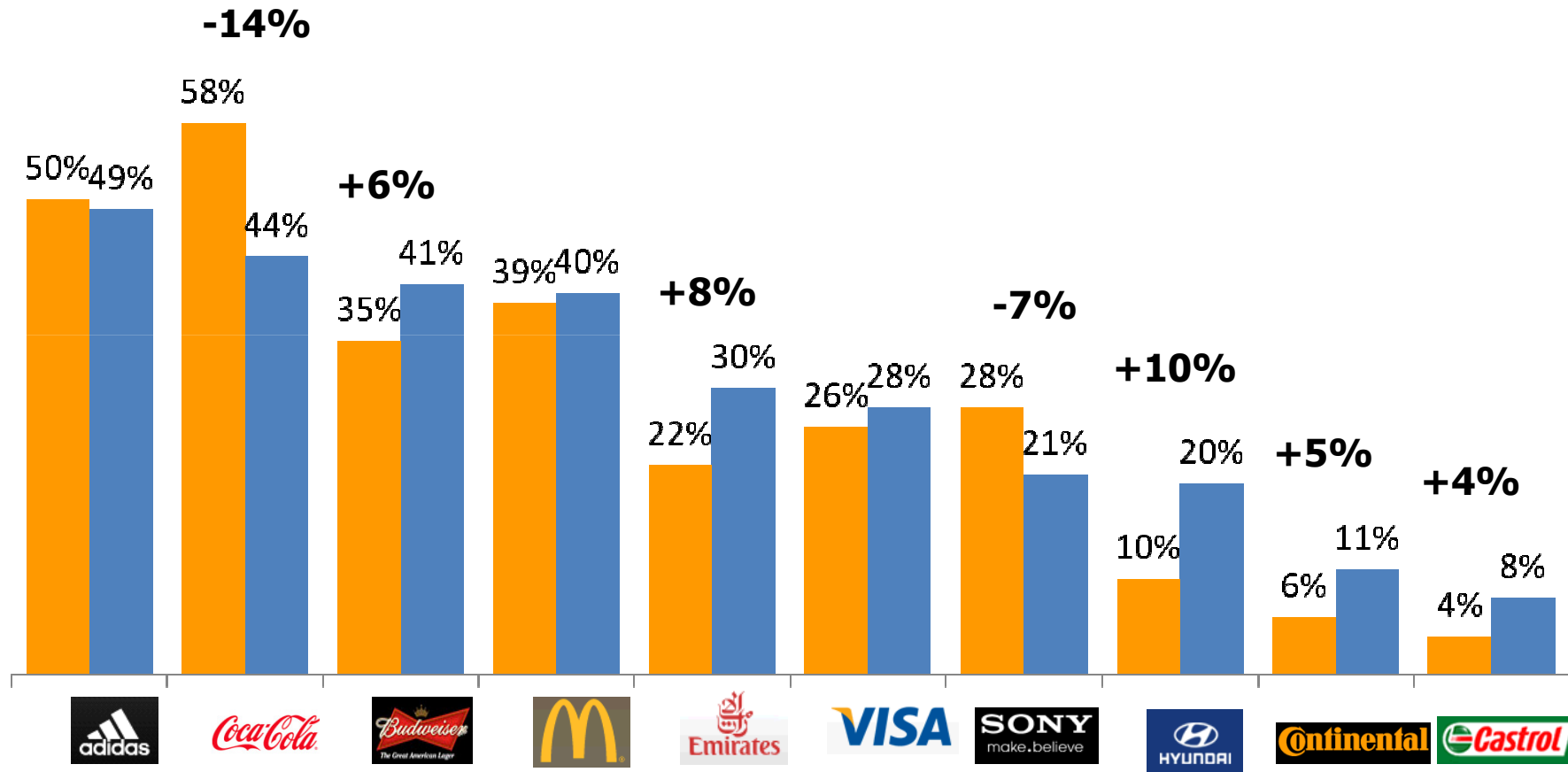


Image of the 2010 World Cup

What did Football Fans think of World Cup 2010?

Q. I would like you to tell me your opinion of... please use these statements to tell us?

— Pre World Cup (May 2010)
— Post World Cup (August 2010)

The bigger the “Spider Web”, the more well-formed the image is. Words and statements can be placed to reflect brand image ambitions e.g. global, heritage etc.

In this example it is clear that the image of the World Cup significantly weakened after the event.

The build up and media hype pre-event, together with traditional values of the World Cup are clearly presented in key areas:

Global, Exciting, High Performance, Entertaining, Prestigious and For People like me.

They are all weaker after the event.

Based on the proportion that strongly agree/agree that the image attribute describes The 2010 World Cup

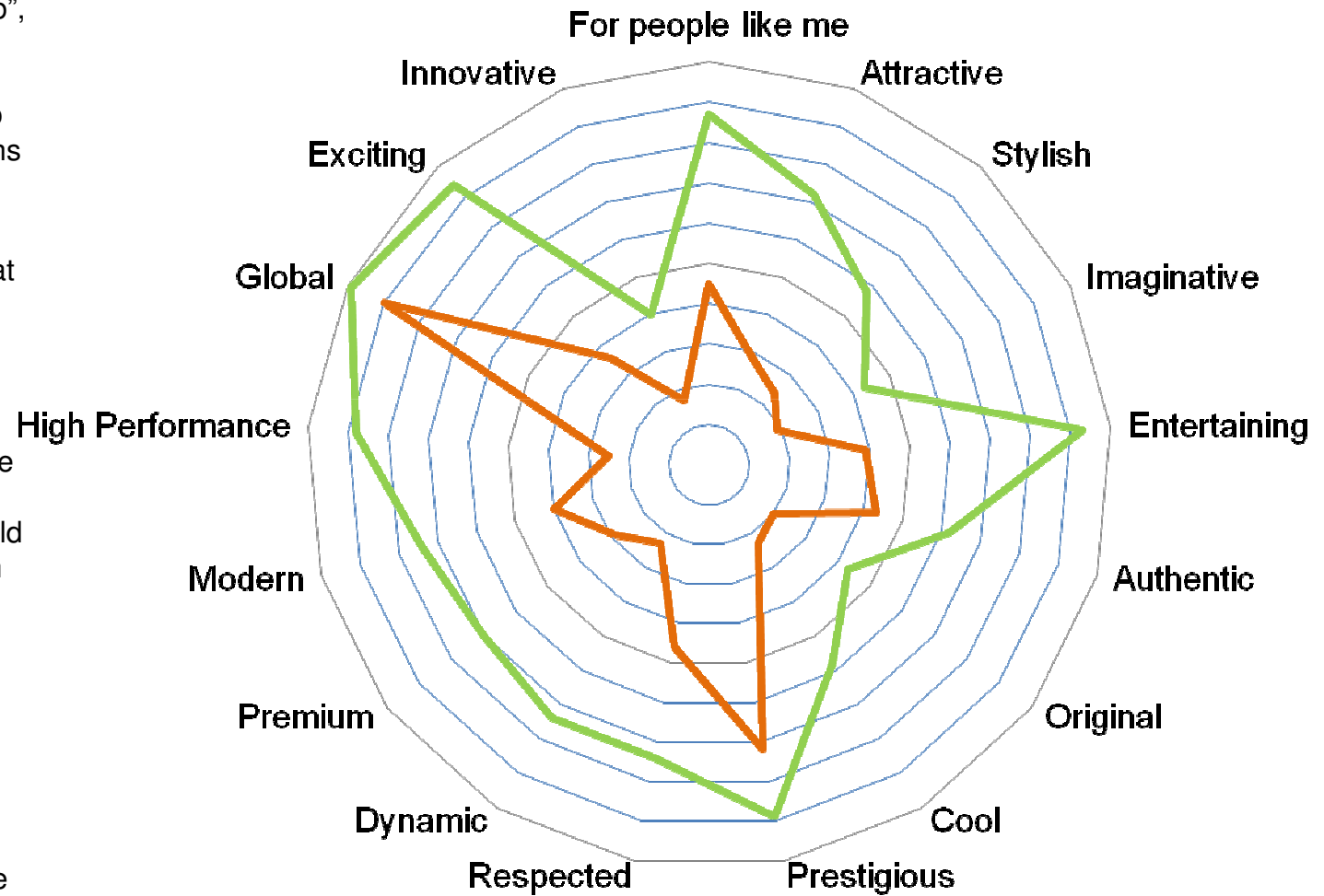
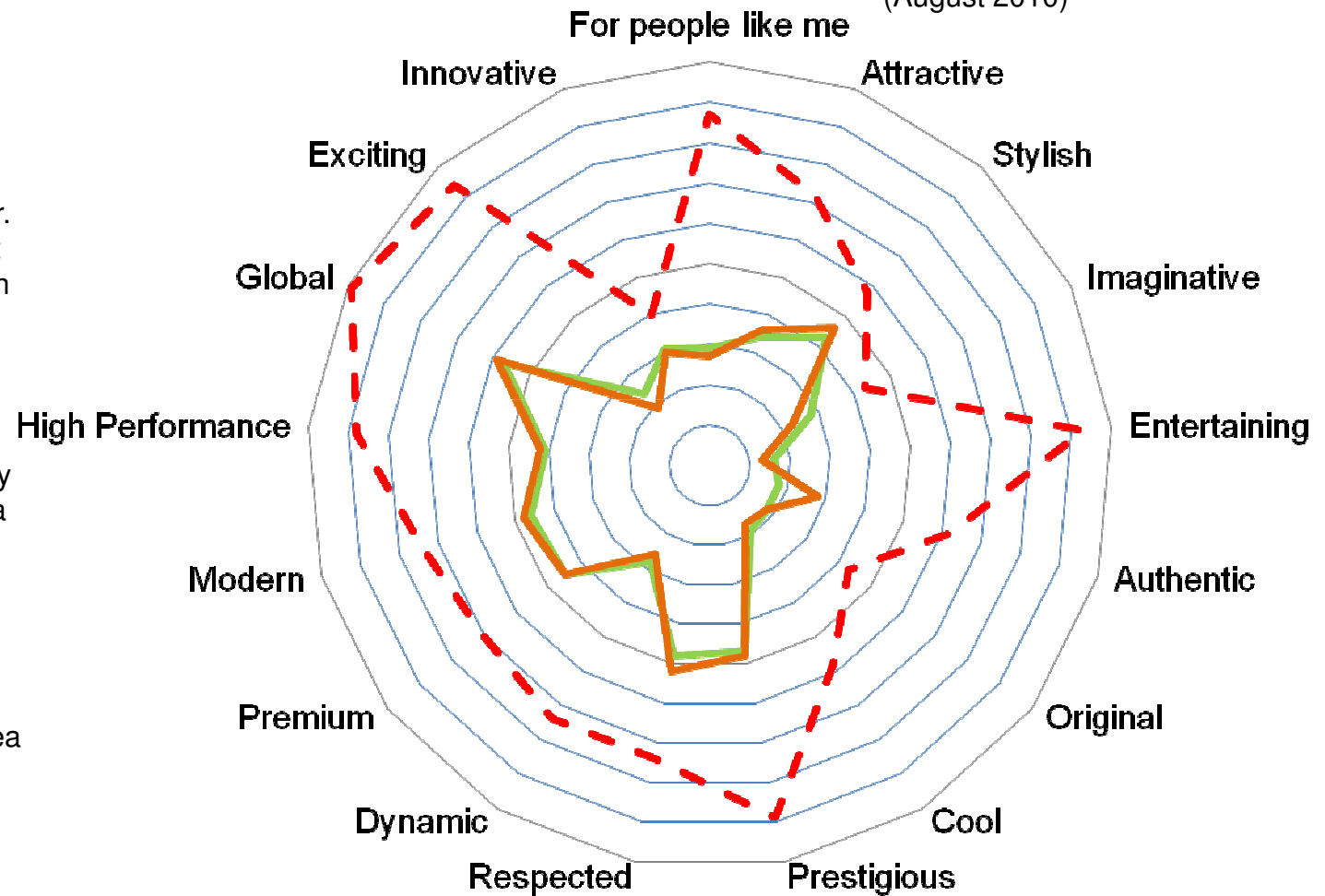


Image of the Emirates Brand

What impact did 2010 WC have on Emirates brand?

Q. I would like you to tell me your opinion of... please use these statements to tell us?

- - - Pre World Cup (May 2010)
- Emirates (Pre World Cup - May 2010)
- Emirates brand (Post World Cup (August 2010))



Emirates achieved a +8%pts in awareness as WC sponsor. In this example it is clear that the image of the World Cup in terms of pre-competition is extremely capable of lifting the Emirates brand

However, there has been very little brand enhancement as a result of sponsorship.

The greatest uplift was in Authentic, Respected and Stylish. There was corresponding drop in the area of Exciting, and Entertaining.

Based on the proportion that strongly agree/agree that the image attribute describes The 2010 World Cup

Image of the Sony Brand

What impact did 2010 WC have on Sony brand?

Q. I would like you to tell me your opinion of... please use these statements to tell us?

- - - Pre World Cup (May 2010)
- Sony (Pre World Cup - May 2010)
- Sony brand (Post World Cup (August 2010))



Sony has a far more developed brand image as displayed in the spider diagram.

The image of 2010 WC pre-event was also capable of benefiting the Sony brand in key areas:

Exciting, Global, Performance, For people like, Entertainment and Prestige.

Results suggest more –ve impact – particularly Respected, Performance, Innovative.

Based on the proportion that strongly agree/agree that the image attribute describes The 2010 World Cup

**Thank you for being a member of
sportsfan panel.**

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