

Is Sponsoring The Olympics A Waste Of Money For 52%...

Contributed by Vox Pops International
Wednesday, 27 June 2012

Of The Unrecognised Official Brand Sponsors Pre-Games?

With a month to go until the opening ceremony, Vox Pops International went to source the word on the street about the event the world has been waiting for! The London 2012 Olympic Games!

The scale of such a global sporting event provides one of the most effective international marketing platforms in the world for large, corporate players in the brand world.

Vox Pops International interviewed 40 people to test their awareness of Olympic sponsors. Following the research, the three key findings were as follows: the public's lack of awareness of official Olympic sponsors; that McDonalds and Coca Cola were seen as inappropriate sponsors for the sporting event; and that of the 50% of people who applied, only 10% got tickets.

The most recognised Olympic sponsor by 48% of the sample was Adidas. In second place, non-Olympic sponsor Nike was mentioned by 35% of the sample. Thirdly was McDonalds, mentioned by 25% of people and Coca Cola by 15%. Only 1 respondent mentioned Lloyds TSB (the official bank sponsor of The Olympic Games). Non-Olympic sponsors Powerade, Lucozade and Pepsi were also listed incorrectly by several respondents. A further 15% of people listed British Airways, whilst 10% remembered BT and only 5% mentioned EDF, Samsung, UPS, VISA, BP and Cadbury's. Of the 25 official Olympic sponsors, 12 were not referenced by the public.

When prompted with a list, a further 40% of people remembered McDonalds, 35% recognised Coca Cola, 25% knew of Lloyds TSB's Olympic association, 15% acknowledged UPS as a sponsor and 10% knew of Omega, Thomas Cook and Deloitte. Despite their well-established brand presence in the public eye, the lack of immediate awareness for their associative Olympic sponsorship, pre-Games, proves that brands are finding it difficult to rise above the storm of other brands already well established in the public's imagination as being associated with sport.

Fatima, 18 told Vox Pops International her relative thoughts:

"Companies like McDonalds and Coke don't really fit in with the whole Olympic idea of running fast and keeping healthy with a good diet," whilst Chris, 28 agreed: "You wouldn't normally anticipate things like Coca Cola, McDonalds being associated with a sporting event but I wouldn't be surprised if they were, simply because of the exposure that anyone would associate with The Olympics."

Being a notoriously oversubscribed event, a large proportion of the UK applied yet did not get tickets. Of the sample, 40% applied and failed to get tickets, 50% did not bother applying whilst a mere 10% were allocated tickets. Joe, 69 told us of his struggle: "As avid sports fans, we've been looking forward to the Olympics since The Games have been announced and we can't get tickets!" Others told VPI of their frustration with the ticket allocation process: "It's a making business which I think has lost what the Olympics is about really." Caroline, 56.

By Charlotte De Maria

About the Author

Charlotte De Maria is the PR and Marketing Manager at Vox Pops International. She is responsible for writing, marketing and distributing newsworthy insight content on behalf of Vox Pops International, a video communications agency.

Relevant Links

Animated Olympics video - www.voxpops.com/2012/05/olympics-2012-animation/
McDonalds and Coke video - www.voxpops.com/2012/05/olympics-2012-mcdonalds-and-coke/
Other sponsors video - www.voxpops.com/2012/05/olympics-2012-others-sponsor/
Sports brands video- www.voxpops.com/2012/05/olympics-2012-sports-brands/

For a complimentary copy of the white paper on "How to Maximise & Communicate Market Research" please go to www.voxpops.com/communicating-insight/

About Voxpops International

For more information please visit www.voxpops.com

26 June 2012