

WARC
AN ASCENTIAL COMPANY

Moving the needle with Sports Marketing

Evidence, Data points, and Inspiration

Make it WARC. Make it Effective

Effectiveness is at the heart of WARC

Make an impact with meaningful, tailored solutions from the world's leading authority on marketing effectiveness

WARC Advisory helps brands to improve their marketing results by answering problems at the heart of their business priorities.

By partnering with us, brands have access to the world's brightest marketing minds and world-class excellence, to create effective strategies and drive better business outcomes.

We tailor our extensive knowledge of marketing effectiveness via evidence, expertise and examples to curate actionable solutions.



WARC is trusted by our global portfolio of brands to provide them with cutting edge insights about marketing effectiveness.....



About the speaker: Ashik Ashokan



APAC Advisory Lead

- Consult clients across industries for marketing effectiveness
- Bridging the gap between media owners and brands
- Capability building and marketing training



UIAA Certified Mountaineer

- First Singaporean on track to complete the 7 Volcanic Summits
- Climbed over 20 peaks across 6 continents
- Held sponsorships from leading brands like Red Bull & The North Face

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Marketing

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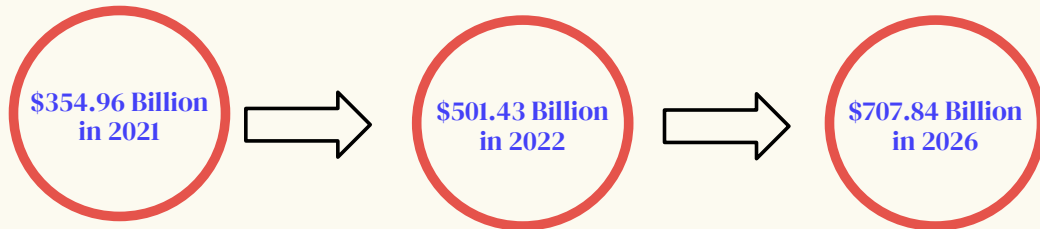
The Case for Sports Marketing



Sport has the power to change the world. It has the power to inspire. It has the **power to unite people** in a way that little else does.

Nelson Mandela, 1995 Rugby World Cup

The global sports market is growing at a fast rate making it a platform unignorable for marketers...



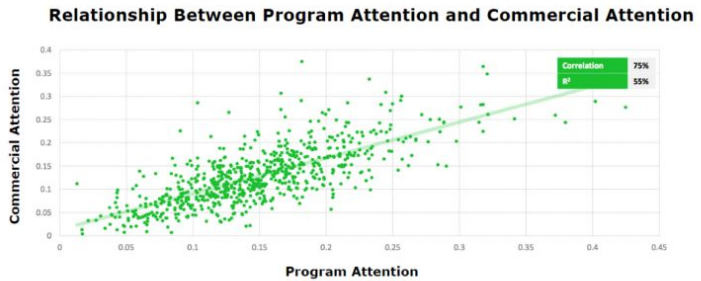
Source: Business Wire, Berkshire Hathaway

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The appetite for sports consumption is on the growth trajectory. Marketers have to be cognizant of this growing platform and aim to mark their presence in one way or another.

The greater the involvement in the program, the higher receptivity from the audience to commercials

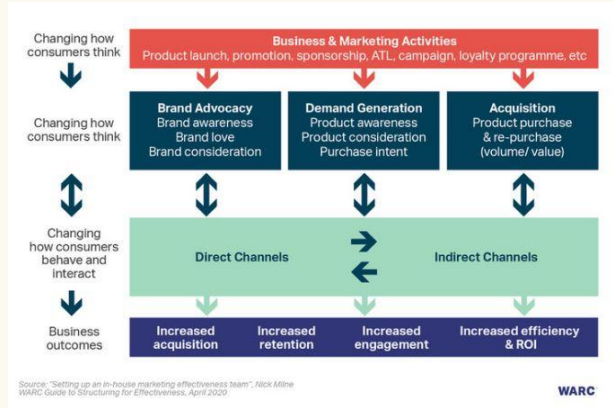


Source: TVision

The correlation between program attention corresponding to commercial attention is extremely important for marketers. Sports audiences are switched on and involved, paving the way for greater receptivity to commercials.

Attention is a key metric for marketers - we are exposed to over a 1000 visuals on a daily basis. Understanding the receptivity of your audience is key to ensure success on a brand's soft metrics. Sports audiences are switched on and have greater receptivity. Hence, the higher prices for sports advertising slots. But it also provides greater return on investment for advertisers.

Sports marketing can help marketers drive brand advocacy, demand generation, and build acquisition..



Sports marketing stretches across both direct channels and indirect channels fuelling a positive change across both soft and hard metrics for marketers...

This framework elaborates on the marketing efficiency framework that most organisations would follow to a huge extent. Sports marketing is one where it can be executed through direct and indirect channels and brings results across all 4 important business outcomes. Through the course of this presentation, you will see examples of different brands that have championed brand advocacy, demand generation and acquisition through unique ways of sports marketing.



Rethinking Creativity in Sports Marketing

Case Study: Creativity with Strategy at its Heart

TIDE: Every Ad is a Tide Ad (Cannes Lions 2018 Grand Prix)



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Here's a great example of a brand hijacking every other brand's advertisement during the Super Bowl in US.

Different Ways to think about Sports Marketing

A combination of one or more channels ensures greater resonance and visibility for consumers...



Broadcast Advertising



Social Media Activations



Packaging Innovations



Sponsorships



Influencer Marketing



Emerging Formats

Creativity across marketing levers

Brands regionally and globally have showcased creativity and purpose across different channels to strike an impression with their consumers...

Petronas sponsoring the Malaysian Badminton Team



Coinbase flashed a bouncing QR code during Super Bowl to attract users



Head & Shoulders' unique packaging for World Cup



Xfinity, an internet provider, set a Tik Tok challenge based on the Olympics theme



Case Study: Innovative delivery across channels

Coca Cola x Astro Malaysia (Dragons of Asia, Silver & Dragons of Malaysia, Silver, 2021)



Campaign Results:

Best performing national consumer promo in Coca Cola Malaysia's History
Brand grew by 1.5x among frequent drinkers and trialists

1. **Broadcast & Contest Collaboration**
2. **Non-Stop 24/7 Live Football Action**
3. **Multiple Screen Domination**
4. **Live Interaction & Engagement**
5. **Ultimate Football Experience**

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From the perspective of Astro and Coca-Cola in their winning strategy:

1. **Broadcast & Contest Collaboration**
2. Coca-Cola teamed with Astro to announce the collaboration and launch the 'Kickstart Your Football Dreams' campaign with 5,000 free one-month Astro Sports passes to all live EPL matches on Astro sports channels as part of a national consumer promotion with Coca-Cola. The collaboration drove consumers to purchase Coca-Cola packs to enter the contest for a grand prize trip to the United Kingdom to watch their favourite Premier League football team on the field.**Non-Stop 24/7 Live Football Action**
3. We provided 24 hours instant access to all things football during the season. During EPL match weeks, we hosted 10-minute Facebook Live streaming pre-match predictions, prior to kick off. We customised over 150 Live goal alerts with Coca-Cola's brand message in shareable GIFs and featured post match highlights from top teams using Coca-Cola's thumbnail. We also captured behind the scenes footage of football hosts and pundits sharing a Coke while discussing matches.**Multiple Screen Domination**
4. We orchestrated a sports platform takeover with Coca-Cola's brand message dominating EPG (Electronic Programme Guide) across 20 TV channels amassing 128 million impressions, MREC & leaderboard and site takeovers on all digital websites, Stadium Astro and social media platforms.**LIVE Interaction & Engagement**
5. We engaged fans during the day with console games at mall activations and by night surprised them with an epic experience with visits from football legends and ex-players of Manchester United's Mikael Silvestre and Liverpool's Vladimir Smice. These football legends were brought in as a surprise to fan's meet and greet sessions at on-ground events and match viewing

1. parties.**Ultimate Football Experience**

Finally, we sent one lucky winner for the ultimate fan experience trip to the UK to watch their favourite Premier League team play live. The entire experience was filmed into a 3 webisode series and vlogs that showcased Coca-Cola's role in fulfilling fans' football dreams to life!

Watchout for Marketers

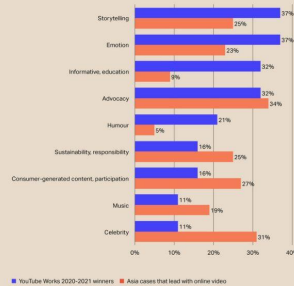
Creativity is best served when it elicits an emotional response and consumers appreciate humour as a communication tool

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Leading with storytelling and emotion has its merits

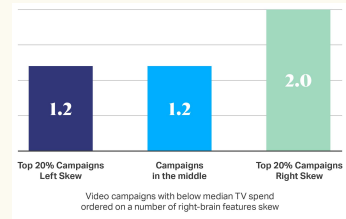
Creative strategies

Asia 2020-2021, % of cases



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Right brain TV ads deliver the strongest levels of consumer attention



SOURCE: Orlando Wood, System 1, 2022

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As we analysed the winning case studies of the recent YouTube Works award showcase, we realised that brands that have incorporated storytelling and emotions have overachieved on their campaign metrics. And with another independent study by Orlando Wood, it is also conclusively proven that right brain TV ads or the ones that invoke an emotional response deliver the strongest levels of consumer attention.

These 2 are important considerations for marketers when engaging in campaign creation. The bottomline is to be more emotional than functional.



Ensuring Effectiveness in Sports Marketing

Beware of the fragmented media landscape

Combining linear TV with other channels and ensuring that there is a helicopter view of measurement is crucial...

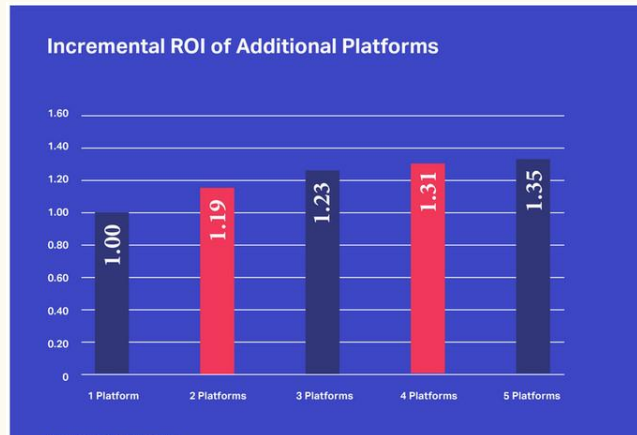
FRAGMENTED CHANNELS & MEDIA CONSUMPTION REQUIRE A RESPONSIVE APPROACH TO MARKETING



Linear TV is still the champion in ensuring reach. However, there is a rise of fragmentation in media consumption. It is crucial to ensure we cover different touchpoints and not ignore Linear TV.

Media integration is a prize worth seeking..

Multi-channel integrated campaigns are more effective than single-channel campaigns.



Going from one platform to two increases marketing ROI by 19%. This growth pattern continues as more platforms are added: a three-platform campaign delivers 23% higher ROI; a four-platform campaign delivers 31% higher ROI whereas a five platform campaign delivers 35% higher ROI

Sports marketing is not a stand-alone and should be integrated with other campaigns

Ensuring effectiveness comes with the deep understanding of consumers' media consumption and behavioral habits and combining reach across channels...

100 Plus uses a combination of influencers and sports advertising



Omega stretches across iconic branding and product placements



Canon invests heavily in digital advertising and sports sponsorship



Petronas forges strong emotional connections and engages in sports marketing



Key Takeaways

The correlation between program attention corresponding to commercial attention is extremely important for marketers. Sports audiences are switched on and involved, paving the way for greater receptivity to commercials

When it comes to brand reputation, trust, and purpose, brands are finding success by integrating themselves into sports marketing through broadcast advertising, sponsorships, guerilla marketing, and packaging innovations

Sports audiences consumer media in a fragmented manner. Creativity can help overcome that challenge and by leveraging on powerful stories inherent in sports can help brands forge an emotional connection via integrated campaign across channels

Thank you

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