



Pringles scores highly during Euro 2004

Pringles sponsored Yahoo! Sport's Euro 2004 coverage to raise awareness of their association with football, promote their 'Dream Team' competition and generate brand equity.

Introduction

The relationship between sport and the media has become increasingly complex, high profile and valuable over the past decade and many media platforms have come to rely on sport as a key driver for viewers, readers or subscribers. As a way to penetrate consumers' valuable leisure time and provide the oxygen of publicity for an increasingly diverse sports marketplace, key advertisers are now looking to sports sponsorships in order to target an increasingly affluent, leisure centric audience.

Sport on the Internet

In recent years there has been a mushrooming of websites dedicated to sport, with official sites for clubs, governing bodies and athletes proving the area of most significant growth. However, only a few mainstream sports sites have remained standing with many smaller sites folding and a great number of full coverage sports sites merging to become conglomerates. The main internet portals are starting to offer an attractive proposition, producing more and more sophisticated sports content and attracting a wide spread of sports fans with the depth and breadth of their offering.

Online sport offers increasing opportunities to brands that are looking to target core sporting fans at times when other media can't reach them. Yahoo! research shows that people log onto its sporting destination throughout the day from

the office - traditionally a 'dead' period for other media owners. People use online sports sites such as Yahoo! Sport to keep track of scores and updates from a variety of different competitions and events. When there is a major occasion such as the Olympics, Yahoo! users log onto the site to decide which of the day's events they are going to watch on TV that evening.

Added attractions include up to the minute sports coverage as and when it happens without the delay of next day highlights or selected match reports. Online can offer all the scores as soon as they happen with players gossip, season statistics and full match reports as well as niche content on specific athletes or local clubs.

The Yahoo! Sport Euro 2004 Coverage

Yahoo! UK & Ireland launched a co-branded Euro 2004 coverage sponsored by Pringles, which included all the latest news, scores and photos from the tournament, in addition to player profiles and competitions.

Pringles, featuring football superstars Wayne Rooney and Ruud van Nistelrooy, had been running its Dream Team offline campaign since April 2004, with multi-platform activity including on-pack and in-store promotions as well as advertising and PR. The new online campaign that ran throughout Euro 2004, targeting 18-34 year olds interested in football was evaluated by Dynamic Logic.

Campaign Objectives

- To raise awareness of Pringles' 'Win a day with a Dream Team player' competition
- To build association of Pringles with football, in particular:
 - Link with 'Dream Team' footballers
 - Link of 'Dream Team' with Pringles' brand equity
- To build general favourability of Pringles as a brand
- To build consumption of Pringles

Campaign Solutions

- To sponsor the Yahoo! Sport Euro 2004 coverage to build Pringles' association with football
- To maximise this association by running a Pringles masthead on every page within the Euro 2004 coverage backed up with impactful ad units throughout the microsite
- To reinforce their sponsorship of the Yahoo! Sport Euro 2004 coverage via Pringles branded links on the Yahoo! Front Page, Yahoo! Sport and other relevant, high profile areas of the site

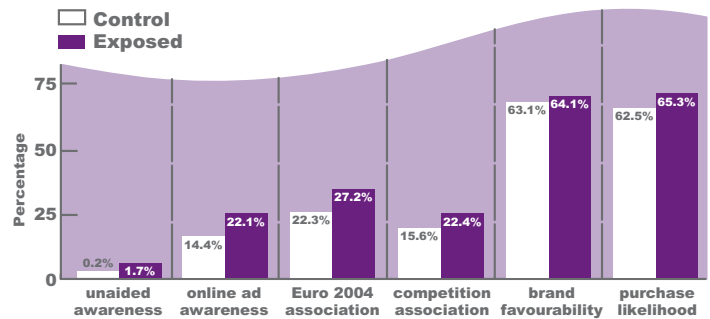


Campaign Results

The Pringles campaign on Yahoo! resulted in increases for all branding metrics, significantly so for unaided awareness, online ad awareness and competition awareness. In addition, there were very encouraging lifts for brand favourability and purchase intent, despite very high baseline levels. The campaign also led to an increased association with the key branding attributes.

This campaign was most effective among:

- Respondents stating that they would attempt to watch all of their country's matches
- Frequent Pringles consumers
- Males



Campaign Summary

- The campaign was successful in its targeting with the majority of respondents exposed to the campaign stating that they would either try to watch every single game in the tournament or all of their country's matches
- The online campaign was successful in reaching its objectives, significantly increasing top-of-mind awareness of Pringles as a brand associated with the Euro 2004 Football Championships, online ad awareness as well as competition association
- Online presents a huge opportunity for brand owners wanting to align their brands with a sports orientated audience

Source: Dynamic Logic

