SPONSORSHIP, DATA, AND MAXIMISING BRAND RETURNS

With the huge, new focus on developing giant data sets – for analytics, for micro-targeting – some sponsors have lost their way on sponsorship, shifting the focus from people and passion to data acquisition. Here's my take on how the two focal points impact on brand results.
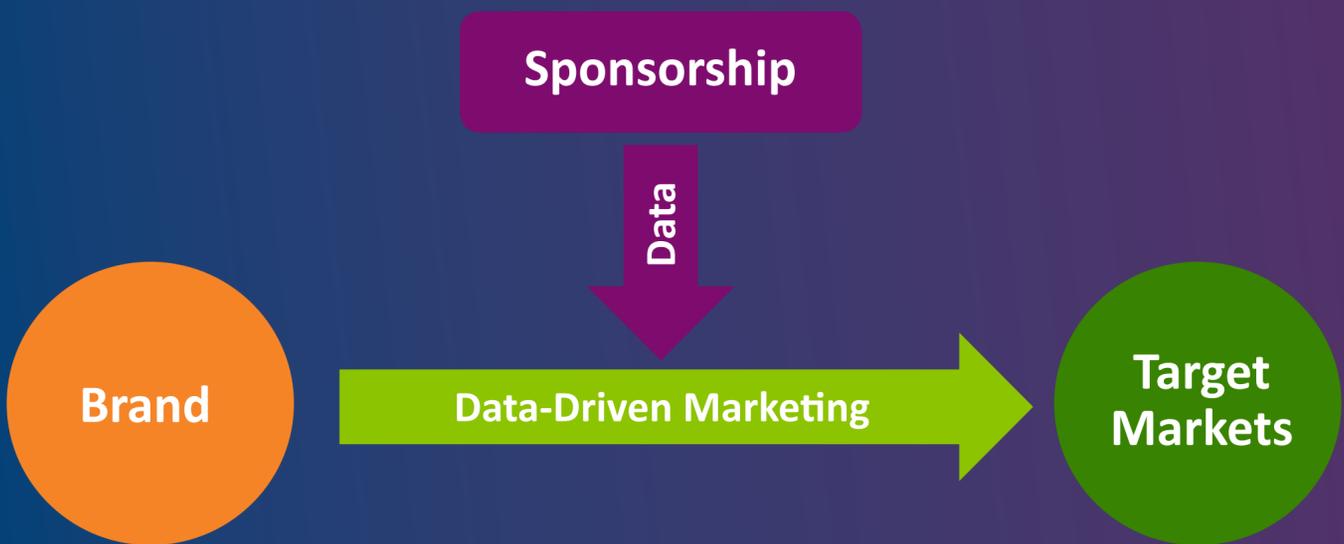
Data-Focused Sponsorship

The premise

The primary goal of sponsorship is data acquisition, adding to the existing data pool for predictive analytics, behaviour analytics, and micro-targeting of marketing messages.

The problems

- You've invested in the most powerful, meaningful, passion-driven marketing platform there is, and you're not using those things for the benefit of your brand. Data is ubiquitous. Passion is rare.

- The connection between the sponsorship and brand benefit is circuitous.

- Privacy legislation limits your access to rightsholder fan data.

- The result of the sponsorship is usually highly tailored, one-way communications, not relationships.

- You're not accomplishing anything you couldn't accomplish with a data-driven social media campaign.

Sponsorship

Data

Brand → Data-Driven Marketing → Target Markets

Fan-Focused Sponsorship

The premise

The primary goal of sponsorship is to develop and deepen relationships and alignment with fans, customers, and potential customers. Meaning, passion, and personal relevance are driving forces behind both the benefits negotiated and leverage planning, with collection of data for addition to the data pool an ancillary benefit.

The result

- The shortest distance between two points is a straight line, and this approach directly uses the sponsorship that you've invested in to achieve brand objectives.

- Your fan-focused leverage program can significantly extend your marketing timeframe, geographic reach, and relevant market segments.

- You will increase affinity, preference, loyalty, and advocacy for the brand.

- If you increase brand alignment and add value to the fan experience, people will volunteer their data to you and/or interact with your brand in a way that gathers relevant data.

Existing Collated Data

Customer Intelligence

Data volunteered by fans AND leverage and participation data

Brand ← Passion-Driven Relationship → Fans