

FOR IMMEDIATE RELEASE

STUDY OF U.S. CONSUMERS UNCOVERS VAST DIFFERENCES IN HOW FANS RECEIVE SPONSOR MESSAGING RELATED TO SPORT AND LIFESTYLE PROPERTIES

MKTG's Decoding 2.0 Study Reveals Significant Findings To Help Brands Engage Their Targets

NEW YORK (October 23, 2017) – Today, global lifestyle marketing agency MKTG announced the release of an in-depth, state-of-the-consumer study of nearly 3,000 American consumers called **DECODING 2.0**.

Originally commissioned in 2012 with a focus on sports fans and their receptivity to sports sponsorships, the 2017 version of the study widened the net to better understand receptivity not just amongst sports fans, but also foodies, music lovers, movie buffs and eSports fans, and to then identify what marketers' investments resounded most with each audience and why. MKTG conducted the study with its in-house market research agency SRi, the leading sports and entertainment research and measurement analytics company.

Today's study makes clear the sponsorship industry can no longer view avidity and passion as the primary measures of a consumer's proclivity to embrace a sponsorship. Instead, understanding a consumer's receptivity and openness to sponsor messaging is far more critical for brands when they assess the potential of a property to meet its brand objectives. The key is to fully understand the receptivity levels of a particular property's fanbase.

Through the analysis of data, we uncovered three very specific types of consumer:

- Receptives (those highly receptive to sponsor messaging) – **23% of all fans**
- Selectives (those “on-the-fence” in their receptivity – they are amenable to sponsors and value their contributions, but don't always engage) – **48% of all fans**
- Non-receptives (fans who tune sponsors out completely) – **29% of all fans**

The study provides insights and clues on how to influence the 48% of Selectives to shift into the Receptive category. Importantly, it points out that Non-receptive fans will tune out sponsorship messaging no matter how avid or passionate they are. Understanding this reality is imperative for brand marketers when determining who their target audience(s) should be.

This first portion of the Decoding study, focused on Receptivity, identifies key data points and insights around a variety of topics including, but not limited to:

- Receptivity of a wide and varied range of consumer segments
- The efficacy of sponsorship in mature sports versus emerging sports
- The generational differences in receptivity and sponsorship consumption
- The efficacy of sponsorship in sports versus lifestyle properties in music, film, culinary, health and wellness, etc.
- How media consumption is impacting sponsor receptivity
- How fan engagement is impacted by sponsor receptivity
- The best tactical approaches to ensure receptivity by gender, age, ethnicity, etc.

Over the course of the next six months, MKTG will release findings on the different segments surveyed and stories uncovered, through their social channels and on a bespoke website, www.DecodingStudy.com. Today marked the launch of the website, with an emphasis on the receptivity of sports fans, with additional information and data to come on:

- Engagement and Consumption across various types of consumers
- Specific Lifestyle Properties
- Young versus older Millennials
- Specific Event Interest
- eSports
- Industry Trends: 2012 to 2017

“MKTG’s belief that all brand interactions should engage and influence consumers at their ‘human’ core, fueled our passion to again explore the idea of receptivity through this in-depth study,” said Mike Reisman, President, MKTG Sports & Entertainment. “The startling fact is that many brands investing in sports are not optimized for success, and it is our hope that by sharing these findings with marketers across-the-board, we can help them course correct. Furthermore, our team will be using this information to help our existing clients in managing their marketing and media plans as well as to fuel a tool we are launching - “The Sponsorship Simulator” designed to help sponsors convert Selectives into Receptives.”

“We consult with brands, leagues and properties daily to help them connect with consumers in the most effective way possible, and the evolution of the Decoding study beyond just sports was in response to our clients’ requests for more data to support decision making for their non-sports-related spend,” said Doug Hall, Senior Vice President, MKTG Sports & Entertainment and Head of SRi’s business operations. “While the insights are in line with the counsel we have been giving our clients, we were particularly surprised by the degree of receptivity within the lifestyle segments and how they compare to sports, which further shines the light on how diversification of sponsorship is critical in today’s noisy world.”

ABOUT MKTG

MKTG, part of the Dentsu Aegis Network, is a global lifestyle marketing agency that specializes in delivering strategic, business-oriented marketing solutions for leading brands via sport and entertainment consulting, live experiences, retail marketing, enterprise/B2B engagement, hospitality and sponsorship marketing. We are committed to constantly evolving, refining and inventing innovative brand engagements through a deeper understanding of how people think, work and live their lives. Headquartered in New York City, we have 1,600 employees and 7,000 Brand Ambassadors operating in 19 countries across the Americas, EMEA and APAC. In the US alone, MKTG manages over \$5 billion in sponsorship assets and negotiate over \$200 million in sponsorship contracts annually. Visit <http://www.mktg.com> for more information.

ABOUT SRi

SRi, Sponsorship Research International, has a 25-year history of proven experience helping blue-chip clients, properties, and agencies prove the accountability of their sponsorship and lifestyle marketing initiatives. We are a market research company immersed in a sponsorship and lifestyle marketing environment as part of MKTG. We help our clients achieve sponsorship and lifestyle marketing success through customized solutions powered by our proprietary and proven market research techniques. Our process is highly calculated yet highly personal and customized to the questions that challenge sponsorship and lifestyle marketers. Visit www.teamsri.com for more information.

CONTACT: Stephanie Rudnick, srudnick@mktg.com