

# Sponsorship

## Analysis of sponsorship campaign effectiveness and return

**This service allows firms to understand the impact of and return from sponsorship initiatives in offline, online and social media, thus identifying areas for improvement.**

### How?

- › By monitoring and analyzing the brand's and/or its products' presence in offline, online and social media content, providing an extremely comprehensive view of what people are saying.
- › Measuring the media return on sponsorship initiatives in terms of the news items published, their impact on audiences and the equivalent economic value.
- › Helping understand this repercussion in terms of engagement and consumer response.
- › Informing about the impact of sponsorship initiatives before, during and after and classified by events and/or projects.
- › Detailing the content (messages and images), formats and positions that achieve the greatest visibility, engagement and conversion per channel and support for the target audience, recommending those that can be strengthened.
- › Evaluating the effect of offline actions on online and social media and vice versa.
- › Assessing the evolution of sponsorship campaigns with respect to advertisers' objectives and suggesting possible areas for improvement.

#### CASE STUDY

### DKV

#### Challenge

The DKV insurance company wanted to compare the results from its sponsorship campaigns to its conventional advertising efforts to determine the former's efficiency. To this end, it had to compare actions using the same variables, in this case, economic assessment and GRPs. This implied taking metrics from all media, TV, online, press and social media. We analyzed five sponsored campaigns in total.

#### Solution

To determine the effectiveness of the company's sponsorship initiatives, we first analyzed its results over a three-month period across all channels. In addition, we also analyzed their evolution over time and defined the KPIs: volume of information, economic assessment and impact on audience and number of press items (classified by tone).

#### Results

Thanks to Sponsorship Analysis, DKV reached two key conclusions: sponsorships were more profitable than conventional advertising, and specific sponsorship initiatives had the greatest return. These results led to the company to adopt a new focus in terms of its communication and branding strategies.