

REDALERT

SPONSORSHIP EVALUATION TOOL

RED ALERT from RED C provides you with a cost effective sponsorship evaluation toolkit using a standardised approach to provide robust and insightful feedback and direction for your brand's sponsorship strategy



Sponsorship: Maximising Potential

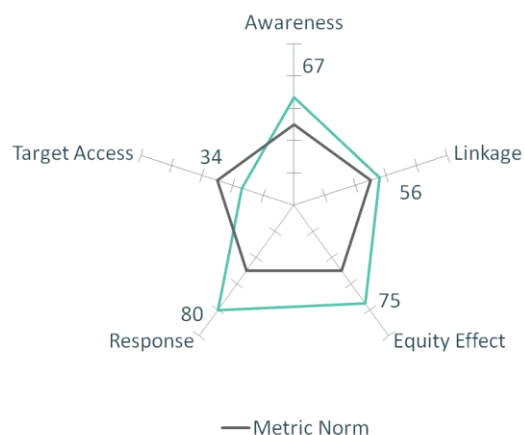
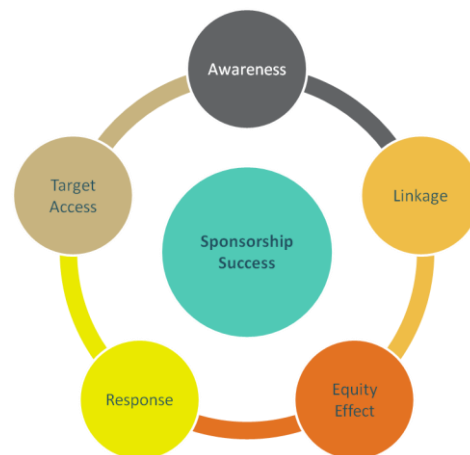
Sponsorship is not just another form of advertising; it should connect with consumers in a different way and supplement your brand's other activities. Sponsorship allows your brand to connect with consumers in a more intimate way, by associating your brand with what matters to your target audience. It can be an event, cause, team or venue; regardless, the goal is to create positive publicity and connections for your brand.

Selecting the right properties and effectively linking your brand to it is critical to ensure the widest possible exposure among your core target group. The media coverage and viral publicity your sponsorship creates can provide a level of exposure that would be otherwise unaffordable.

In order to provide a holistic evaluation of the impact and effectiveness of your sponsorship investment, there are five key building blocks that we have developed as follows:

- A AWARENESS
- L LINKAGE
- E EQUITY EFFECT
- R RESPONSE
- T TARGET ACCESS

These metrics have been tried, tested and validated across a range of industry sectors and allow us to provide you with a relative and absolute evaluation of your sponsorship investment.

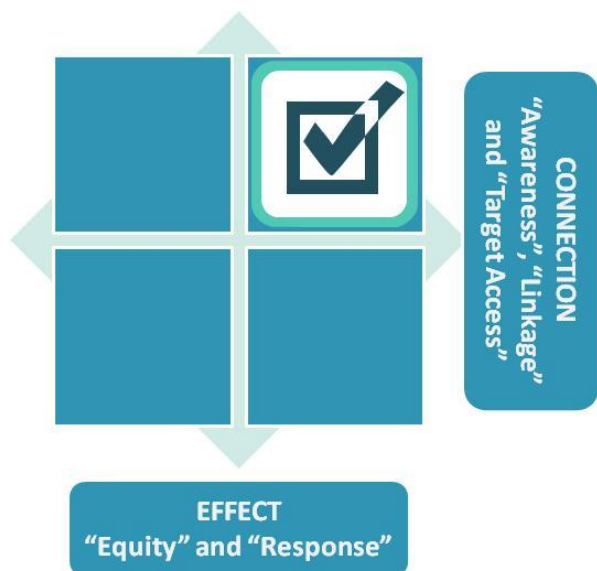


The visuals above shows your sponsorship's relative performance on each of these components can be plotted against the most relevant peer sponsorships.

REDC

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Using a compositing algorithm, we will provide you with an intuitive mapping tool to assess your sponsorship properties relative performance in terms of:

CONNECTION: Awareness, Linkage and Target Access, and

EFFECT: Equity Effect and Response.

How We Do It

The RED ALERT system can be used as a standalone sponsorship evaluation tool or can be incorporated into existing brand tracking solutions with RED C. The tool is most effectively deployed using an online approach, but can also be accommodated using Face To Face or CATI.

Red Alert Building Blocks

Awareness

Incorporates both Spontaneous Sponsor Awareness (SSA) and Aided Sponsor Increment

Linkage

Includes a measure of both suitability of the sponsorship, the strength of brand's connection and its' impact on the sponsored property.

Equity Effect

This composite measure provides an evaluation sponsorships impact on your brand's equity and its depth of emotional connection.

Response

This will provide an assessment of the likely commercial impact based on the property's effect on consumer's behaviour and purchasing intent.

Target Access

This metric allows you to see how well the property has tapped into the desired audience and how well the property fits with the brand's desired target group

