

# Executive Summary

## Should You Take Me Out To The Ballgame? Determining which sports sponsorship will work hardest for your brand (An ESOMAR / The ARF Paper)

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### Background

Using the Brand Keys methodology, predications of the effectiveness of a range of sponsorship options for major US energy retailer KeySpan are made and then tested over a three year period.

### Results

In summary, based on the results of the study, two sponsorships were selected and executed. The sponsorship with the high Brand Keys Index substantially outperformed the other:

Sponsorship Option	Brand Keys Index	Purchase Intent <sup>1</sup>	Sponsorship Awareness <sup>2</sup>
Brooklyn Cyclones	116	+27% (22%->28%)	+10% (33%->37%)
No sponsorship	112		N/a
New York Mets	108	+10% (17%->19%)	-14% (21%->18%)

### Implications

The key implication of this paper is the proof that the Brand Keys approach is an accurate way to predict the ROI effectiveness of sponsorship investment. Using Brand Keys it is possible to test a range of sponsorship options prior to investment and accurately select the one that will generate the largest increase in company revenue *prior to making the investment*.

Marketers buy sponsorships that are “ideal” for “their” demographics and that have some reasonable connection to the category in which their brand competes. But if we examine the exercise honestly, we must come to the conclusion that this has generally been a “by-the-gut,” demographically driven, ROI-deficient decision-process. The Brand Keys approach changes this completely and permits pre-investment calculation of sponsorship effectiveness.

It’s not that the concept of inserting the brand values into the sponsorship selection hasn’t been talked about before. It’s been examined on a qualitative basis, but until now has not been validated on a quantitative basis. Until now, marketers haven’t been given the tools to quantitatively predict the ROI for different sponsorship options.

### Methodology and Results

KeySpan Energy was assessed (KeySpan brand equity, brand effects the sports team sponsorships would bring) against seven possible sports sponsorships: Yankees, Mets, Red Sox, Brooklyn Cyclones (Mets ‘A’ League), Rangers, Islanders, and Knicks.

This assessment measured the strength of the KeySpan brand against the category drivers that consumers use to make market decisions in this category. Using the same assessment approach, the KeySpan brand was measured within the context of various sponsorship opportunities.

Based on the results of the study, two sponsorships were selected and executed. During testing no other significant advertising or promotions overlapped with these sponsorships. The ROI success of the sponsorship was then evaluated by measuring how many product and service sales inquiry calls were generated through the sponsorship over a three year period.

<sup>1</sup> Change in Top-2 Box Purchase Intent between service area and venue

<sup>2</sup> Change over a 3 year time frame: 2003, 2004, 2005