

Brand image, purchase intent rise for Olympic sponsors

A study, commissioned by sponsorship experts Havas Sports & Entertainment (HS&E) to identify the effects of [Olympic Games](#)' sponsorship on sponsor brands and to track interest in and attitudes towards the Games over a period of two and a half years, has released its results.



Research, released 18 July 2012, shows sponsorship of the London 2012 Olympic & Paralympic Games has already led to substantially stronger brand image and purchase intent across a wide range of official sponsors' brands.

Perceptions of brand image are on average 25-50% more positive across a representative selection of Tier One and Tier Two London 2012 sponsors included in the study. Those aware of a brand's Olympic sponsorship are on average 50% more likely to find a sponsor brand 'inspiring' and 'trustworthy' and 25% more likely to view a sponsor as 'world-class' or 'admired.'

The impact of sponsorship at the Olympics

This enhanced brand image then successfully translates into a significantly higher purchase consideration, with those aware of a brand's sponsorship being on average 50% more likely to consider purchasing a sponsor's product.

Alastair Macdonald, sponsorship insights director, HS&E, commented, "Our findings demonstrate London 2012 sponsorship is already providing sponsors with tangible image and business benefits. These patterns apply specifically to the Olympic sponsors - the same effect does not apply to competitor brands, which indicates this is a genuine sponsorship effect.

"The impact we have measured is already significant, before the Games have even begun. Once the study has been completed in 2013, we will have the most comprehensive set of evidence yet produced as to how effectively sponsorship of the Olympic Games affects consumers' perceptions and attitudes, as well as the impact on the products they choose to purchase."

Lucien Boyer, president and global CEO, HS&E, added, "The key for brands is to use these sponsorships to engage with their target audiences in meaningful ways so they can benefit fully from the positive association highlighted in our research. Our insight from working over 20 years in global sponsorships and with 10 London 2012 sponsors is that the most effective campaigns find a meaningful association with the sponsorship that is unique to the brand or product, in question, and creates added value experiences."

Daily seminars

"We look forward to discussing this research in more detail at the HS&E House in London, which will bring together sports industry experts from brands and governing bodies for a series of daily seminars this summer," adds Boyer.

Open from 27 July until 12 August from 3-8pm daily, the event is a thought-leadership platform welcoming leaders in the global sports community: brands, governing bodies, athletes, sports stakeholders and journalists. It will allow guests to network and debate with top experts, notably during the daily speakers program at 4pm.

The Olympics sponsorship study will be presented at the event during the Games.

Speakers

Speakers include representatives from The Coca-Cola Company, Lloyds TSB, AEG, Amaechi Performance Centre, *The Times*, Visa, Heineken, P&G, Sky Sports, the NBA, the NFL, YouTube, Twitter, EDF, the IPC, the World Food Programme, the London Legacy Development Corporation, Sochi 2014, LOCOG, current and former Olympians, NOCs and more.

- John Amaechi, psychologist, author, social entrepreneur and former NBA player
- Peter Bayer, CEO, Youth Olympic Games, Innsbruck 2012 Youth Olympic Games
- Dmitry Chernyshenko, president of the Sochi 2014 Organising Committee
- Michael Cunnah, chairman, iSportconnect
- Shaun Dawson, chief executive of Lee Valley Regional Park Authority
- Dill and Susan Driscoll, founders of ignition
- Iain Edmondson, head of major events, London & Partners
- Tony Estanguet, slalom canoeist, Olympic and world champion
- Colin Grannell, executive vice president, Partnership Marketing, Visa Europe
- Sally Hancock, director, Olympic marketing and group sponsorship at Lloyds TSB
- Chris Haynes, director of sports PR, SKY
- Nathan Homer, Olympics project director, P&G
- Caroline Hurford, spokesperson, UK & global issues, world food programme
- Olivier Laouchez, CEO, Trace TV
- Catherine Lescure, director brand and image, EDF
- Scott MacLeod, interim commercial marketing director, London Legacy Development Corporation
- Denis Massegia, president of French Olympic Committee
- Sir Keith Mills, deputy chairman of the London 2012 Organising Committee, chairman of the International Inspiration Foundation
- Callum Murray, editorial director, Sportcal
- Steve Nuttall, senior director, sports EMEA, YouTube
- Chris Parsons, VP of NFL International
- Daniel Ritterband, director of marketing & 2012 communications, office of the Mayor of London
- Jeroen de Roever, manager group sports strategy, ATP
- Claude Ruibal, head of sports content, YouTube
- Paul Samuels, senior vice president Europe Global Partnerships, AEG
- Gianni Savio, technical director, Venezuelan road cycling team
- Owen Slot, chief sports writer for the Times
- Mark Tatum, executive vice president, Global Marketing Partnerships, NBA

- Sue Tibbals, chief executive, Women's Sport and Fitness Foundation
- Hans Erik Tuijt, global activation manager of Heineken International
- Ed Warner, CEO, London 2017
- Lewis Wiltshire, head of sport, Twitter UK

For more information, email Julia Furman at julia.furman@havas-se.com.

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