

In November this year, IMI International completed an EventPulse™ study of The Melbourne Cup Carnival. This study helps shed some light on how people interact with the Melbourne Cup Carnival, how the different race days engage consumers and how major and minor sponsors of the events capitalise on the association to communicate with their target market. The most attractive events from a sponsor's perspective are those which achieve strong levels of engagement with your target market and those which consumers are open to paying attention to sponsors. Find out how the Melbourne Cup carnival can potentially benefit your brand with IMI's EventPulse™ series of syndicated sponsorship reports.



## Melbourne Cup Carnival 2011

% of Australian's that take an interest	<b>38%</b>
Those interested in the event who are also passionate about it	<b>43%</b>
Very satisfied with the event	<b>33%</b>
Talk about the event with friends in person	<b>17%</b>
Pay attention to sponsors of the event	<b>16%</b>
Brand which achieved the highest awareness	<b>Emirates</b>

## Key Study Perspectives

### What purchasers can expect to learn:

- The Sponsorship **winners & losers** of the event;
  - Which brands reached their targeted customers to make a positive impact on brand attitudes?
  - Which developed loyalty/affinity for their brand?
  - Which increased future purchase intent – which brands didn't?
- How does the **viewership and fan base** of the 2011 event in question differ in the context of other Australian sporting properties;
  - e.g. F1 Grand Prix, Australian Open & the AFL Season and how does it fit with your target market?
- Event **awareness**, points of interaction;
  - Satisfaction, levels of engagement amongst your target market
  - Awareness of celebrity attendees & association with sponsors
  - Will your target market be watching next year?
- Consumer's perspective on the **highlights** of the event;
  - To help in aligning your brand with the property effectively to create a winning fit across specific days, specific tournaments, favourite moments and players.



## The Melbourne Cup Carnival Insights

### Regular Viewers

Melbourne Cup	49%
Derby Day	10%
Oaks Day	7%
Stakes Day	7%

### % of Australian who used these mediums to follow and keep up to date with the Melbourne Cup Carnival

Live on TV at home	24%
Live on TV out of home	19%
Got together with friends to watch	12%
Online or official website	2%

While the Melbourne Cup Carnival has by far the highest number of regular viewers, fans are not as passionate as they are about the AFL or NRL Grand Finals. In spite of this almost four out of ten Australians look forward to the Melbourne Cup Carnival, and two in ten admitting to changing their routines in order to watch the races. This viewership provides strong reach for brands sponsoring the Melbourne Cup Carnival, and should be coupled with the right activations to further 'engage' consumers with their brand.



45 brands evaluated

### EventPulse™ Deliverables

- A comprehensive PowerPoint report
- Option of custom information showing results by relevant brand segments

### Other EventPulse available:

- Australian Open, AFL, NRL, F1 Grand Prix, A-League, plus others

### About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Australia, Canada, USA and the UK

### Contact Us

Talk to IMI International for further details on this study:

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