



**Robust Sample Sizes**



**Ranking Success Score of All Official Sponsoring Brands**



**All Sponsoring Brands Usage Segments Included**

Which events provide good return on investment for sponsors? EventPulse™ has shown us, of the many brands sponsoring an event in Australia, not all are doing it successfully.

One week after key events on the Australian calendar, IMI completes an evaluation of the event which uncovers how an event can engage consumers and evaluates the success of which major and minor sponsors capitalise on the association to communicate with their target market.



## Reports Available for 2011:

- Australian Open 2011
- Formula 1 Australian Qantas Grand Prix 2011
- A-League Season 2010/2011
- AFL Season 2011
- NRL Season 2011
- Melbourne Cup Carnival 2011

Request your event for inclusion in our EventPulse™ 2012 calendar for a fraction of the cost of a customised study.



**QUICK FACT**  
90% of viewers watched the Australian Open live on TV at home – is this where you activated your sponsorship?

## EventPulse™ Report

### 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 key Australian sporting properties;
  - e.g. The Melbourne Cup, 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
  - 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.



## Benefits of EventPulse™

### Understanding Events & Sponsorship of these Events enables you to;

- Estimate the ROI from sponsoring an event to benchmark and improve on for coming years
- Identify which campaigns had the greatest influences and what activations were involved
- Profile the event spectator demographically to justify consistency with brand target
- Partner strategically with property owners in developing strategies from insights to create winning activations
- Learn about the most popular mediums and locations of interaction so you can concentrate your budget wisely in these areas
- Understand the interaction motivation for your target market so you can link your brand to the motivation and have a reason to be there
- Understand the event, its satisfaction, highlights, engagement and momentum - such knowledge will help brands to fit with the event in seamless sponsorship integration

### EventPulse™ Deliverables

- A comprehensive PowerPoint report
- Optional workshop with key stakeholders (extra cost)
- This ensures the findings can be integrated quickly into the business & leveraged for decision making

### 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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