

How to Measure Effectiveness of Sporting Events Sponsorships?

A look at official country sponsors for Tokyo Olympics 2020

Being associated with sporting events such as the Olympics help brands build a positive association in the minds of consumers. The Tokyo Olympics was no exception, with an estimated **\$3Billion spend from official brands.**



But,

with no on-ground spectators due to the pandemic, did the sponsors manage to make an impact?

We took a look at footfall and consumer insights for official sponsors across the globe to understand.



Brands Analysis

Before: June 29, 2021 - July 15, 2021

During: July 23, 2021 - Aug 8, 2021



4% GBR | **adidas**

France | **LACOSTE** 117%

18% Hong Kong | **FILA**

Lacoste (France) saw the highest rise in footfall with a 107% increase during the Olympics.

3% Hong Kong | **OAKLEY**

12% Japan | **asics**

18% USA | **NIKE**

Oakley (USA) and Nike (USA) follow behind with a 21% rise for Oakley and an 18% increase for Nike.

21% USA | **OAKLEY**

Key Insights

The data on consumer demographics and profiles revealed interesting trends for each of these brands.



Nike (USA), Adidas (Britain) and Oakley (USA) most popular with the younger age group (13-17)



Fila (Hong Kong) More popular among women, attracted shoppers from the student and parents category.



Lacoste (France) saw the highest rise in footfall among all brands, attracting the most shoppers from the (35-44) age group

could also be influenced by start of summer vacations in France



Asics (Japan) Being the official sponsor in Japan, attracted shoppers of all demographics, especially students and professionals.



Oakley (Hong Kong & USA) More popular in the US compared to Hong Kong, popular with children in the US and professional and student crowds in Hong Kong



How this data can be used by brands



Understand consumer demographics, mobility patterns, spend etc



Identify & Target The right audience segments



Measure Effectiveness of campaigns and more through store attribution analysis