

# ***A Study on Sports Marketing Trends & Perceptions in India***

First ever survey on sports marketing among  
India's leading brand custodians

2012

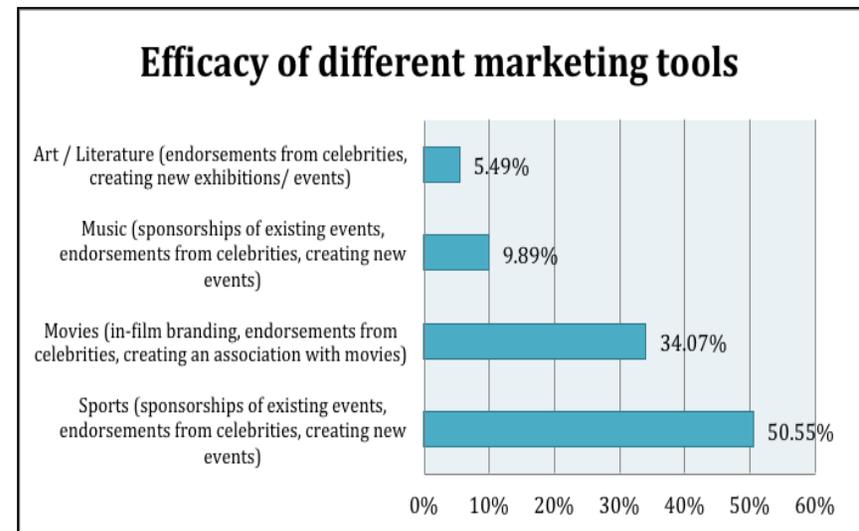
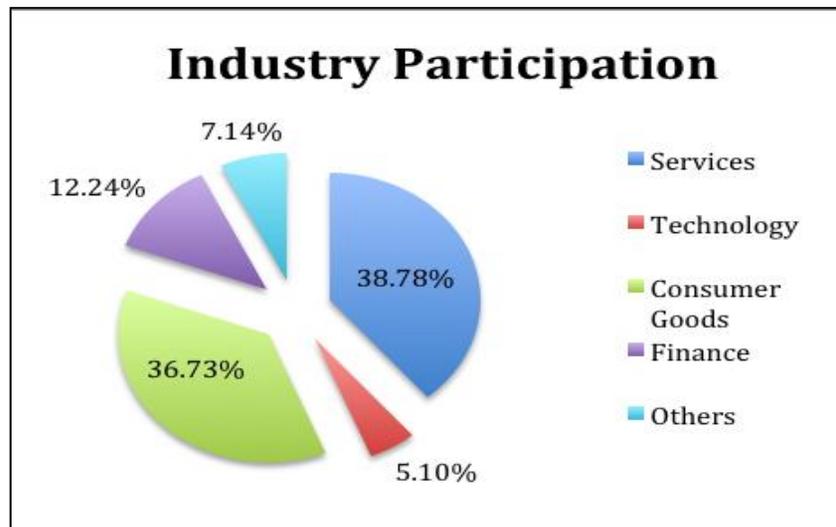
## Sports Marketing Survey

In an effort to understand the trends and perceptions in the use of sports as a marketing tool among brands in India, SportzConsult conducted a survey among 125 senior marketing professional who handle brands across varied categories including FMCG, Automotive, Telecom and BFSI.

The survey covered different areas related to the use of sports in marketing. These included the primary drivers to engage sports in marketing, the channels of engagement, sports sponsorships, and different avenues of sponsorships among other things.

## Report

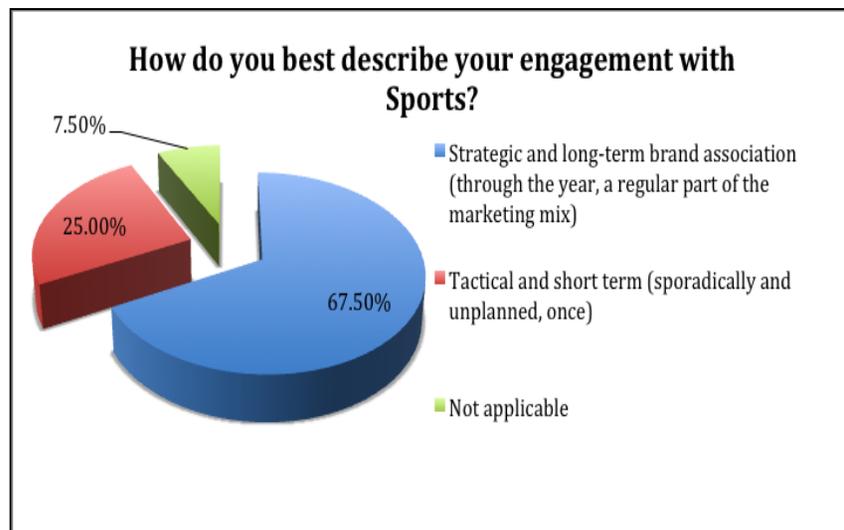
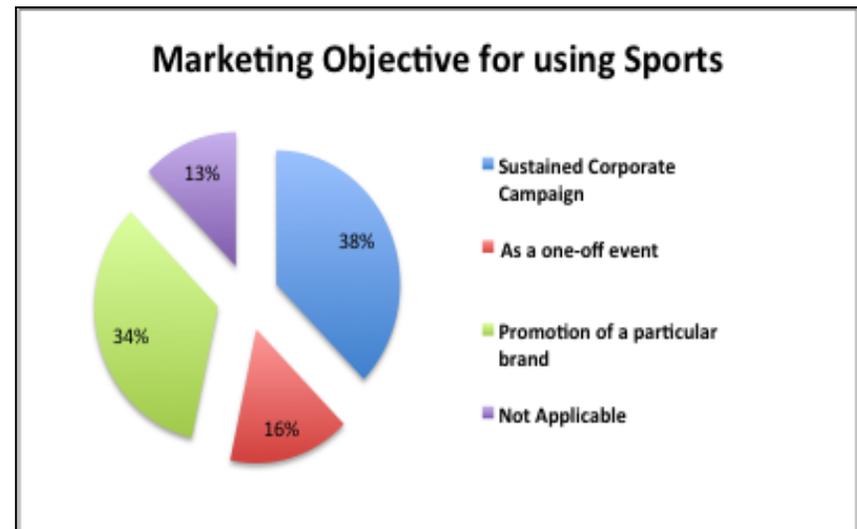
The Survey was conducted among more than 125 marketing professionals from across the industry. Almost 40% of the respondents were from service industries and 37% of the respondents were from Consumer goods Industry. More than 80% of the brands that participated in the survey have used sports as a marketing tool.



**Sports in the new Marketing tool!**

The survey indicates growing relevance of sports in the marketing mix. Half the respondents rated sports as the most effective marketing tool, above movies, music and arts. Over 70% of the respondents have used sports for corporate campaigns or to promote a particular brand.

Today brands are looking at spends in sports as an investment rather than just spend which will deliver RoI. Though RoI is important, brands have realized the importance of long-term association with sports to be able to extract higher value and impact. According to survey more than 65% of the brands look at their association with sports as strategic and long term.

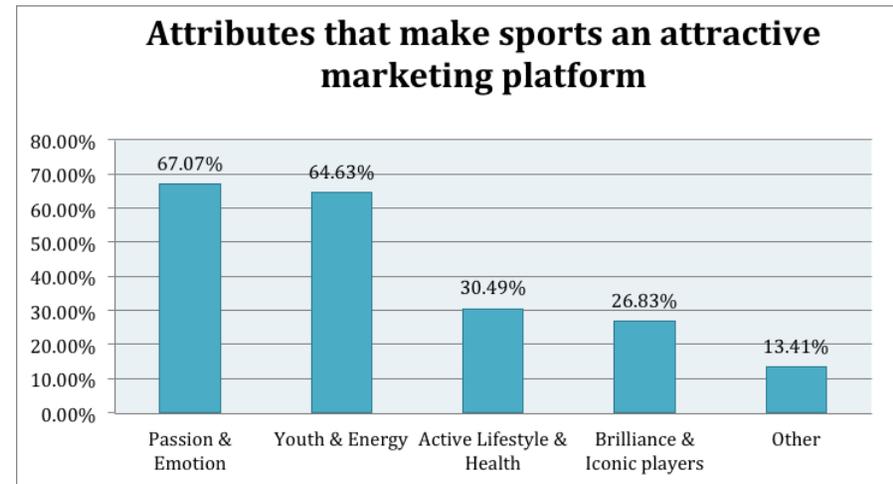


## Why Sports?

Sports brings the 'passion' and 'emotions' out of the people and brands value this attribute of sports and hence utilize sports to connect with the fans at an emotion level. Around 65% of the brands believe passion and emotions involved in sports is the top reason for them to invest in sports.

The 'Young and Energetic' image of sports also is highly rated attribute amongst the brands and with the Indian demography highly skewed towards youth, sports provide brands an excellent platform to interact with a big chunk of Indian population.

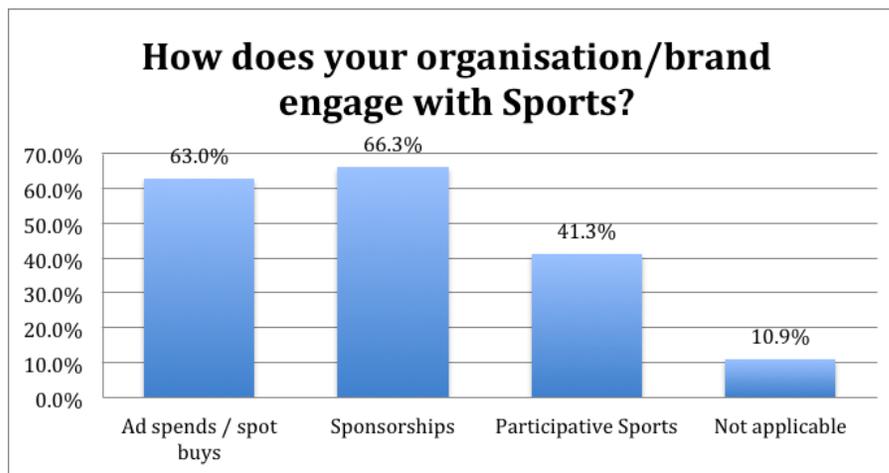
Another attribute that provides an excellent opportunity to associate with Sports is the Active Lifestyle and Health. With a large population striving for a healthy active lifestyle, sports provide brands with an excellent opportunity to connect with working class as well.



### How do brands associate with Sports?

Brands continue to associate with sports through the traditional means of Ad spends and spot buys during sports telecasts with almost 63% of the brands spending on ads and spot buys.

Sponsorship has come across as favoured avenue of association with sports with almost 67% of the brands



having invested in sponsorships. This comes as no surprise, India is seeing emergence of various other sports like F1, Hockey, Golf etc. and sports leagues inspired by the successful Indian Premier League, which itself attracts the major chunk of the sponsorship monies.

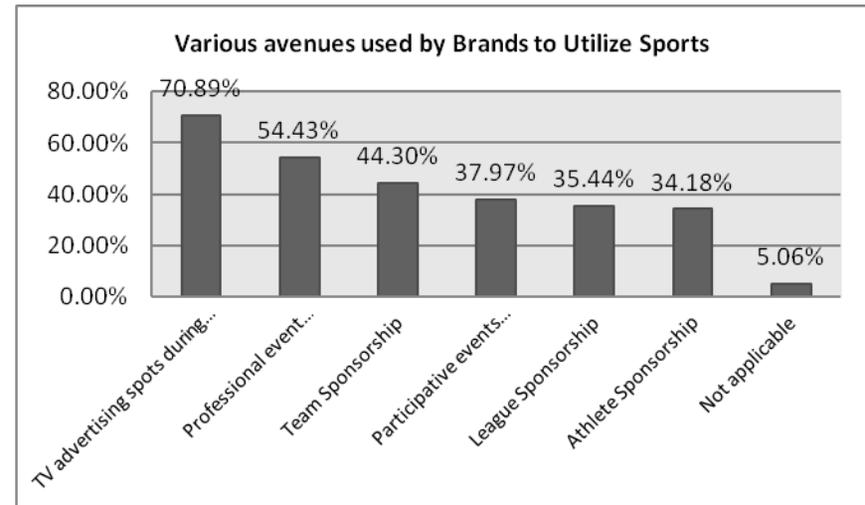
One interesting finding from the survey has been the emergence of participative sports with 41.3% of respondents having used participative sports as a marketing tool. This growing preference could be attributed to the ability of such sports to enable the brand to engage and involve with the customers directly and in a much effective manner.

## Sponsorships

Most of the brands see professional sports sponsorship as an attractive avenue to associate with sports; survey showed that more than 54% of respondents have invested in professional sports event's sponsorship.

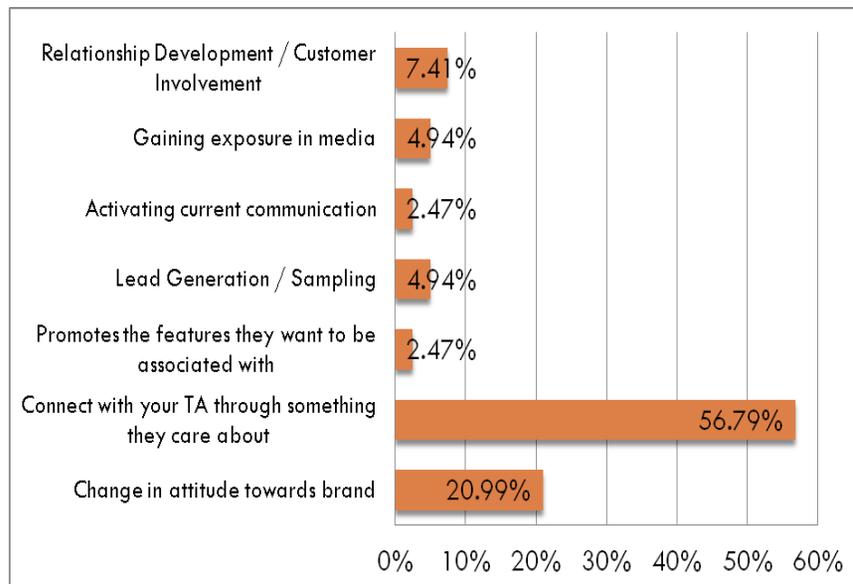
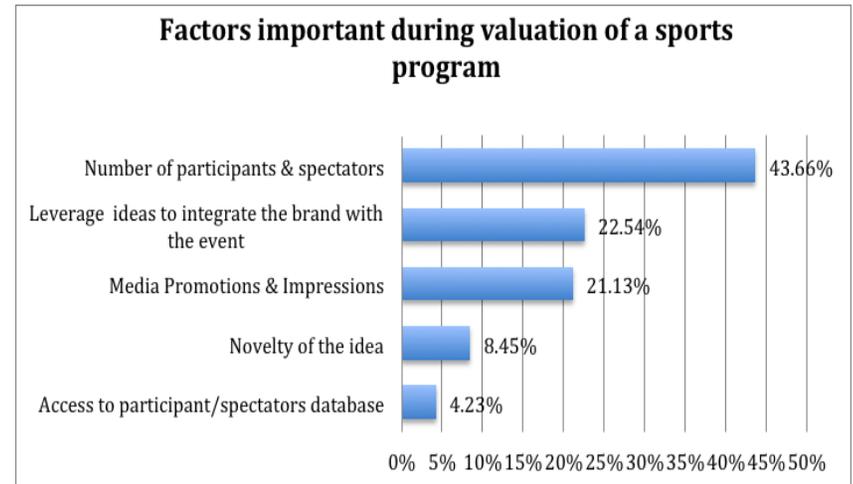
Emergence of various sports leagues over the past few years has seen other sponsorship avenues like league sponsorship and team sponsorships open up for the brands. Survey showed more than 44% of the respondents have invested in team sponsorships and 35% of the respondents have invested in league sponsorship.

Athlete sponsorship still remains a favoured avenue of many brands with almost 35% respondents having utilised athletes for their marketing campaigns.



### Factors important for valuation

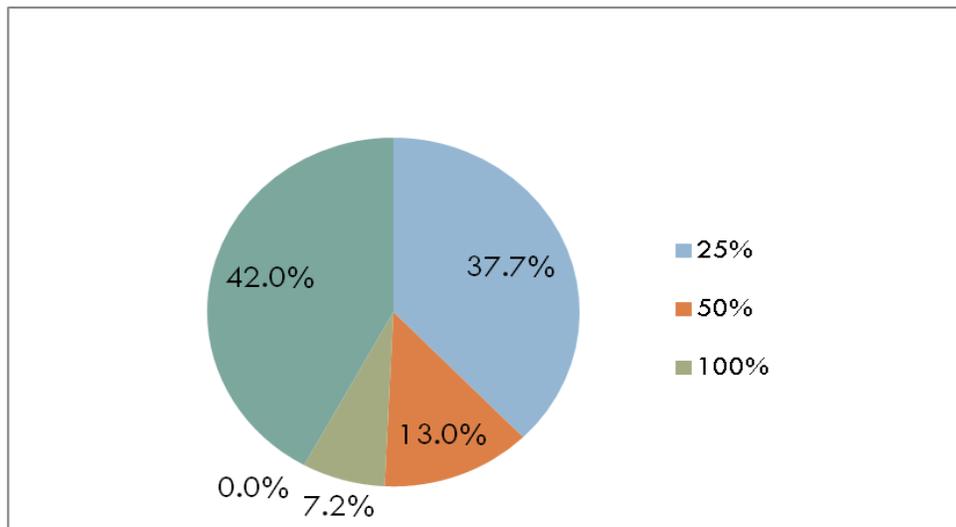
The survey also tried to gauge the factors that the brands used for valuation of a sports program. 'Number of participants and spectators' emerged as the most important criteria brands use while evaluating a sports program. 'Opportunities to leverage brand with the event' and 'media promotion & impressions' were the next two important factors while evaluating a sports program.



The survey also tried to understand the business objectives that sponsorships should deliver to a brand. Connecting with TA was the most favoured business objective among the respondents followed by change in attitude towards the brand.

### Leveraging Sports Sponsorship

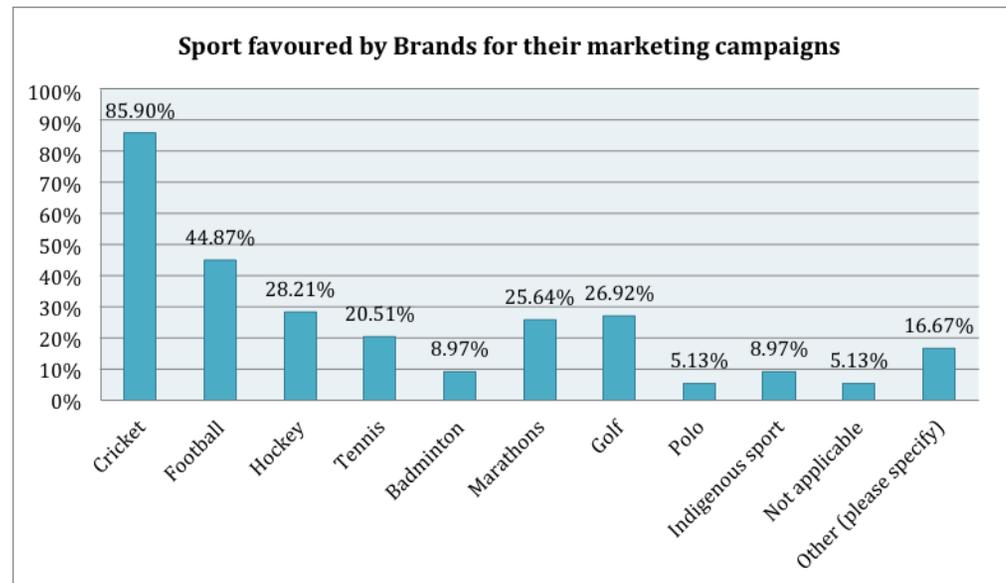
While sports sponsorships are popular, Indian marketers have not mastered the art of leveraging sponsorship programs for continued and long-term marketing success. While sponsorships help brands attain reach and visibility among TA, leveraging the sponsorship is generally more crucial to meeting one's marketing and organisational goals. In India, only 7.2% of the brands have invested 100% equivalent of the sports sponsorship investments in leverage programmes (which is a norm in more advance markets like US and Europe). Nearly 38% of the brands invested an equivalent of less than 25% of the sponsorship spends on these programmes.



## Sports Marketing – Future

Sport is fast becoming a preferred marketing tool amongst brands/companies in India. The brands that are already investing in Sports have seen positive results to their investment and are happy (72% of the respondents) with Sports as a marketing tool and are looking to continue with their association with sports (85% of the responses were positive). The brands that still have not invested in sports, as a marketing strategy, also showed inclination towards utilizing sports as a marketing tool in the future (77%).

Sports industry is still nascent in India and avenues to invest in the sports are still limited but evolving. Sports other than Cricket like Football, F1, Hockey etc. have seen growth over the past few years and are set to grow in future. The exposure of non-cricket sports to the people in India has been much more as compared to past, with the explosion in the number of channel, coverage in the media and success of these sports internationally, the interest levels and popularity is set to grow among the people and hence will provide great opportunity to the



marketers. Our survey results show that while popular sports like cricket & football are still the top choices for marketers but they are realizing that they may not always provide the real bang for buck especially if you want to concentrate on niche audience. For many brands (more than 40% of the respondents) an exclusive sport like Golf or traditional sports like Kabaddi is a much better way to engage the relevant TG. Moreover, the heightened need for a healthy and active lifestyle among working professionals is making marathons more and more popular among brands. 24% of the brands prefer marathons as an ideal marketing opportunity.

The survey was done online during September – October 2012 period.

For queries and more information on the Sports marketing survey, contact -

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### About SportzConsult

SportzConsult has been working with leading marketers and media networks to help them meet their objectives through sports strategy, sponsorship consulting and event management services. The company has been instrumental in conceptualising innovative sports programs for clients including Coca Cola, Hero Motocorp, Nike, Hindustan Unilever Limited, Birla Sun Life Insurance, Parle Products, Puma, Neo Sports, Ten Sports, Johnson & Johnson, DNA publication and Lokmat.

For more information on SportzConsult please visit [www.sportzconsult.in](http://www.sportzconsult.in)