

VALUE CREATION SPACES: USING EVENTS TO LEVERAGE SPORTS SPONSORSHIP



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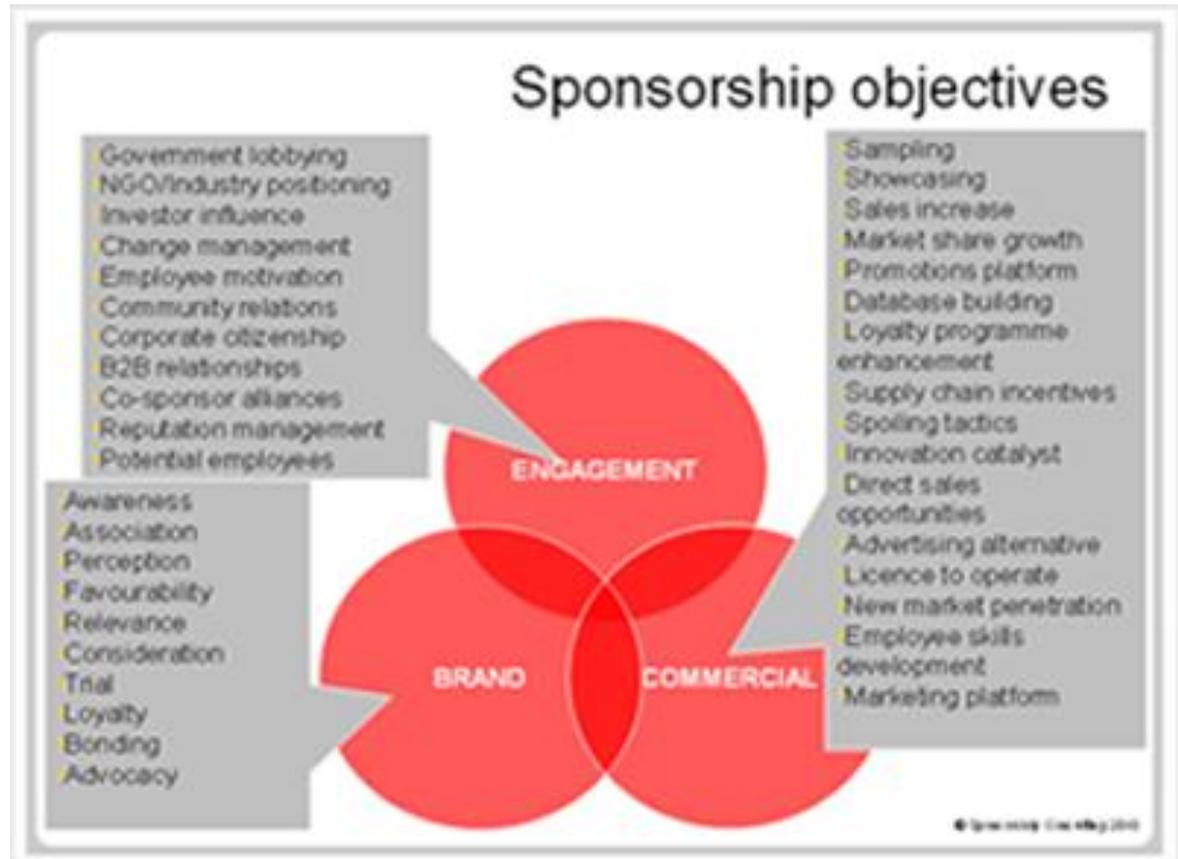
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What do brands want to get out of sports sponsorship?



Collett, P. (2011) Sponsorship – Past its ‘sell by’ date? Available at:

<http://blogs.cisco.com/truthmarketing/sponsorship-%E2%80%93-past-its-%E2%80%98sell-by%E2%80%99-date/> [Accessed 22/03/2012]

Why do brands sponsor sport?

“great access to talk to people”

“link up with the passions in people’s lives”

“[It] gives us an opportunity to demonstrate what our [product] is, what our [staff] are like and get people to experience the [brand] experience as a fantastic event that they'll really enjoy.”

“[Sponsorship allows us to talk to consumers] that wouldn't necessarily engage with [the brand]. [The sponsored event] gives us permission to talk to these individuals about something that they're engaged and passionate about.”

THE (OFTEN SAD) SPONSORSHIP REALITY

Is this adding value to the consumer's experience of sport???

Is this how brands want their consumers to remember them?



BEST PRACTICE SPONSORSHIP REALITY



Is THIS adding value to the consumer's experience of sport?

Is this how brands want their consumers to remember them?

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What are Sponsorship-Linked Events?

- Incentive/reward events
- Product launches
- Open days
- Conferences
- Product sampling
- Publicity events
- “Created” events
- Road shows
- Press conferences
- **Corporate entertainment**
- Exhibitions
- Product visitor attractions
- Charity fundraisers
- Competitions/contests



Wood, E. H. (2009). Evaluating Event Marketing: Experience or Outcome? *Journal of Promotion Management*, 15 (1), 247-268.

Sponsorship-Linked Events: Value Creation Spaces

- Marketing is evolving to a new paradigm: service-dominant logic.

Sponsorship
doing things TO
the consumer



- “The customer is a **co-producer** of service. Marketing is a process of doing things in interaction with the customer.” (Vargo and Lusch, 2004:7)



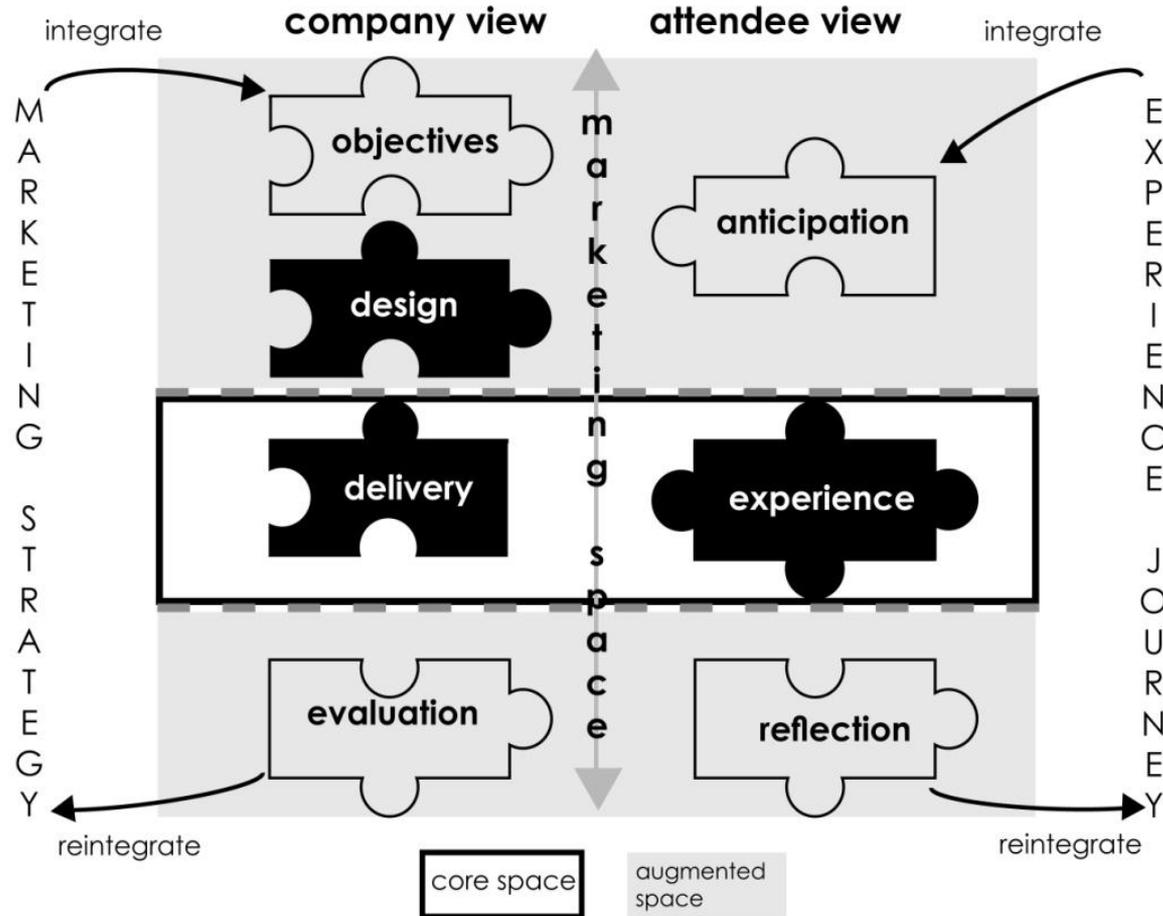
Sponsorship doing
things WITH the
consumer

Vargo, S.L. and Lusch, R.F. (2004) *Evolving to a new dominant logic for marketing*, Journal of Marketing, 68 (1), 1-17.

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marketing space model

Events are one element of any organisations integrated marketing communications strategy, therefore preceding this model is a strategic decision to activate marketing events to achieve specific objectives.



Crowther, P. (2010), Marketing space: a conceptual framework for marketing events, *The Marketing Review*, 10 (4), 369-383.

Benefits of Sponsorship-Linked Events

- Events are:
 - Relational
 - Participative
 - Experiential (360° brand communication)
- Key features of events:
 - Intimacy and interactivity in the event space
 - Voluntary and active involvement of attendees



Why Sponsorship-Linked Events?

“from a sponsorship standpoint you have many more opportunities in terms of really interacting with people”

Events can be a means to “develop existing relationships and to help facilitate new relationships”

“we want to use that great access to talk to people and to convert them...to [our brand]”



Events allow us to “[link] up with the passions in people’s lives”

Reducing the Risks Associated with Sponsorship

- Sponsorship-linked events can help sponsors mitigate some risk associated with sponsorship
 - Event represents the creation of a marketing space over which sponsors have greater control
- Sponsorship-linked events also allow brands to speak to consumers they might not otherwise have reached:

“[Sponsorship allows us to talk to consumers] that wouldn't necessarily engage with [the brand]. [The sponsored event] gives us permission to talk to these individuals about something that they're engaged and passionate about.”



Events as a Product and Brand Showcase



- Well-executed sponsorship-linked events allow opportunities for showcasing products and services and also allow sponsors to experientially showcase their brand ethos in a way which adds value to the overall experience of attending the wider sponsored event:



'[The sponsorship-linked event] really demonstrates who we are as a brand...[It] gives us an opportunity to demonstrate what our [product] is, what our [staff] are like and get people to experience the [brand] experience as a fantastic event that they'll really enjoy.'

Using Sponsorship-Linked Events

- Sponsors should use events to tap into fan passions to create an experience that money cannot buy

“what we do is we put on great experiences.”



Using Sponsorship-Linked Events

- VIP customer events can augment the sports event experience and help to nurture brand loyalty:

“customers...can get access to a... branded marquee and [free refreshments]. You get the chance to have a Q&A with [team] players after the match...it's a kind of a VIP area for...customers and hundreds or even thousands of those customers can go through and experience that and touch and engage with the brand in and around our [sport] property... So...customers will get much more than just a ticket...they can get that little bit extra that would make you feel extra special and then of course there's a huge amount for...engaging people and keeping people with the brand because they feel valued and loved and rewarded for their loyalty.”

Sponsorship-Linked Events for Customers



- Well-executed exclusive customer sponsorship-linked events can create “*brand envy*” among non-customers, possibly driving purchase
- Sponsorship-linked events create desire and a sense of exclusivity

Sponsorship-Linked Events and Social Media

- Sponsors are turning towards social media to leverage their sponsorship
 - Target markets are “online and they’re engaging with their friends in these environments”
- Social media can be used to promote an event and extend the impact of a sponsorship-linked event beyond its physical duration
 - Consumer-consumer communication means attendees share photos/thoughts of events
 - E-word-of-mouth (eWOM)



Cadbury 2012 @CadburyUK

17 Mar

Come join the #CadburyGames at @WestfieldLondon today, or tomorrow from 12pm when @RealJamesArgent joins us! #GooGames #AreYouTheOne



Sponsorship-Linked Events and Social Media

- Social media can erode some of sponsor's control over events
 - Imperative to put on great experiences to minimise negative e-WOM
- Potential for virtual sponsorship-linked events to extend reach and add value to “attendees”

Event Overview

Plan for Success: 'Games Go Digital' business impact webinar

Topic:
Digital Media

Host: Ian Foddering, Cisco

Date and Time:
28th February at 12.30pm (GMT)

 **#plan4success**

Engage with us using #plan4success and your tweets will be displayed here

Inbox: "W/o vision running a biz is like pushing water uphill" @GuyRigby #eclublondon #bizandlife #leadership #plan4success #mindset4life #insight
7 days ago · reply · retweet · favorite

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Plan for Success: 'Games Go Digital' business impact webinar

Cisco teamed up with fellow London 2012 partners, BBC, BT and Adecco to examine the ways in which employees will want to watch the Olympic Games in the workplace and the impact that this will have on business efficiency throughout the London 2012 Games period.

Staff planning to watch the Games at work will present many IT challenges for organisations. Is your network infrastructure robust enough to cope with employees streaming the games live via their mobiles and computers while using your company WIFI? If not, what can you do to manage the situation without experiencing a steep rise in absenteeism as people stay at home to keep up to date with key Games moments.

Watch the on demand video below to find out more about the anticipated business issues, while we provide advice to help your business minimise overall disruption and maximise the opportunities of London 2012.



Did you find this webinar useful?
Please fill out our short questionnaire to help us gauge overall Games preparedness.



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The Potential of Sponsorship-Linked Events

- Events can be a valuable tool for sports marketers seeking to leverage sports sponsorships
- Facilitating interaction with consumers/employees/stakeholders and adding value to their experience of attending a sponsored event
- Increased amount of control over the sponsorship activation
- Sponsorship-linked events must be managed strategically if they are to achieve their full potential for sponsors



Thank you for listening

Any questions?

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