

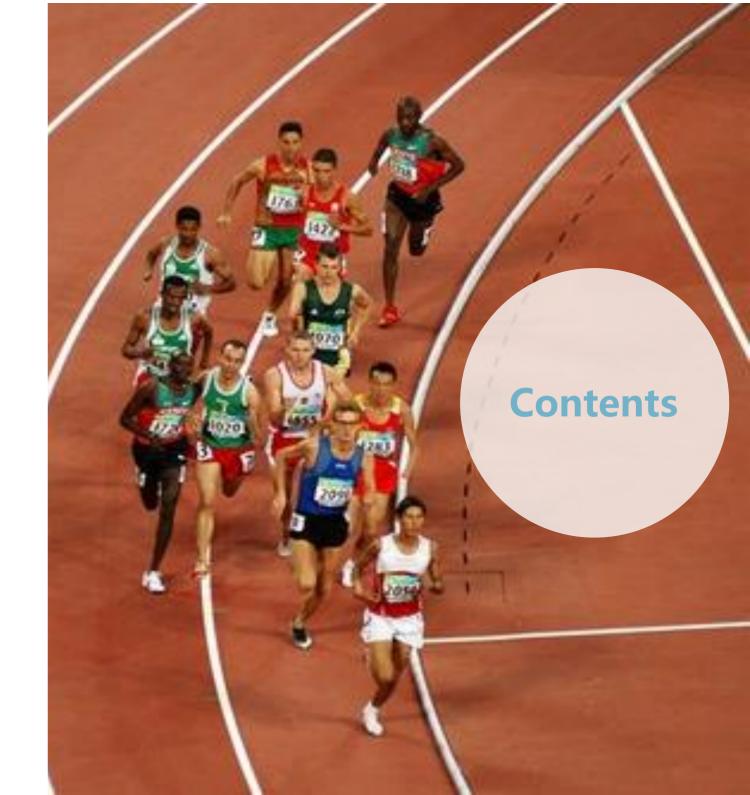


Sponsorship Tracking Report Phase IV

IPSOS CONNECT 2016.08

© 2015 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

- Background and Objectives
- Methods and Ideas
- Research Findings



Ipsos Connect

Background

Olympics

Sponsorship

Effectiveness

Surveillance

Event marketing has been proved to be very effective by many enterprises, and Olympics in particular, as the world's most famous sports event, has unmatched marketing value either to sales or brand building and enhancement, as was proved by Yili, Lenovo, and Coca Cola during the 2008 Beijing Olympic Games.

Though the 2016 Olympic Games are to be held in Rio de Janeiro, it will have worldwide influence. Many Chinese enterprises sponsor Chinese Olympic Committee and Chinese athletes to show their support to sports undertakings in China and also to promote their own brand to a higher level.

Olympic sponsorship tracking launched by Ipsos involves multi-angle and timely research on enterprises' sponsorship, their marketing activities, the impact on their brand sales and promotion.

The research will last from February to August 2016, during which accurate surveillance will be conducted to sponsors' online marketing campaigns.



Research Design

Ipsos Connect

Method

Online survey
20 min questionnaire

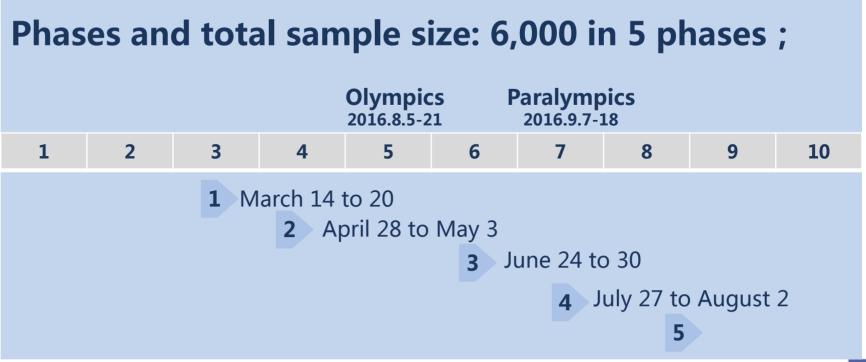


Cities involved and sample size for each phase: 8 typical cities, 1,200 samples

1st –tier: Beijing, Shanghai, Guangzhou; 200 respectively, and 600 in total; 2nd –tier: Wuhan, Xi' an, Hangzhou, Chengdu, Shenyang; 120 respectively, 600 in total.

Respondents

- 16-50 years old, urban residents
- Not participated in Olympics-related market research
- No family members working in the field of media, public relations, or market research





Ipsos Connect

Sponsorship Cognition and Attitude

- Sponsored cognition (first mentioned without clues, mentioned without clues, mentioned with clues)
- Brand reputation
- Relevance to the Olympics
- Brand image (social responsibility, trustworthy, unique, powerful, international, quality assurance)
- Brand-pre-order or use

Olympics Cognition and Attitude

- Host place cognition and attention to the Olympics
- Olympic-related information channels and ways of concerns (to get information and follow the games)
- Games concerned

Respondent Background Information

- Gender, age
- Income, occupation

Content



Rio 2016 Olympic Games & Sponsors of Chinese Olympic Delegation

Sector	Enterprises		
Sports goods	361°, Anta		
IT manufacturin g	Samsung, Panasonic		
Dairy products	Yili		
FMCG	P&G, McDonald's		
Beverage	Coca Cola		
Automobile	Bridgestone, Nissan, BMW		
Network	Tencent		
Finance	Visa		
Others	Heng Yuan Xiang, Nutrilite, Cele, Joycome		

Sector	Competitor		
Sports goods	Nike, Adidas		
IT manufacturing	Lenovo, Haier, Huawei		
Dairy products	Mengniu		
FMCG	Unilever		
Beverage	Pepsi, Red Bull		
Automobile	Michelin, Mercedes-Benz, Audi		
Network	Iqiyi, Sina, Sohu		
Finance	Unionpay		

Competing brands

Basic Idea of Olympic Express Tracking

Effective sponsorship needs "Effective Reach" and "Positive Response"









Response



Effective communication

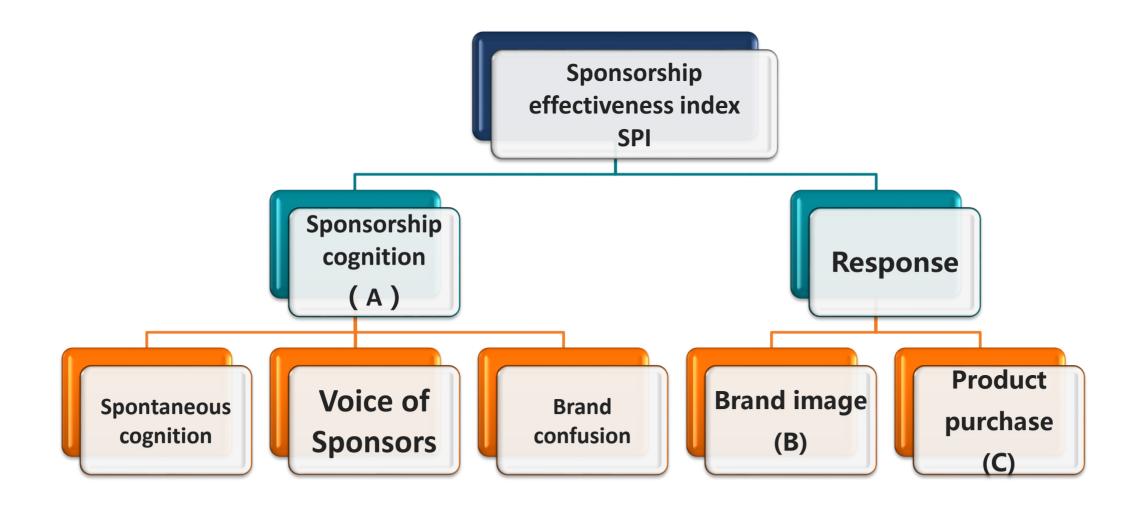
Sponsorship left a deep impression in the minds of consumers; it could attract people's attention who then associated it with the brand © 2015 Ipsos.

Increase brand resonance with consumers in the communication; stimulate and enhance their desire for the brand

Stimulate growth of sales / enhance brand equity



Olympic Express, sponsorship effectiveness index SPI, to facilitate rapid understanding of Olympic marketing lpsos Connect effect





Ipsos Connect

Major findings of IV (1)

Coca Cola

- As the new packaging hits the shelves, Coca Cola has launched "My Gold-Medal Fellow" and "Golden Moment" campaigns on TV and on the Internet.
 - Coca Cola maintains its upward momentum in Olympic marketing.
 - Its marketing activities not only enhances the association of its brand and the Olympics, but also considerably improves consumers' purchase intention.
- "My Gold-Medal Fellow" that features a cute pet and the sports star has achieved good brand cognition and association. The unique design of the ad is impressive visually, and deepens the connection of the brand and people' s daily life, hence more emotional involvement in the brand.
- Coca' s Ice Dew Water also receives good advertising cognition. However, given the limited awareness of the brand itself, the glory of sports stars has overshadowed, to some extent, the role of brand in advertising communication.

Major findings of IV (2)

Ipsos Connect

Yili

- Yili also releases its new packaging for milk in its Olympics campaign, as well as the thematic ad, "Be energetic, and it is your day", on TV and the Internet.
 - The marketing activity has contributed to the steady upward momentum of Yili's overall sponsorship index.
 - It not only furthers the brand reputation, but also encourages more people to purchase products of Yili.
- The ads that star Ning Zetao and Guo Ailun are rather consistent in creative, and the scenarios are delightful and easy to understand. Both have achieved good consumer awareness. Besides enhancing the relevance of the brand and everyday life, the ads also encourage consumers to make better choices in their daily lives.
- There are still some audience that mistakenly associate the ad with its competitor Mengniu.
- Of the two new spokespersons, the popularity of Ning Zetao is much higher than Guo Ailun, so the ad staring Ning Zetao has better boosted consumer interest in the brand and products.



Major findings of IV (3)

Ipsos Connect

361 Sport

- In late July, 361 Sport released its Olympic theme product: "Rio Glory" series training shoes. Together with two thematic ads of "To Sponsor What We Love," it officially enters its marketing campaign in Rio Olympics.
 - The marketing activities and natural advantages as a sports brand helped 361 Sport gain higher sponsorship cognition and relevance to the Olympics prior to the opening ceremony of the latter.
 - However, given the limitation of communication through advertising and offline activities, its role in promoting brand reputation and purchase intention remain to be seen.
- Although the ads starring Sun Yang and Ning Zetao have received certain cognition, despite the limited delivery, the brand and product are not exposed much in both ads, and most of the audience fail to recall the right brand.
- Given the similar advertising creative and backgrounds of their spokespersons, the two ads does not generate the effect where 1+1>2; rather, they are confusing (the false cognition rate of Yili's ad that also stars Ning Zetao is much lower).





Prior to the opening ceremony of Rio Olympics, sponsors have gradually launched advertising around Olympics and sports on TV and the Internet

Ipsos Connect

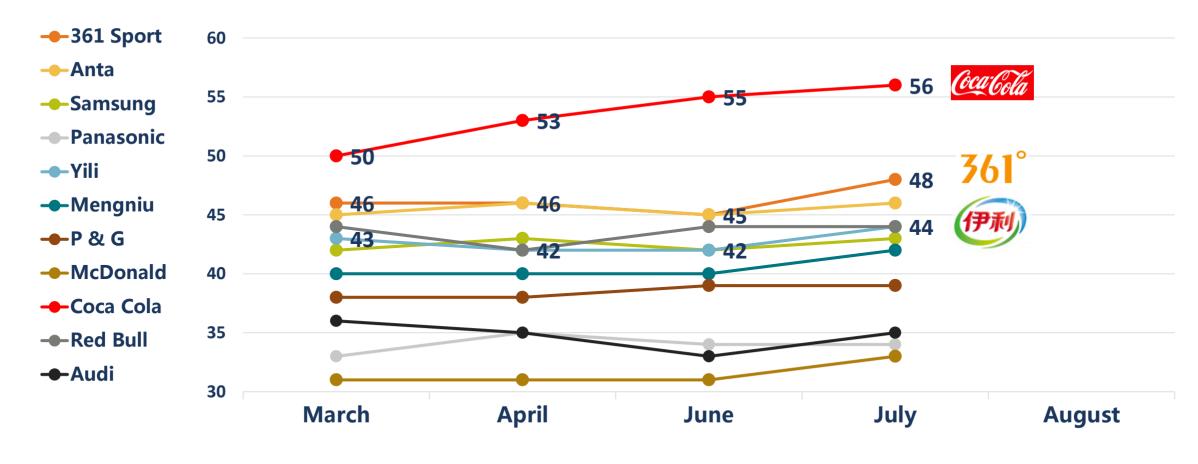




The effect of Coca Cola's Olympic marketing continues to climb following the extensive delivery. Sponsorship effect index of Yili and 361 Sport also rise, though just slightly.

Ipsos Connect

Sponsorship effect index trend

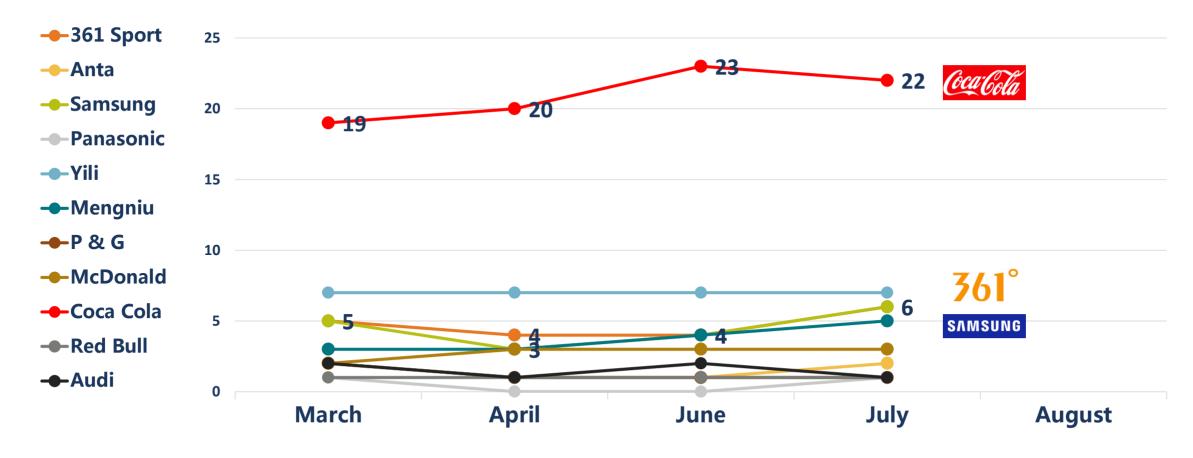




In addition to the high sponsorship cognition of Coca Cola, sponsorship cognition, without clues, of Samsung and 361 Sport also see modest growth.

Ipsos Connect

Sponsorship cognition (first mentioned without clues %)

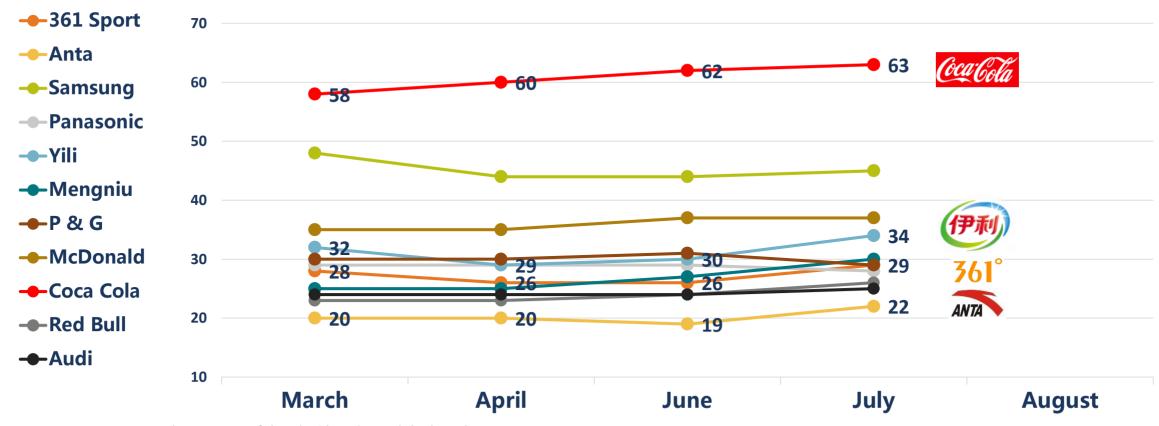




As for sponsorship cognition with prompt, the performance of Coca Cola, Yili and relevant sports brand has risen as compared with June.

Ipsos Connect

Sponsorship cognition (repeatedly mentioned with clues %)



GAME CHANGERS



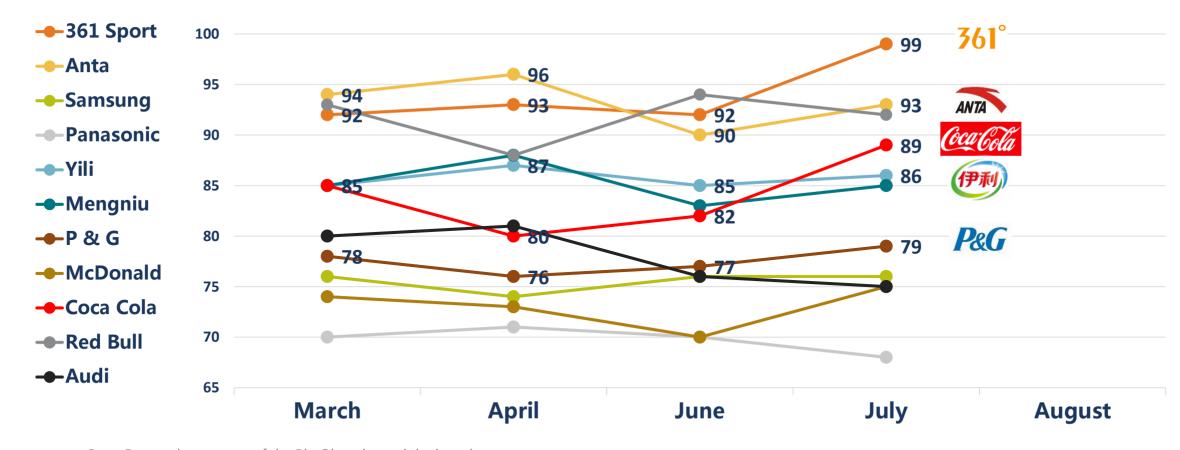
Olympic sponsors?

16

The relevance index of Coca Cola and two sports brands to the Olympics go up significantly before the opening ceremony. The relevance index of P & G and Yili to the Olympics see a certain degree of increase.

Ipsos Connect

Relevance between sponsorship brands and the Olympics





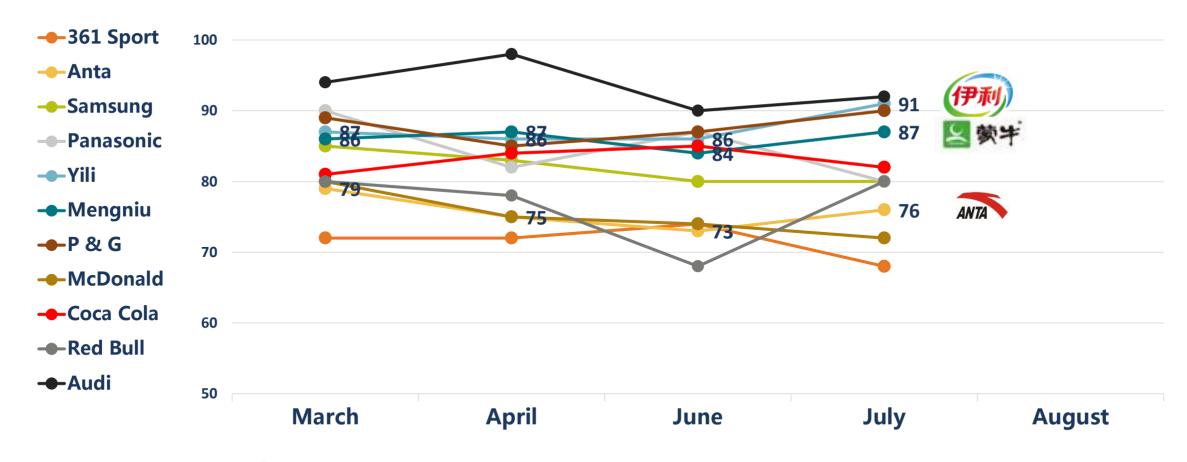
GAME CHANGERS

© 2015 lpsos.

The reputation of two major dairy brands sees certain increase before the Olympics, so does that of Anta.

Ipsos Connect

Sponsorship brand reputation

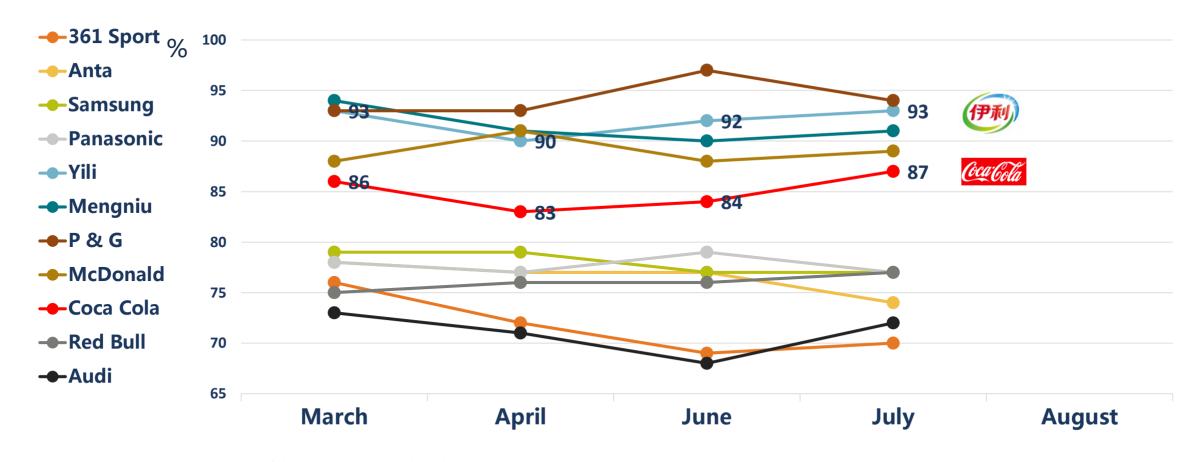




Olympics marketing before the opening ceremony has successfully enhanced consumers' purchase intention of Yili and Coca Cola.

Ipsos Connect

Intention to purchase or use sponsorship brand

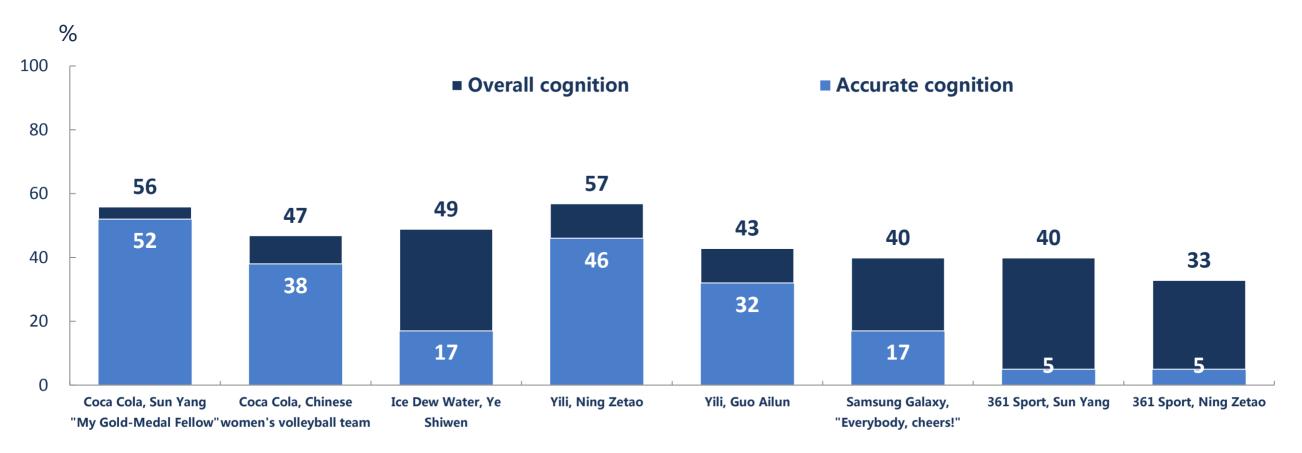






The overall cognition and brand association of Coca Cola and Yili's Ipsos Connect Olympic ads are rather good. Despite the good overall cognition of Ice Dew Water and 361 Sport, their brand association is low.

Olympics ad cognition





Coca Cola: Sun Yang, "My Gold-Medal

Ipsos Connect





















Coca Cola: Chinese women's volleyball team Ipsos Connect

















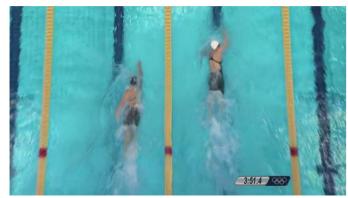




Ice Dew Water: Ye Shiwen

Ipsos Connect



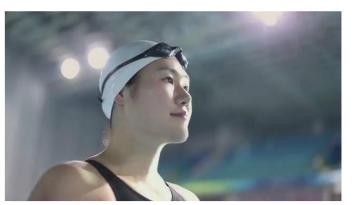
















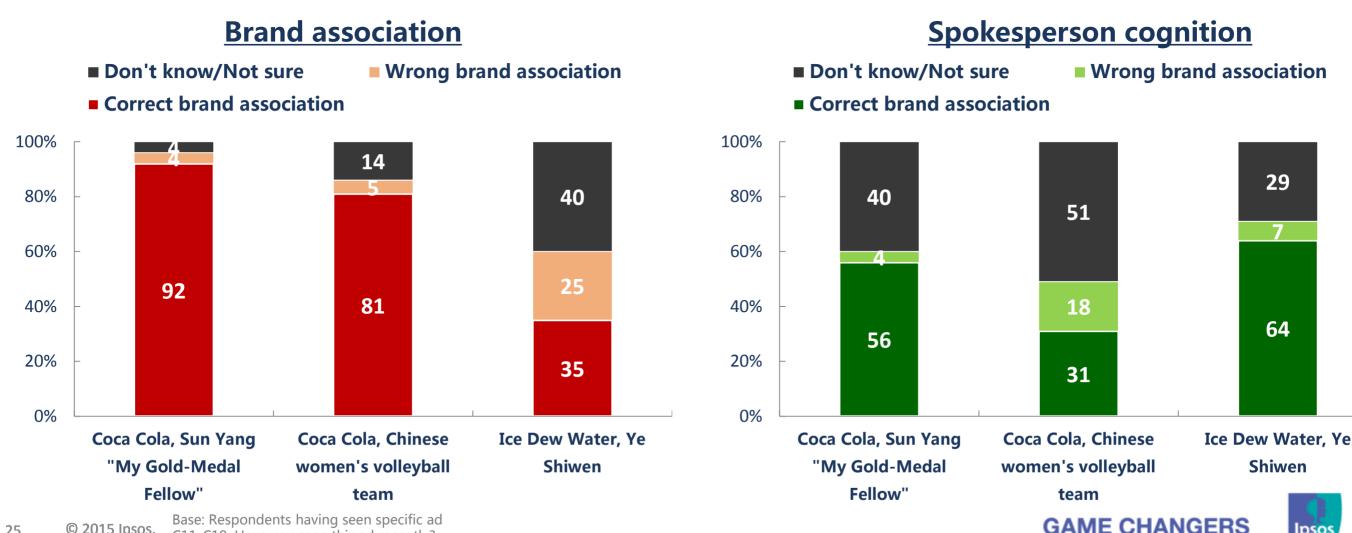


GAME CHANGERS

Both the two ads of Coca Cola have achieved good brand association. Despite the high cognition of spokesperson, more efforts should be made to strengthen brand communication of Ice

Ipsos Connect

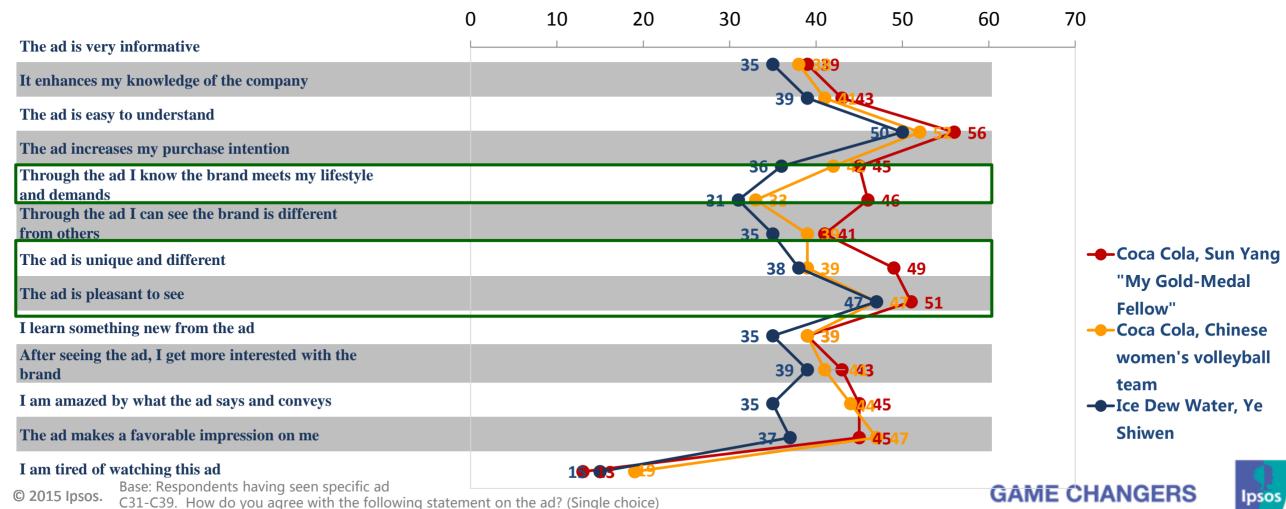
Dew Water. Brand association & spokesperson cognition: Coca Cola



C21-C29. Do you know the advertising brand?

Coca Cola's "My Gold-Medal Fellow" is distinctive, delightful, and very close to consumers' lifestyle and demands. The ad that lpsos Connect starring Chinese women's volleyball team furthers this pleasant feeling.

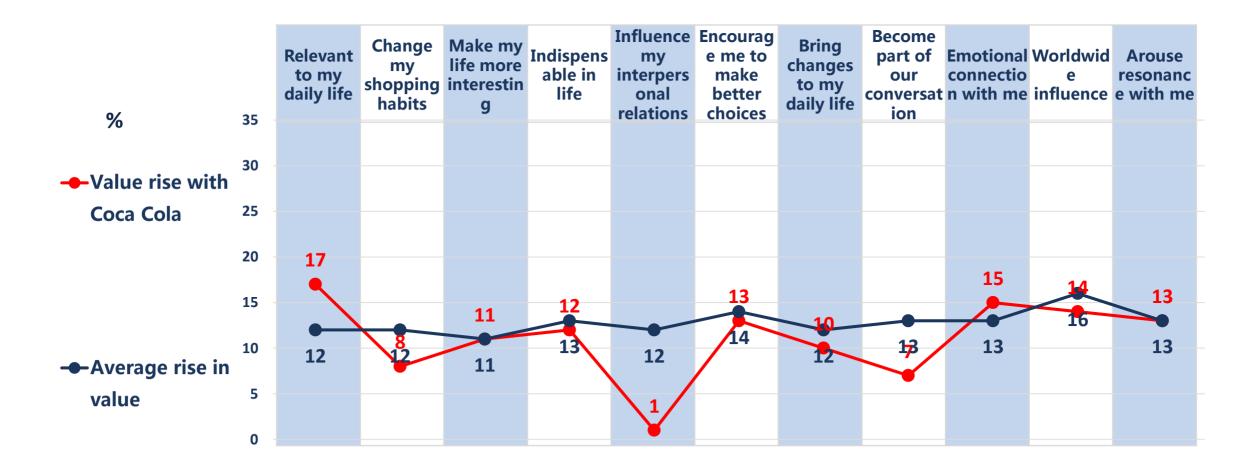
Detailed evaluation (strongly agree %)



"My Gold-Medal Fellow" and "Golden Moment" of Coca Cola before the opening ceremony deepens the connection of the brand and people's daily life, hence more emotional involvement in the brand.

Ipsos Connect







GAME CHANGERS

© 2015 lpsos.

Yili: Ning Zetao

Ipsos Connect



























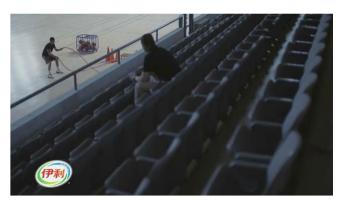
Yili: Guo Ailun

Ipsos Connect























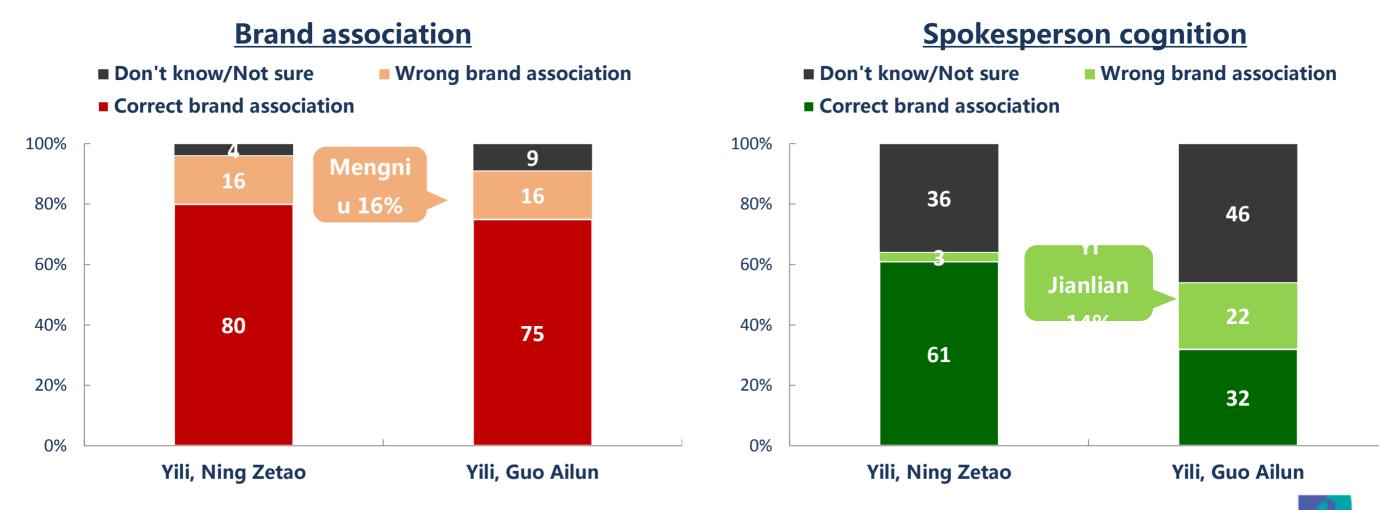




Both ads of Yili have achieved strong brand association, but still some respondents mistake it for Mengniu. Of the two spokespersons, the popularity of Guo Ailun is a little lower.

Ipsos Connect

Brand association & spokesperson cognition: Yili

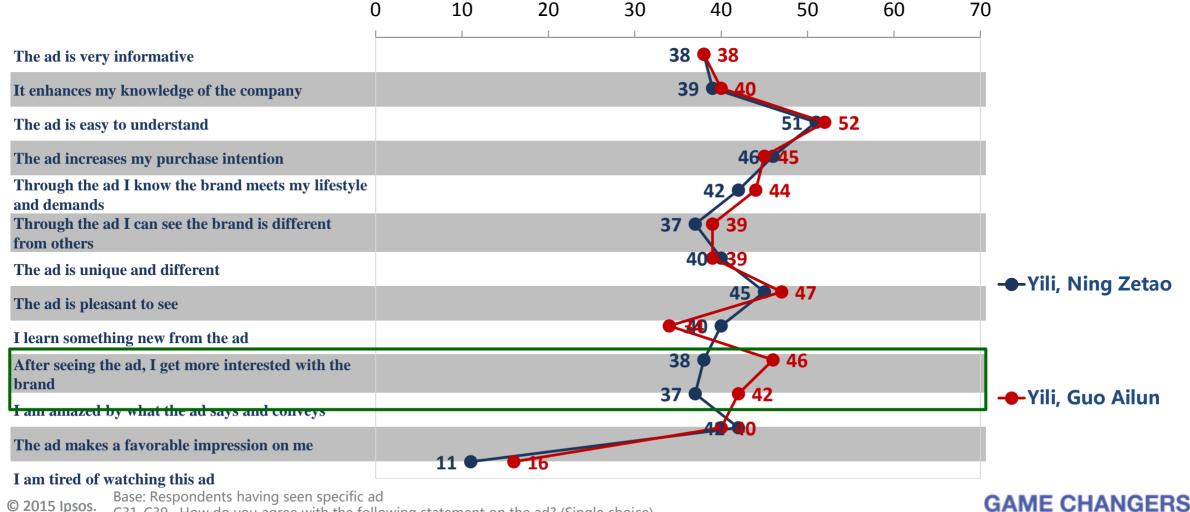


© 2015 lpsos.

The ads that star Ning Zetao and Guo Ailun are rather consistent in creative, delightful and easy to understand. The one with Ning Zetao has better boosted consumer interest in the brand and

Ipsos Connect

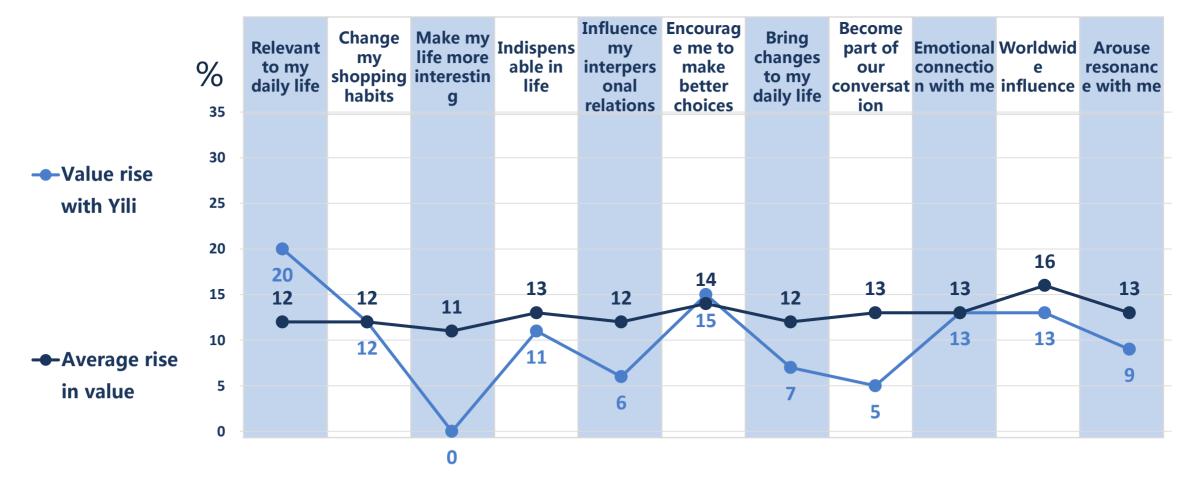
products. **Detailed evaluation** (strongly agree %)





Besides enhancing the relevance of the brand and people's everyday life, Yili's two ads of "Be energetic, and it is your day" lpsos Connect also encourage consumers to make better choices in their daily lives.







361 Sport: Sun Yang

Ipsos Connect



























361 Sport: Ning Zetao

Ipsos Connect





















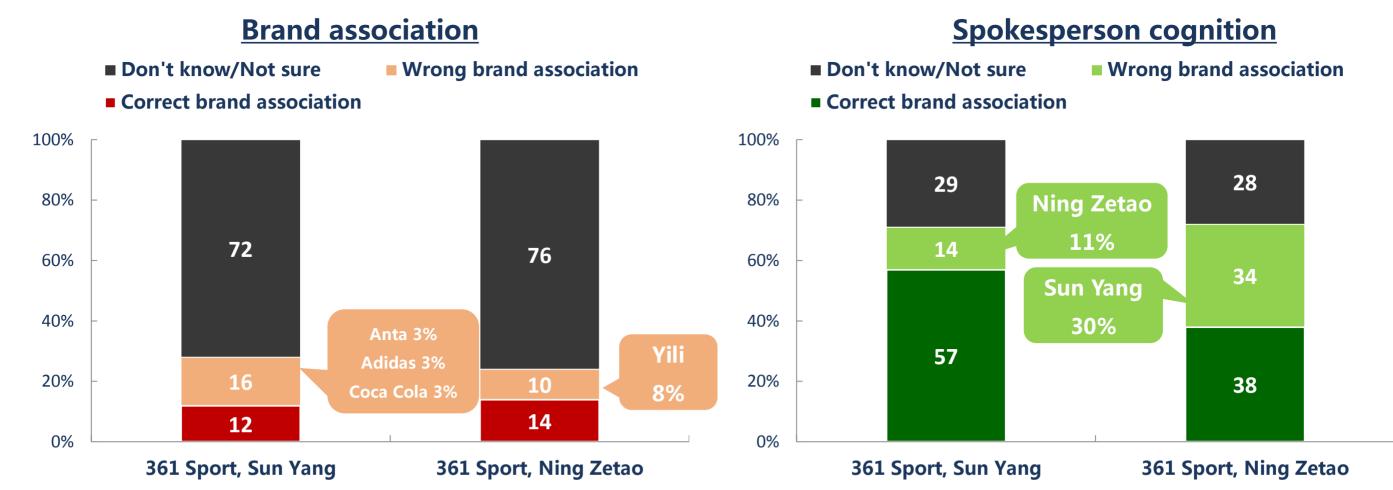






The two ads of 361 Sport pays more attention to the spokesperson. The low exposure of the brand largely affects brand association. **Ipsos Connect** Moreover, the overall cognition of Sun Yang is higher than Ning Zetao.

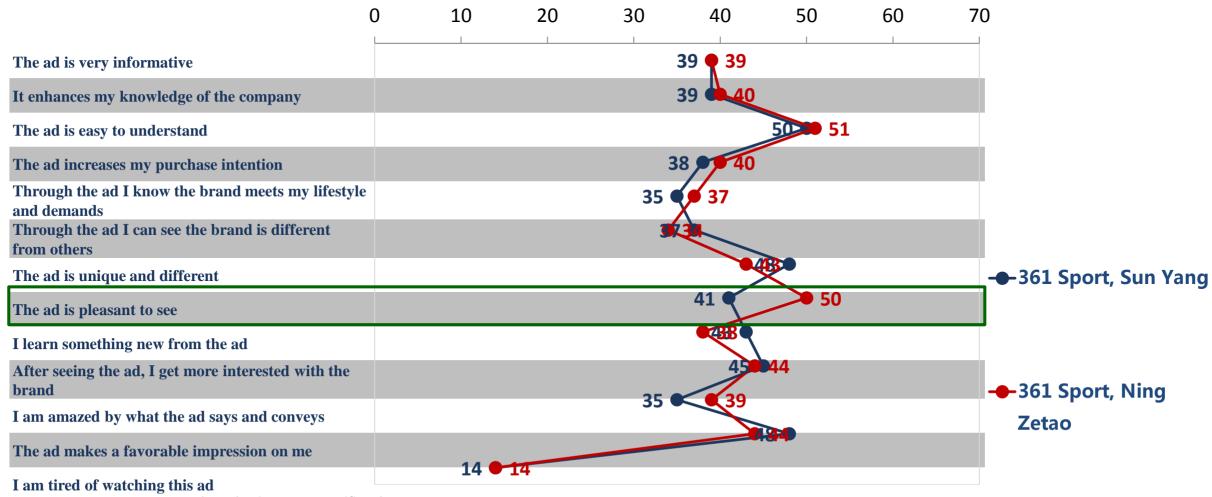
Brand association & spokesperson cognition: 361 Sport



Despite the similar ad creative, the ad starring Ning Zetao is more delightful to the audience.

Ipsos Connect

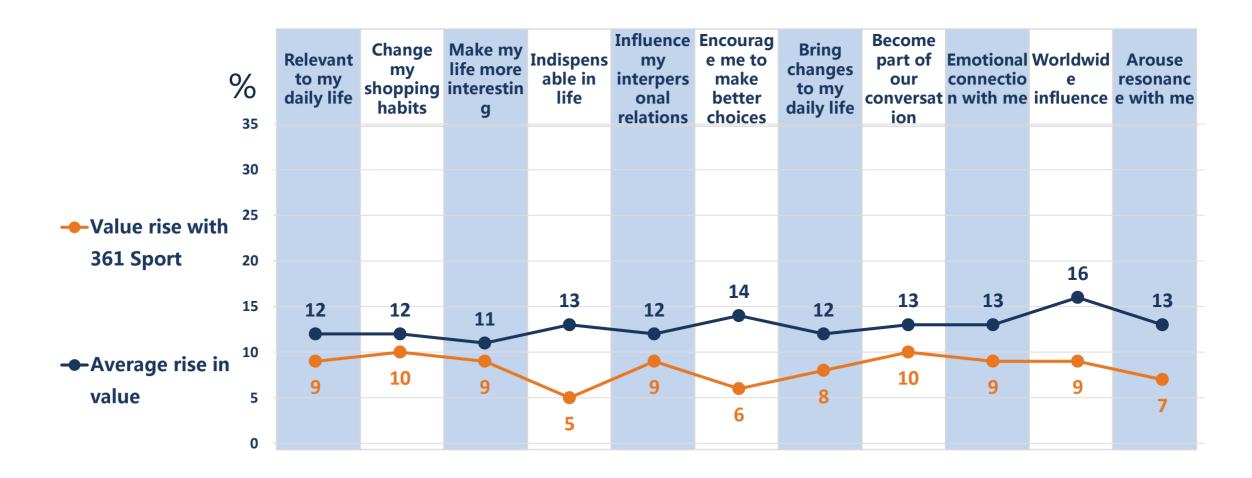
Detailed evaluation (strongly agree %)





The effective dissemination of the two ads of 361 Sport is limited, and instead of making the athletes the center, it should limited further the influence of its brand image.

Influence to 361° brand image







There is finally considerable increase in respondents that can correctly tell the host city of the Olympic Games.

Ipsos Connect

Cognition trend of host cities of the Olympics









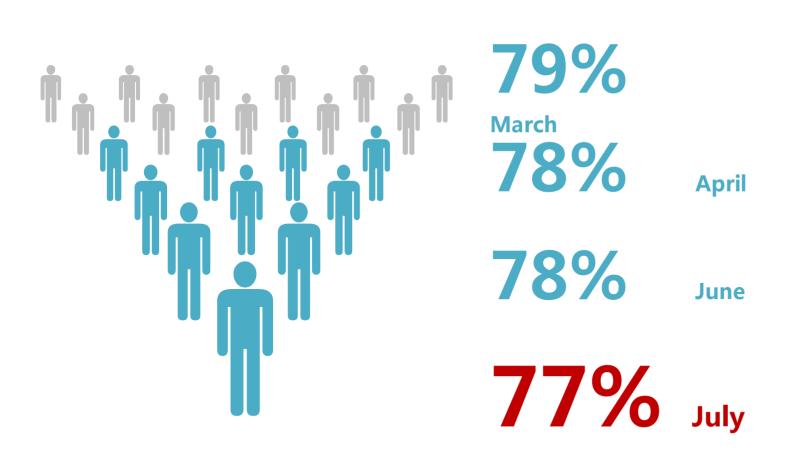


%	March	April	June	July
London	9	6	7	4
Beijing	5	3	3	2
Sydney	4	3	4	2
Melbourne	3	3	3	
Don' t know	14	10	10	5

Despite the significant rise in cognition of the host city of the Olympic Games, there is no evident increase in public awareness of the Olympics as compared with the previous months.

Ipsos Connect

Attention to 2016 Rio Olympics



Much + quite concerned %	March	April	June	July
Male	82	80	79	79
Female	75	77	77	75
Aged 15-25	75	75	69	76
Aged 26-35	82	82	83	78
Aged 36-45	78	78	76	73
Aged 46-50	79	75	79	80



