

Get with the programmes – sponsorship effects

Matt Hill/Thinkbox UK

What we wanted to know?

How do programme partnerships work?

What do they deliver for brands?

How do we get the most out of them?



Two research approaches

1) House 51:

Understanding the mechanics of programme partnerships / sponsorship

2) YouGov:

Benchmarking the ability of partnerships to deliver brand affinity

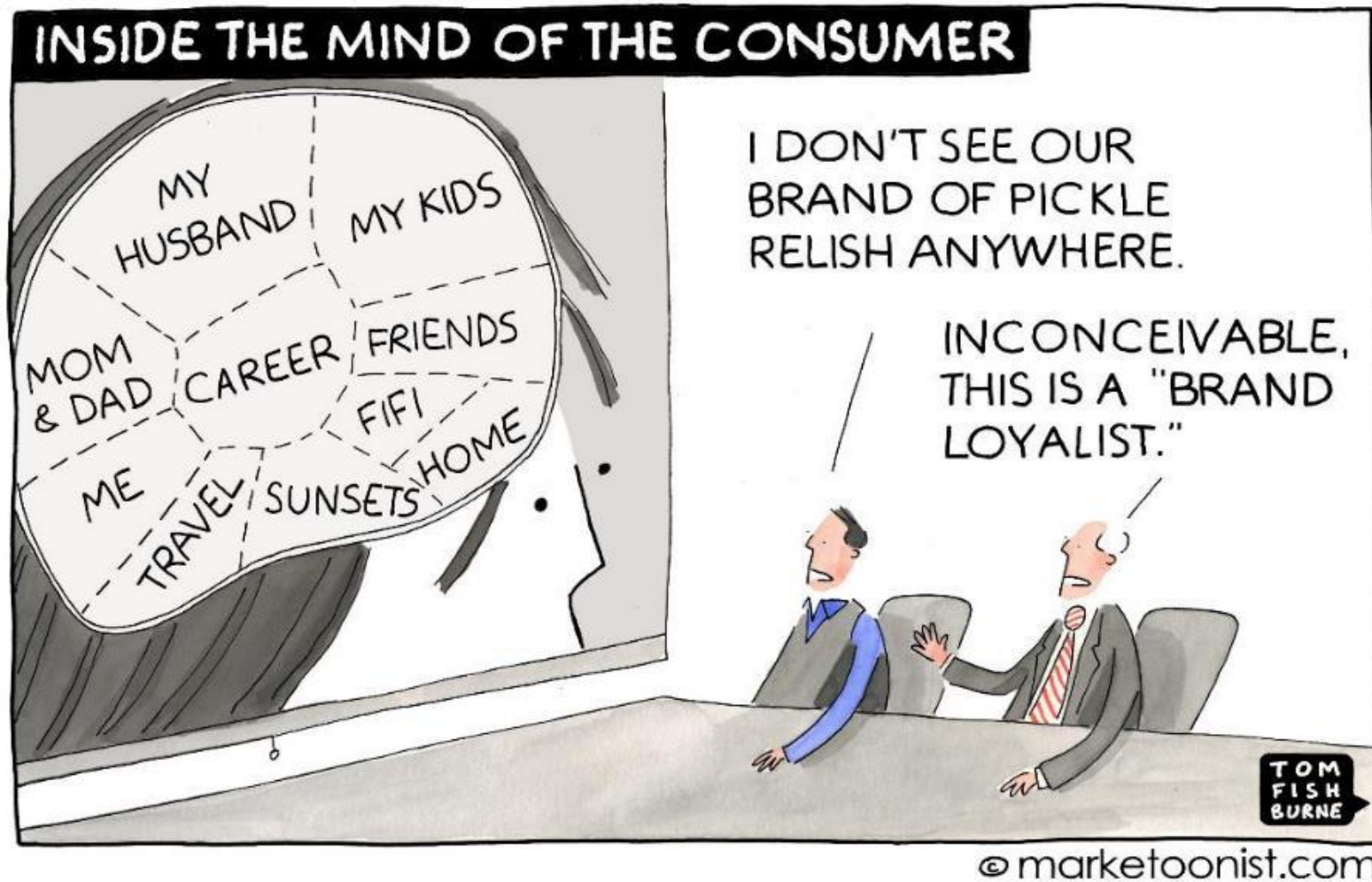


House 51

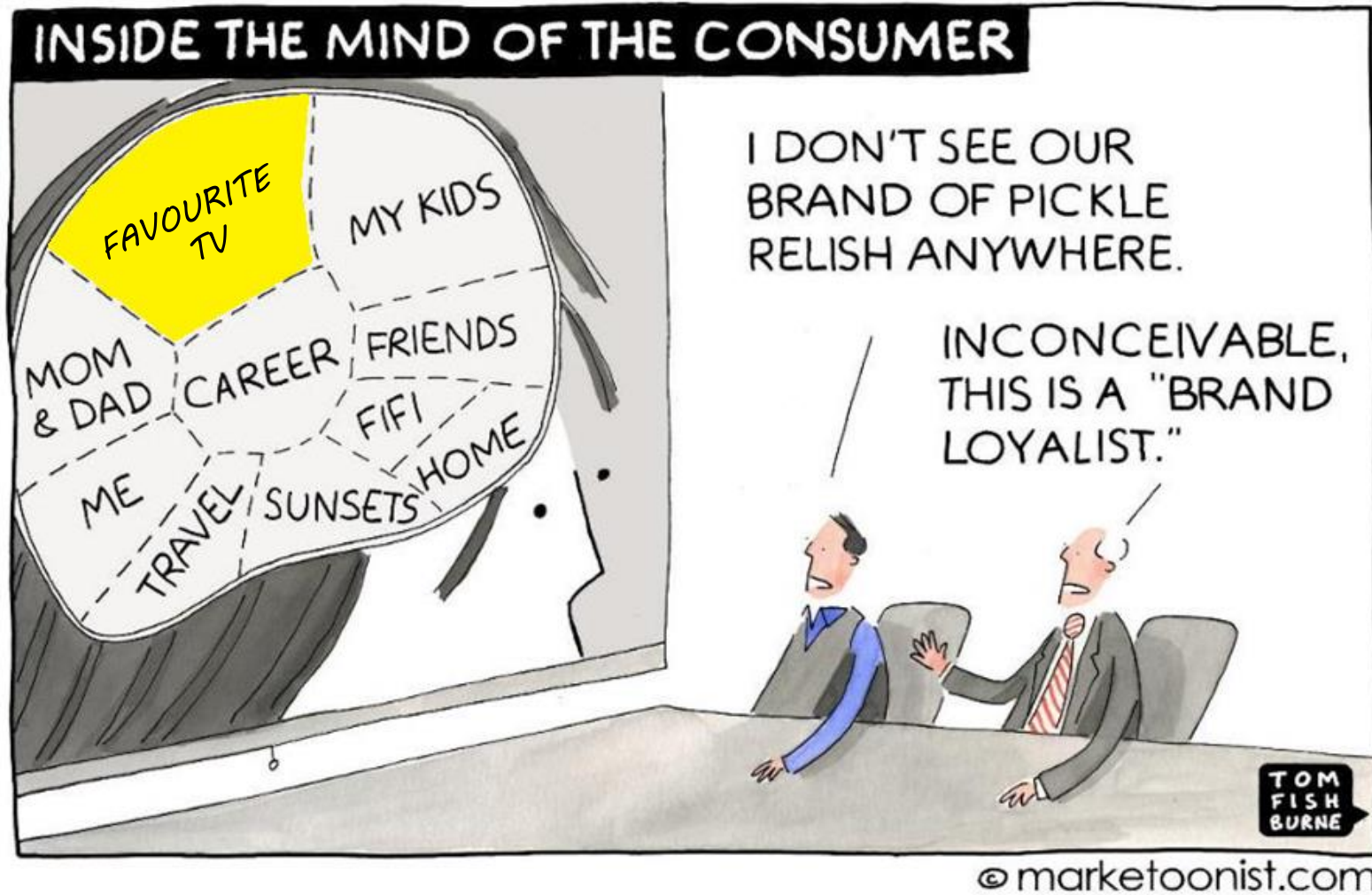
The psychology of TV sponsorship



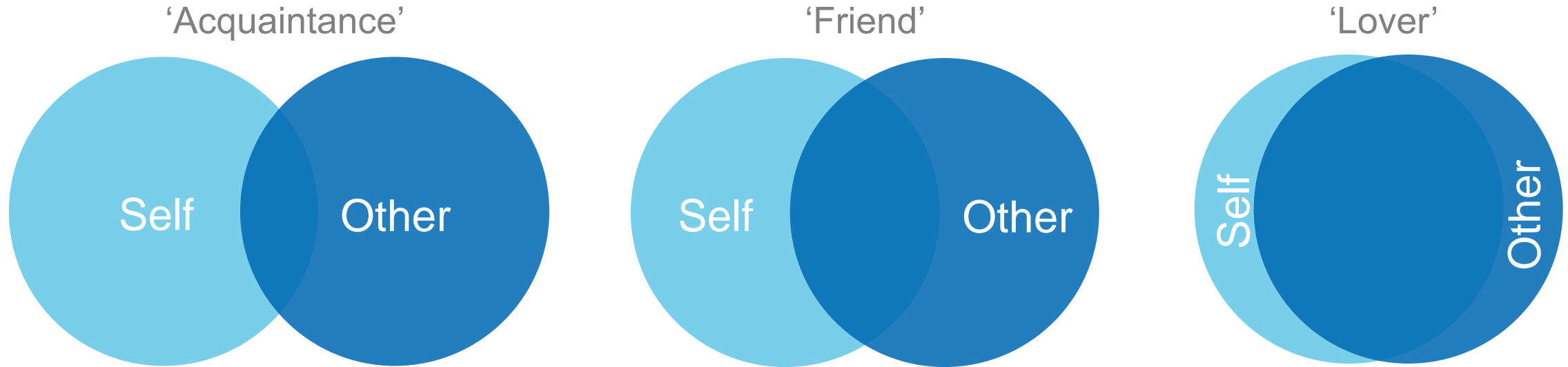
1. Thinking about brands doesn't come naturally



But TV plays a big part in people's lives



Relationships involve 'incorporating others into the self'



Purchase motivation is rooted in connection

We need to feel a connection: that a brand is 'for me' before we purchase.

'Self congruity significantly influences purchase'

Joseph Sirgy (1985): Using self-congruity and ideal congruity to predict purchase motivation
Journal of Business Research (13):195-206



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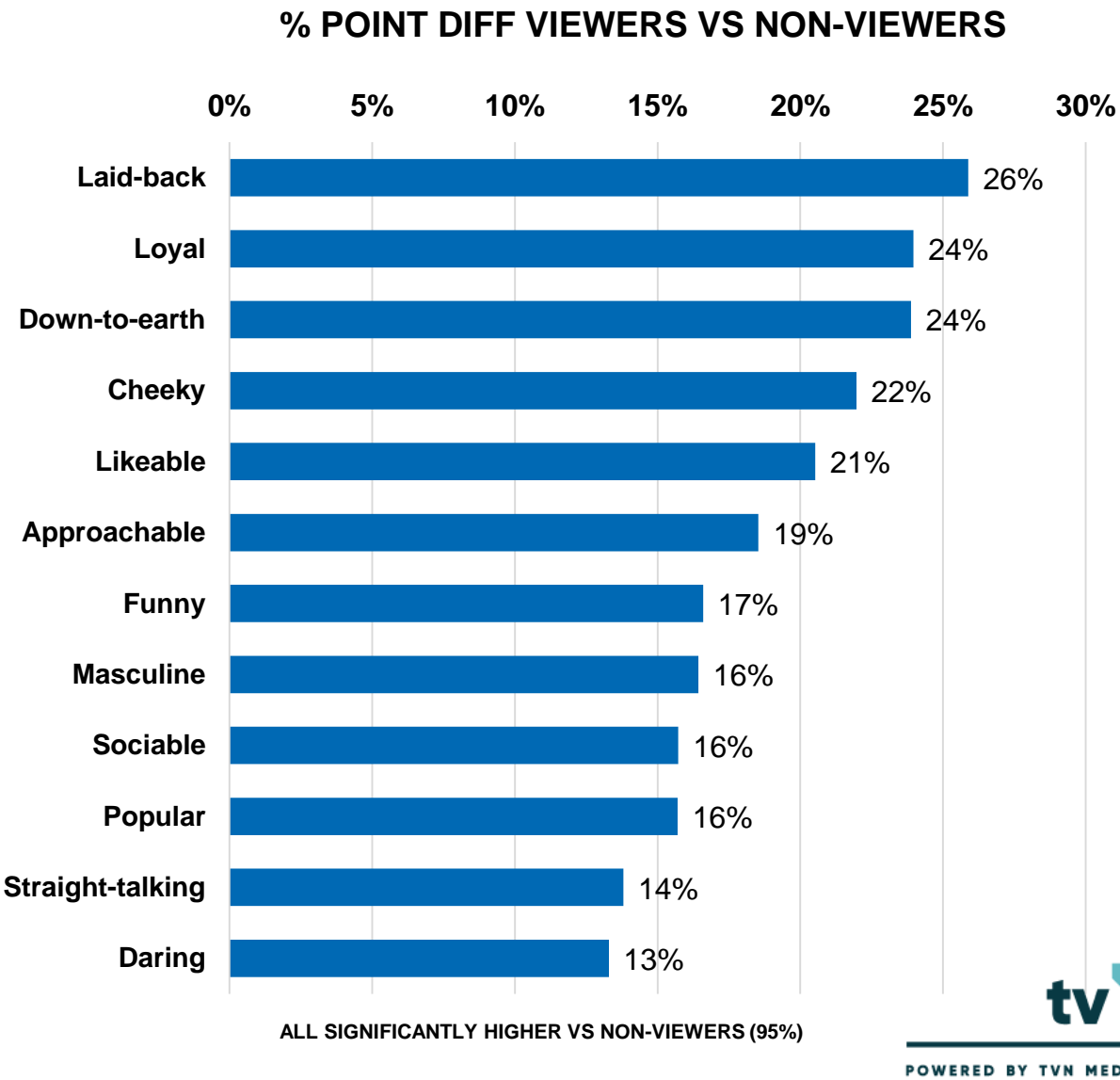
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We know that TV sponsorship delivers ‘brand rub’

Foster’s (sponsoring Original Comedy on 4)
Brand personality rating



Source: Get with the Programmes, 2017, Thinkbox/House 51. Brand personality T3B score on 7-point scale.
Base: Viewers n=150, non-viewers n=150



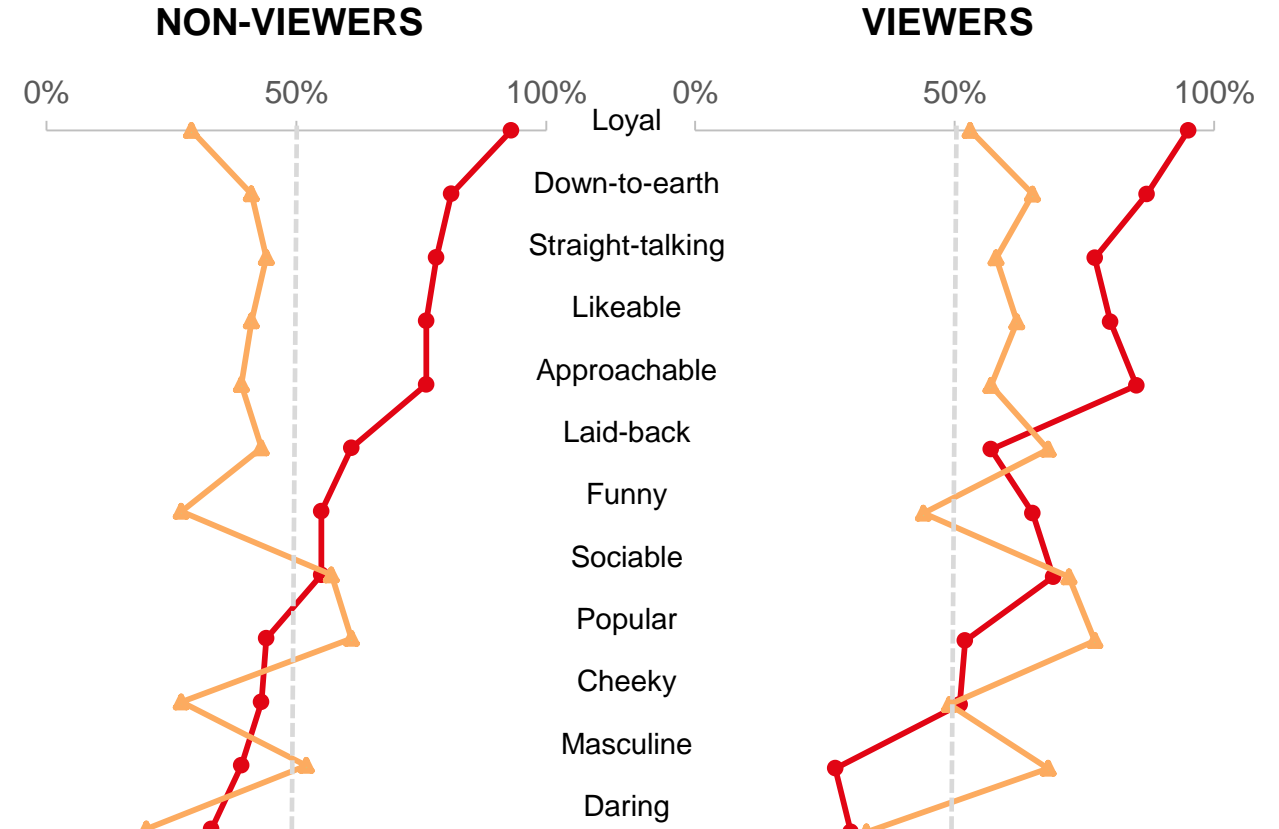
Viewers of programmes tend to feel closest to the sponsor

Ratings of self and brand much closer together for viewers

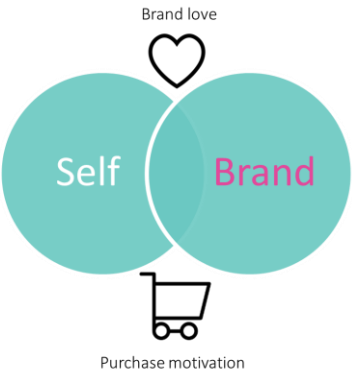
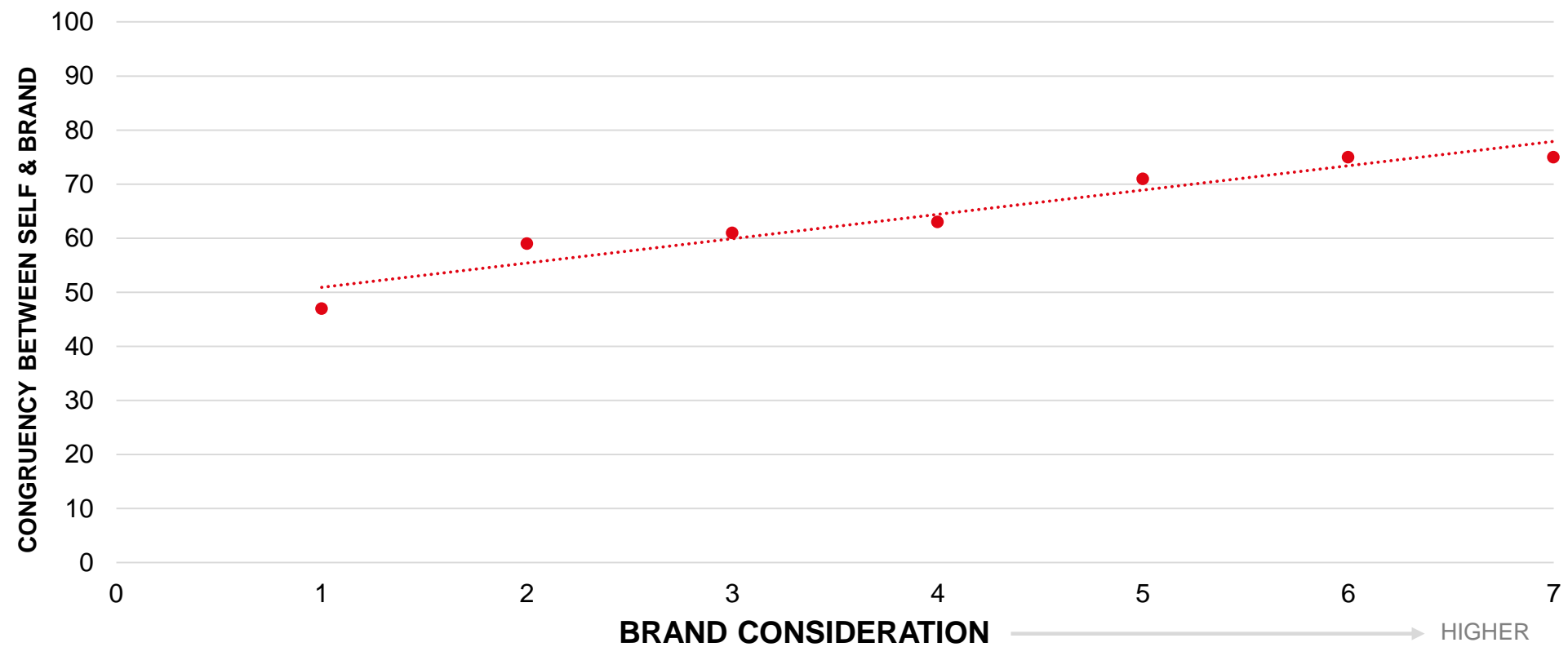
Self



Source: Get with the Programmes, 2017, Thinkbox/House 51. Brand/self personality T3B score on 7-point scale.
Base: Viewers n=150, non-viewers n=150



Audience fit is related to stronger brand consideration

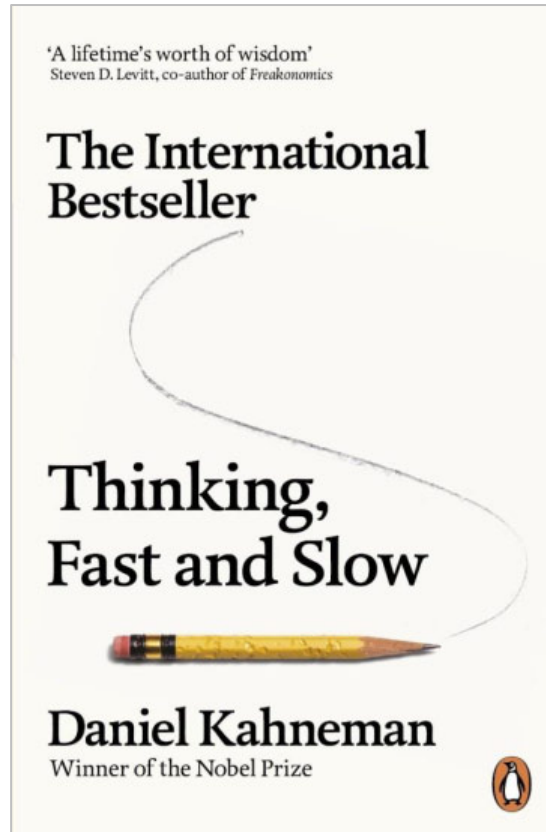


CORRELATION
0.48

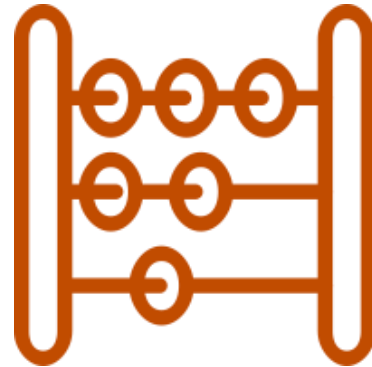
0.1	Low
0.3	Moderate
0.5	Strong

Source: Get with the Programmes, 2017, Thinkbox/House 51
Base: 8 sponsorships (1,199 viewers)

2. Thinking takes effort, so we rely on mental shortcuts



System 1

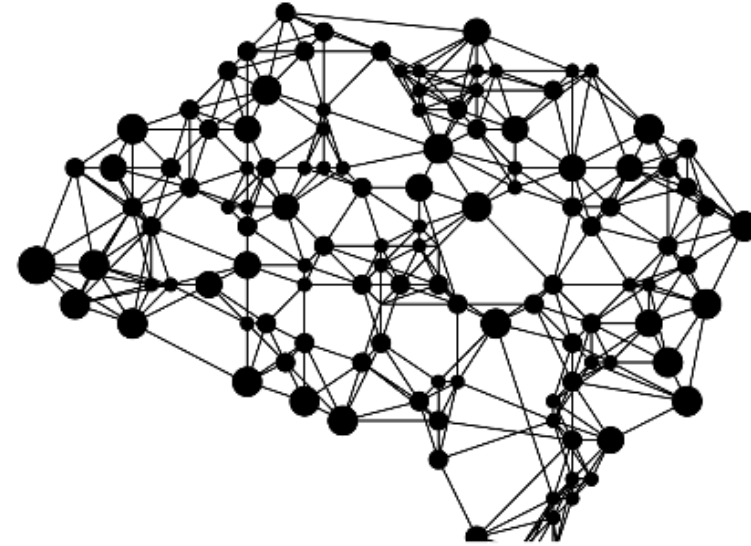
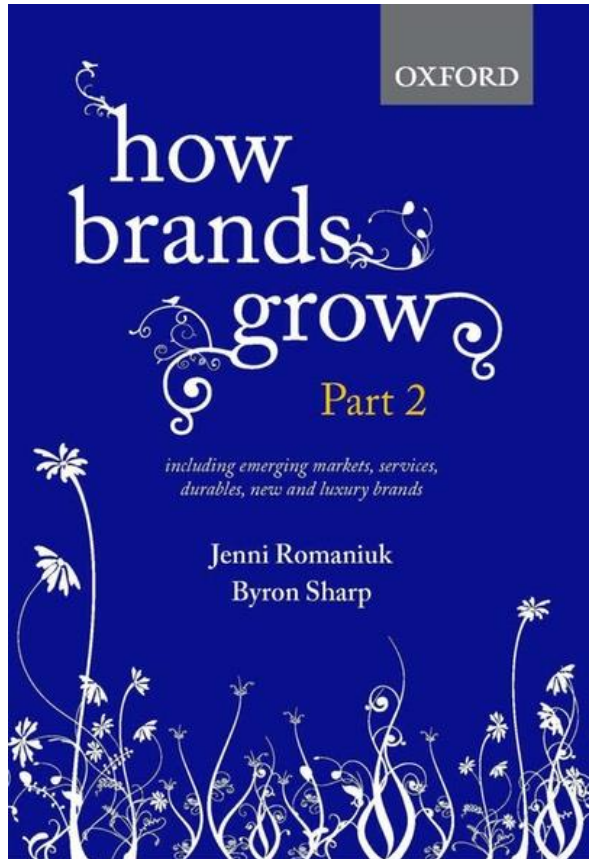


System 2

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Brands grow by building mental availability



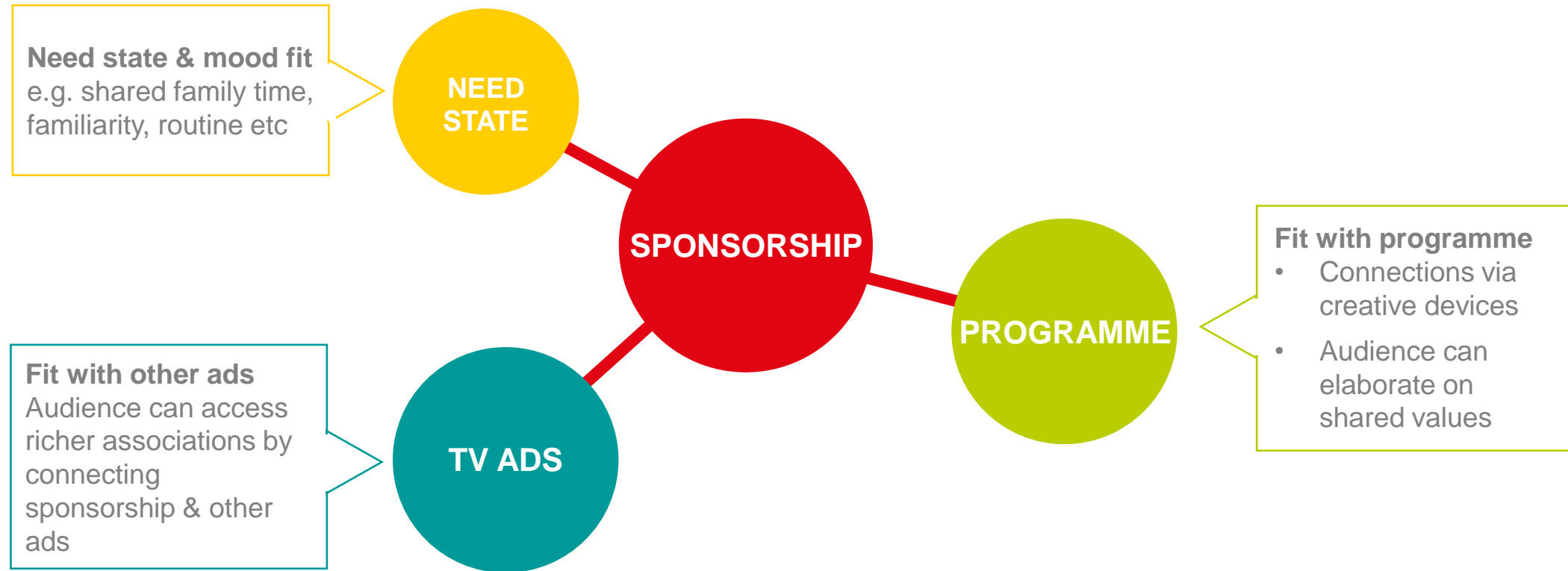
Relevant and hardwired
brand associations

tv

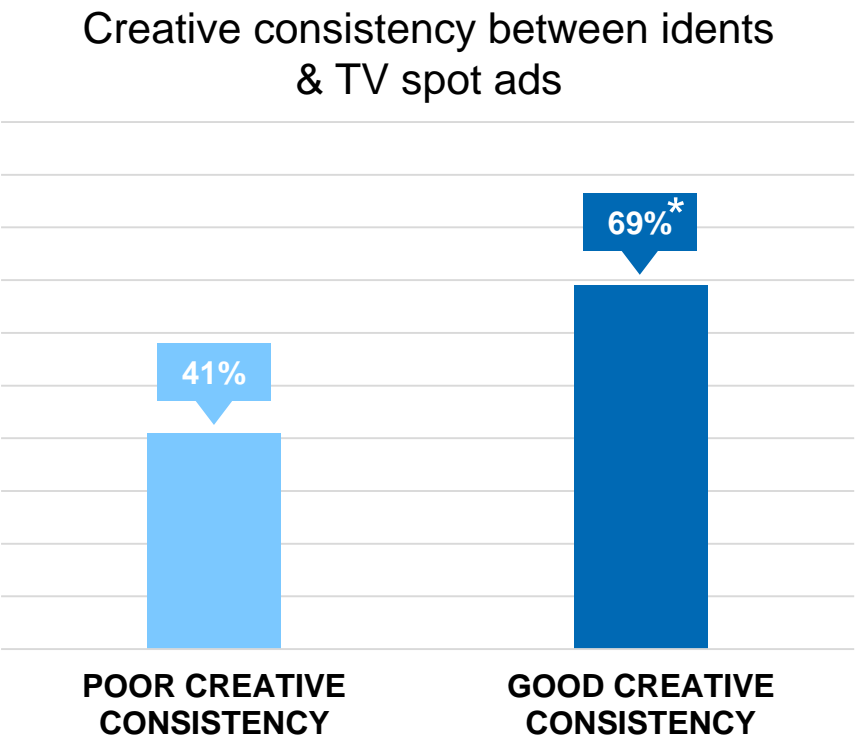
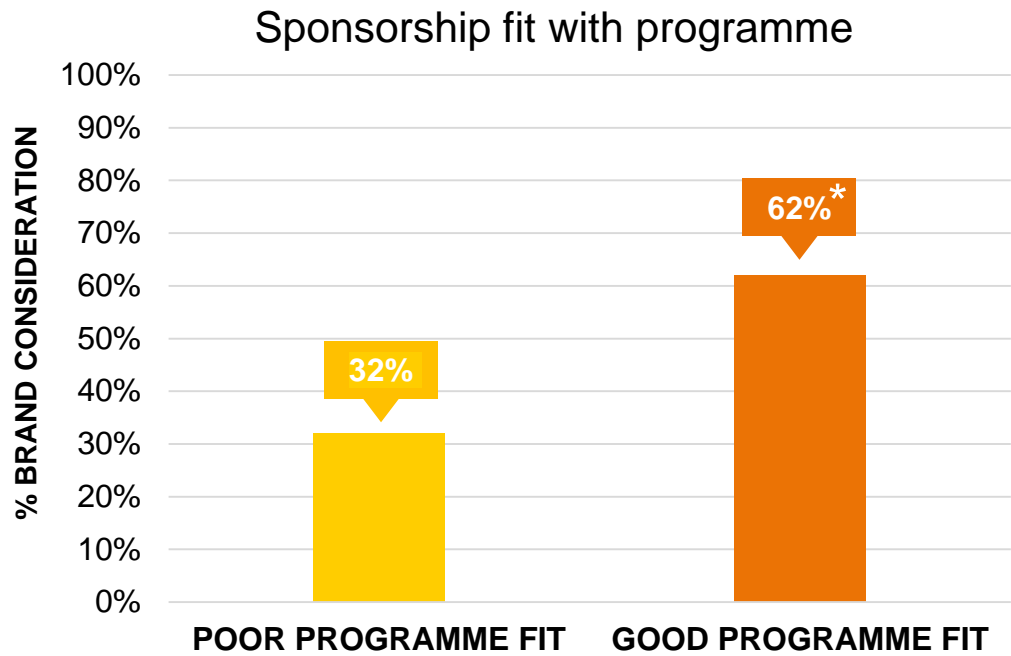
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Sponsorship's effects are maximised through 'fit'



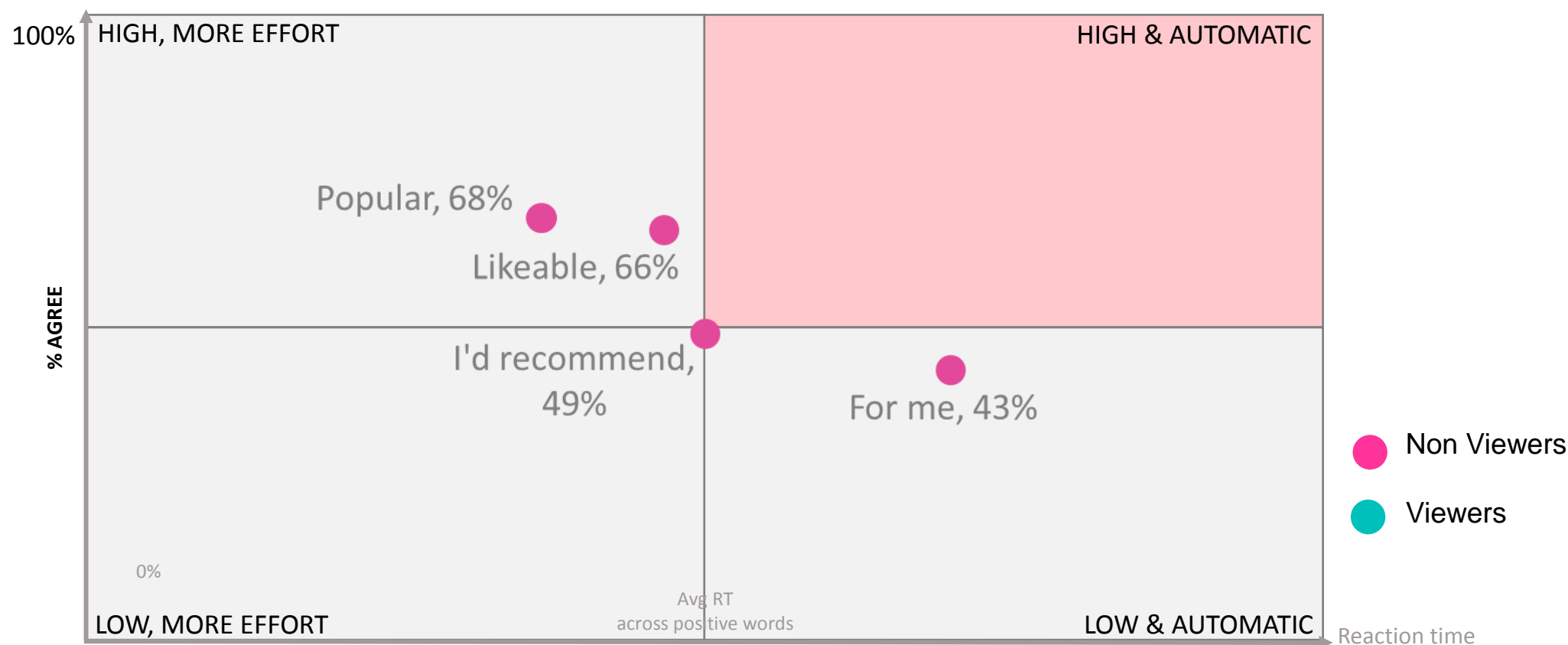
Programme fit leads to stronger brand impact



Source: Get with the Programmes, 2017, Thinkbox//House 51
Base: 8 sponsorships – all viewers (poor prog fit 115; good prog fit 608; poor consistency 156; good consistency 538)

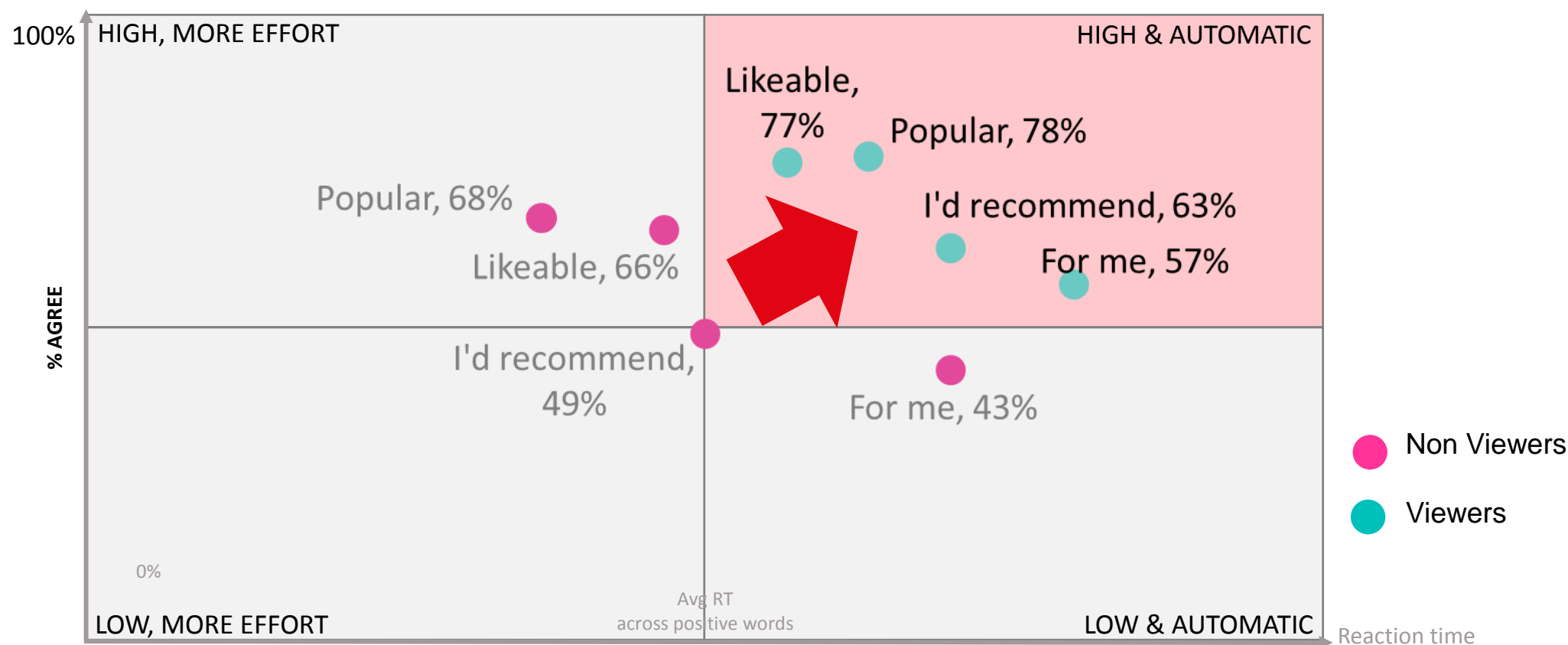
*Statistically significant to 95%

Positive associations are less automatic for non-viewers



Source: Get with the Programmes, 2017, Thinkbox/House 51. Perception of sponsorship brand
Base: 8 sponsorships (1,202 non-viewers)

Mental availability is amplified for viewers



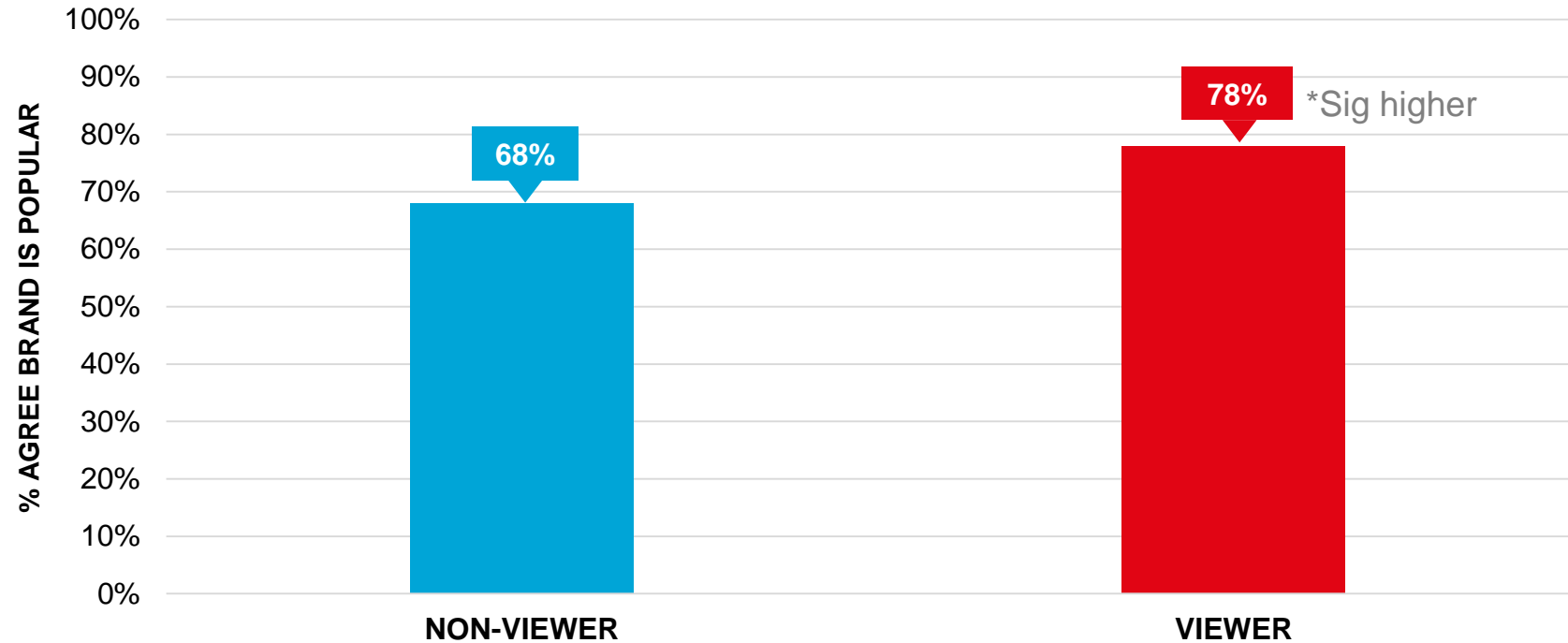
Source: Get with the Programmes, 2017, Thinkbox/House 51. Perception of sponsorship brand
Base: 8 sponsorships (1,199 viewers; 1,202 non-viewers)

3. Our behaviour is driven by costly signalling

“It is not so much the claims made by advertisers that are helpful, but the fact that they are willing to spend extravagant amounts of money.”



Sponsorship magnifies brand stature for viewers



Source: Get with the Programmes, 2017, Thinkbox/House 51.
Base: 8 sponsorships (1,199 viewers; 1,202 non-viewers)

YouGov

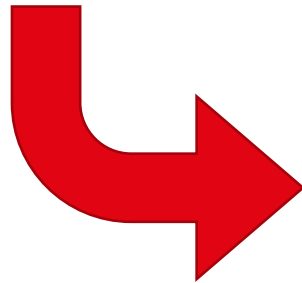
Benchmarking sponsorship: how does it drive brand preference?



A comprehensive study on the impact of sponsorship

YouGovBrandIndex

4,000 Interviews per day

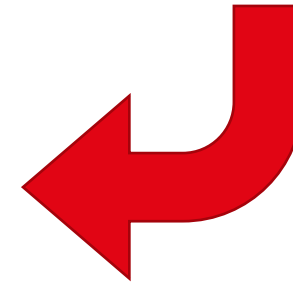


Brand preference analysis
across 36 sponsorships
from 2014 - 2017

Very light viewers!

YouGov TV Tracker

4,000 Interviews per day



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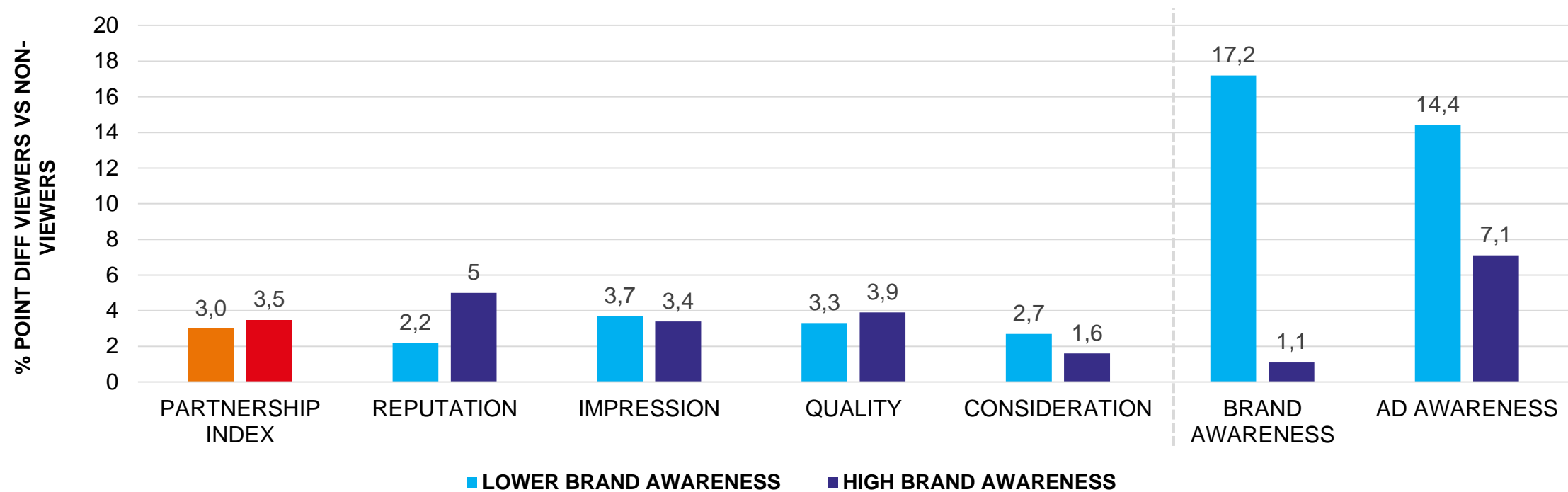
Based around a few key Brand Index measures

- **Impression:** Do you generally have a **POSITIVE/NEGATIVE** feeling about this brand?
 - **Reputation:** Would you be **PROUD/EMBARRASSED** to work for this company / brand?
 - **Quality:** Do you think this brand represents **GOOD/POOR** quality?
 - **Consideration:** Would you **CONSIDER PURCHASING** this brand?
 - **Partnership Index:** **AVERAGE** of: Reputation, Impression, Quality, Consideration
-
- **Brand Awareness:** Which of the following brands **have you ever HEARD** of?
 - **Ad-Awareness:** Which of the following have you **SEEN AN ADVERT** for in the past two weeks?



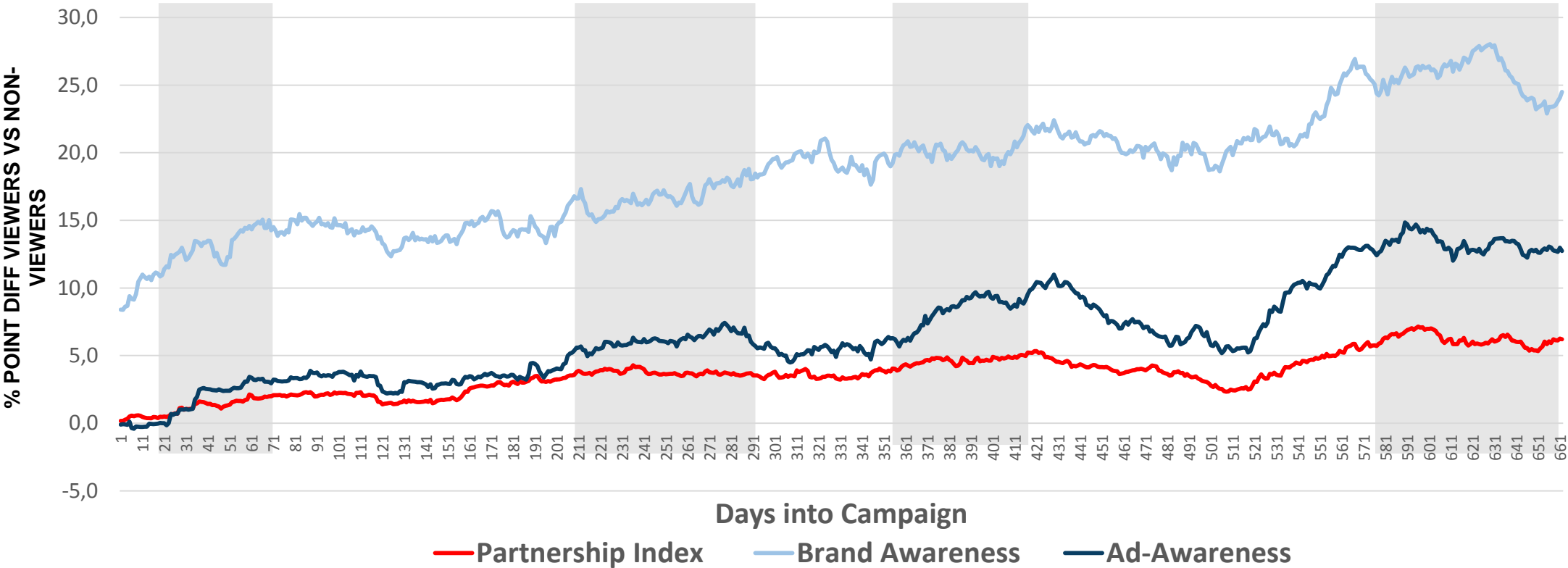
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Sponsorship boosts awareness for lesser known brands



Source: Get with the Programmes, 2017, Thinkbox/YouGov.
Base: 6 high awareness brands, 5 lower awareness brands

Low brand awareness: a case study



Source: BARB, Jan–Dec 2006–2016. TV set viewing within 7 days of broadcast.

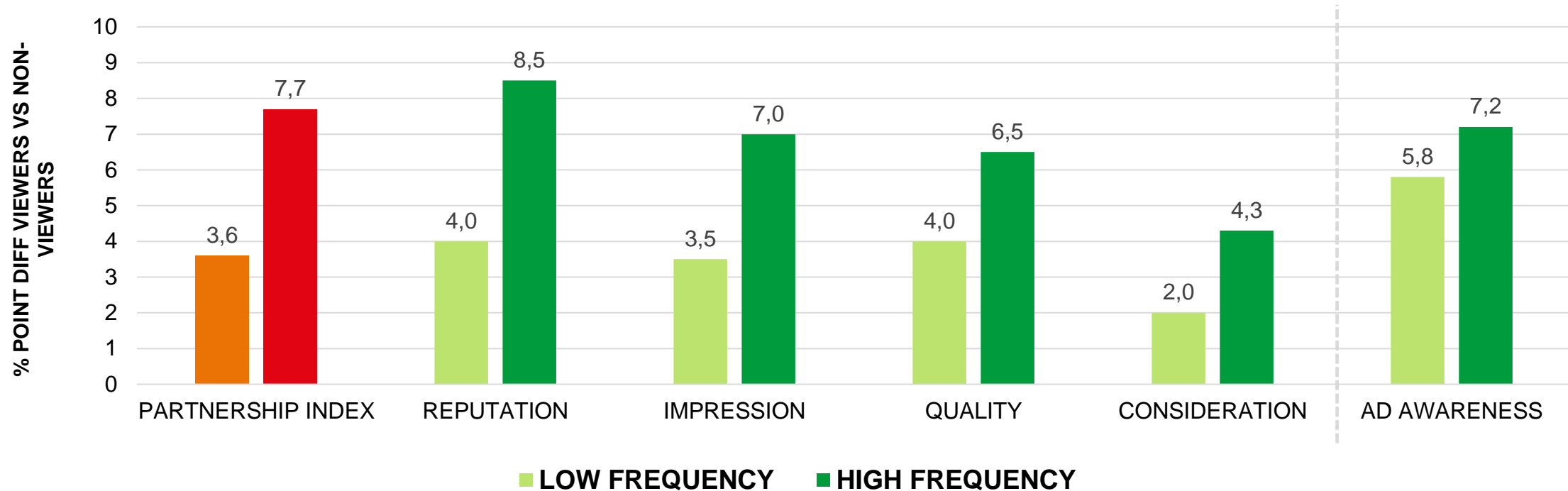
 Sponsorship Campaign Live



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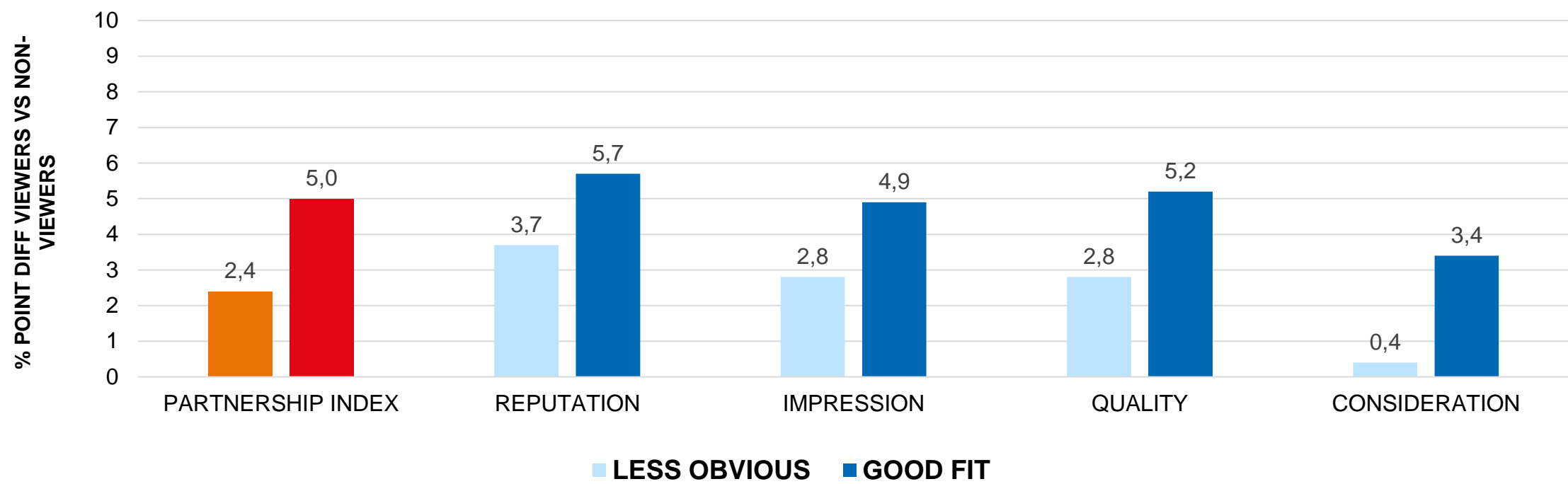


Higher frequency improves brand health



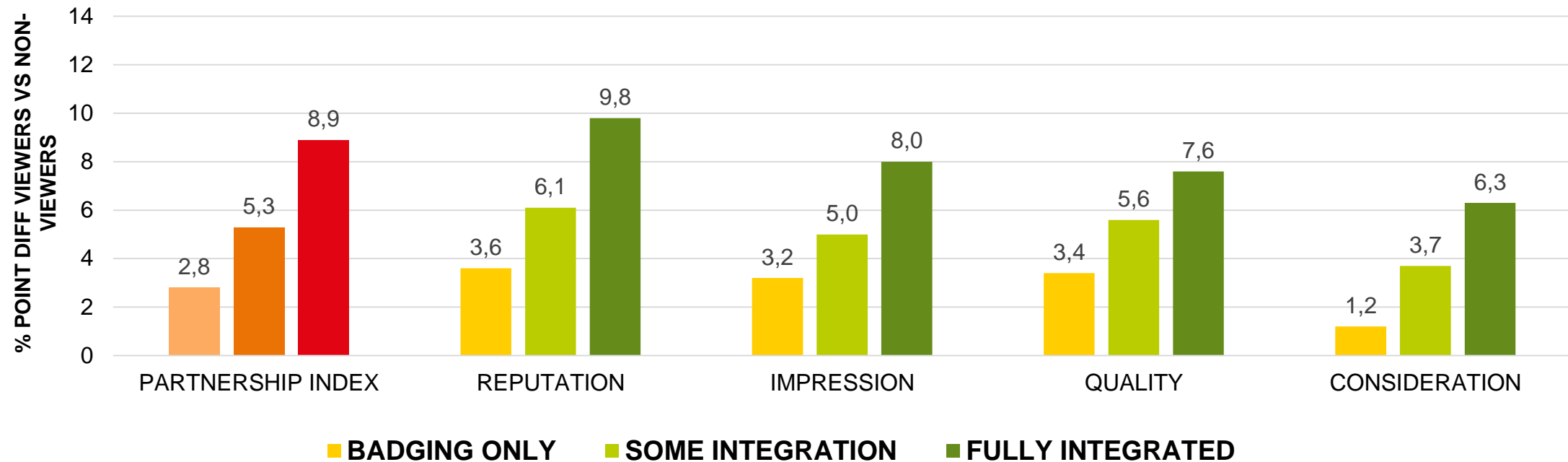
Source: Get with the Programmes, 2017, Thinkbox/YouGov.
Base: 8 low frequency sponsorships, 13 high frequency sponsorships

Creative fit is key



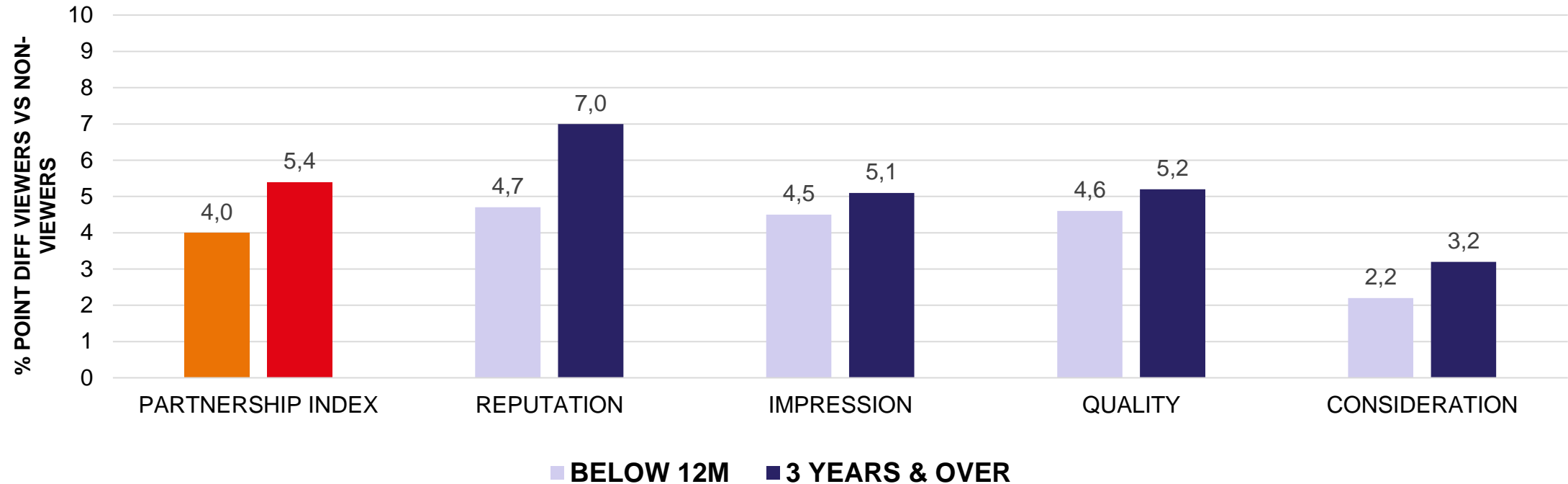
Source: Get with the Programmes, 2017, Thinkbox/YouGov.
Base: 26 'good fit' sponsorships, 6 'less obvious' sponsorships

The more integrated sponsorship is, the better



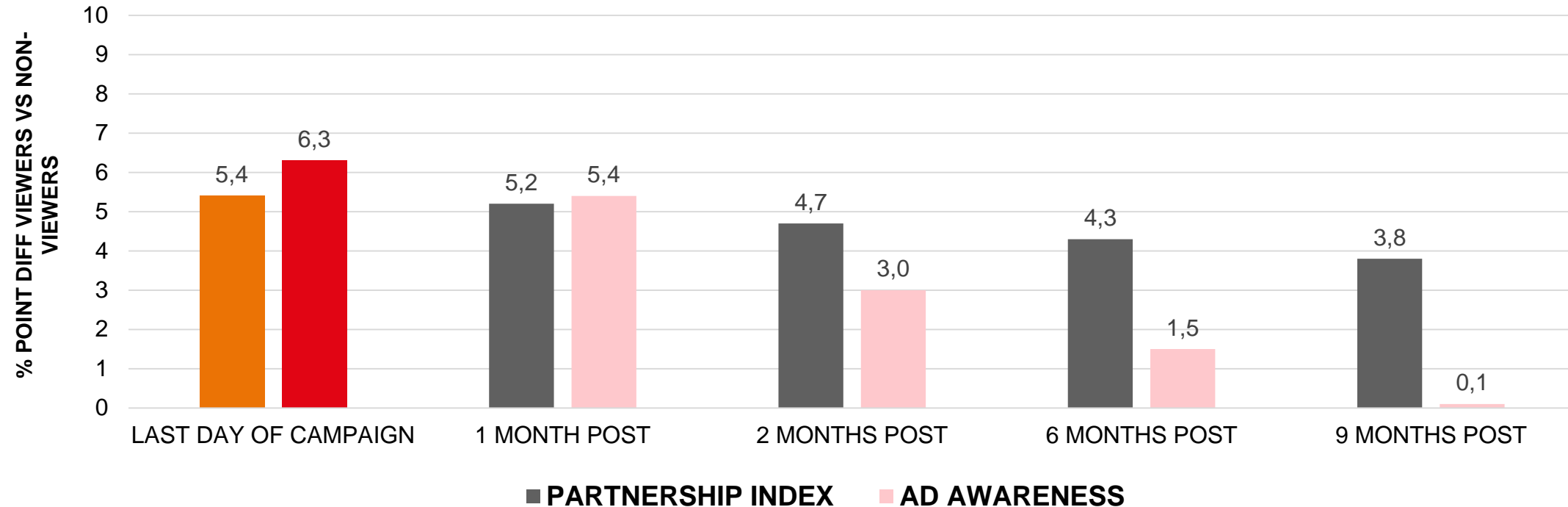
Source: Get with the Programmes, 2017, Thinkbox/YouGov.
Base: 22 badging only, 9 some integration, 4 fully integrated

TV sponsorships need time to perform to their optimum



Source: Get with the Programmes, 2017, Thinkbox/YouGov.
Base: 15 below twelve months, 7 three years and over

Brand health decays slowly when sponsorships end



Source: Get with the Programmes, 2017, Thinkbox/YouGov.
Base: 16 completed campaigns

Summary

TV sponsorships drive brand preference & consideration

Creative congruence, integration and longer term relationships all increase effectiveness

TV sponsorship is a powerful driver of awareness for lesser known brands

The emotional effects of TV sponsorship run deep and decay slowly



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