



Spon Rocks explores Brand Rub

CORE 4

An insight study into how 'brand rub' works in TV Sponsorship

Methodology

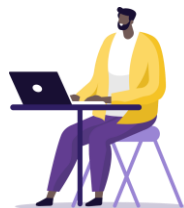
What is Brand Rub?

Brand Rub is the idea that the attributes of a host environment rub off on a brand and have a direct impact on how that brand is perceived.

Why does it matter?

Understanding the concept of **Brand Rub** and harnessing its power has huge rewards for brands.

Sponsorship is an ideal environment for brand rub because there is a closer and more obvious link between the host and the sponsor. By reaching people watching their favourite programme, brands can tap into their enjoyment to build brand affinity.



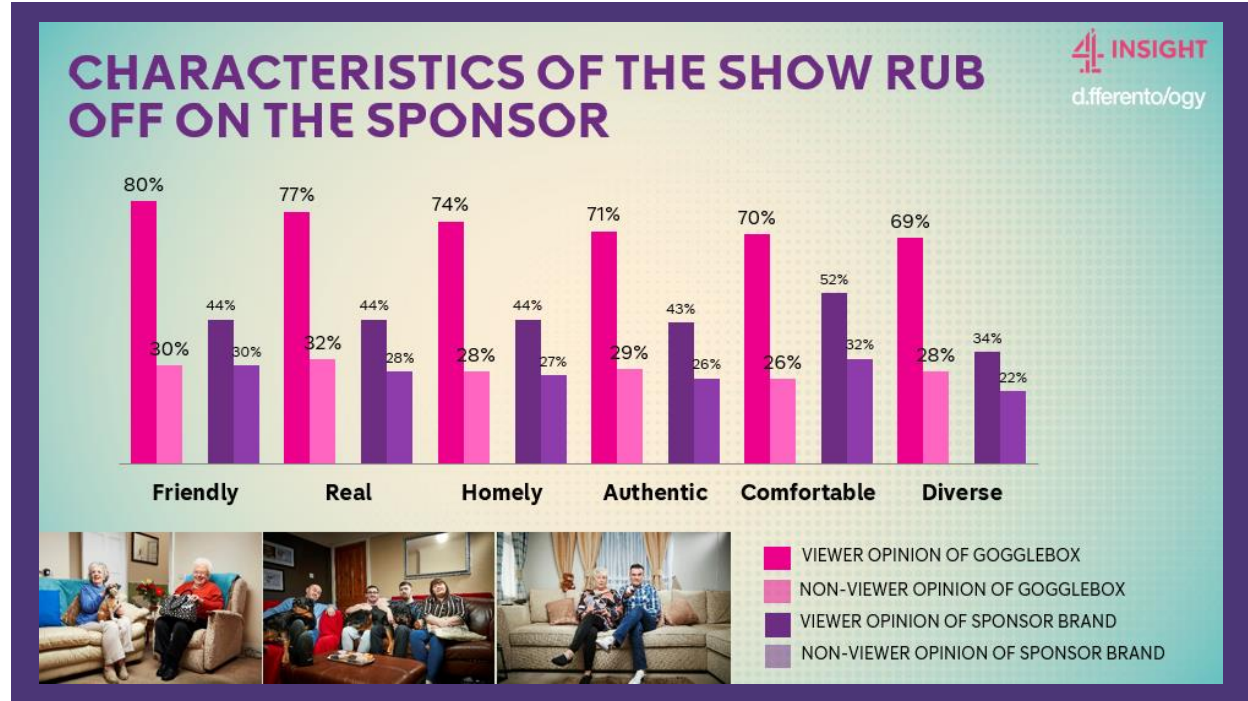
Methodology

What we already know?

We know from Spon Rocks that the concept of 'Brand Rub' works.

We found that people who had been exposed in the context of our programming had stronger associations with relevant attributes.

As you can see a Gogglebox viewer was more likely to associate these attributes with the sponsoring brand.



Methodology

What we wanted to find out?



We wanted to explore...

1.

The effect of
different types of
content on brands.

2.

Whether Brand
Rub is stronger on
specific
perceptions?

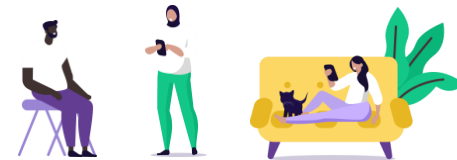
3.

How sponsorship
can help build
newer, lesser
known brands?



Methodology

Core4 Experiment



We set up an experiment using **CORE** 

We spoke to a total of 928 individuals in this study. Each respondent saw 3 executions – these were **fake** sponsorship ident stitched together with the intro of different programmes. Questions at the beginning of the survey helped to classify whether they were viewers or non-viewers of those programmes.

We made a total of 12 executions, here's how we went about it...

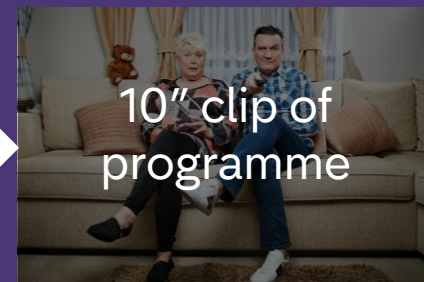
Standard TV ad
– one of 4
chosen brands



Cut down to
10-15" (ident
length)

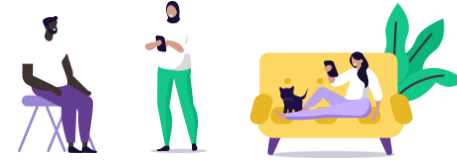


Added in
voiceover – brand
'X' proud
sponsors of...



Methodology

The executions...



Dog food brand



Furniture company

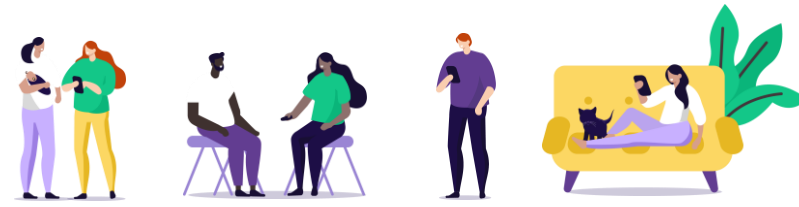


Sausage and burger brand



Online car retailer

4 KEY FINDINGS...



1. Brand rub elevates brand stature for viewers of the sponsored show

They are more likely to see the brand as relevant (+42%), premium (+48%), and consider purchasing (+43%).

2. The type and tone of sponsored content does affect the perceptions of brand personality

Brand rub helps New to TV brands to build brand affinity, but can also help shift perceptions for more established brands.

3. Brand Rub translates to trust

Trustworthy was the attribute which saw the biggest average uplifts for viewers vs non-viewers, proving that aligning your brand with a strong host environment leads to trust.

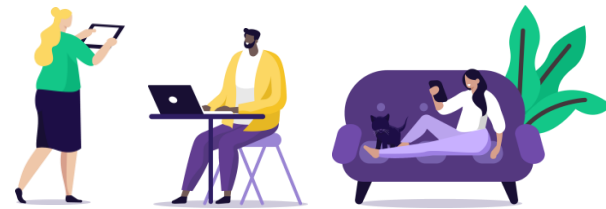
4. Sponsorship makes people care about your brand

Non-viewers are more likely to not associate the brand with any attributes, ultimately because they don't feel anything towards the brand.

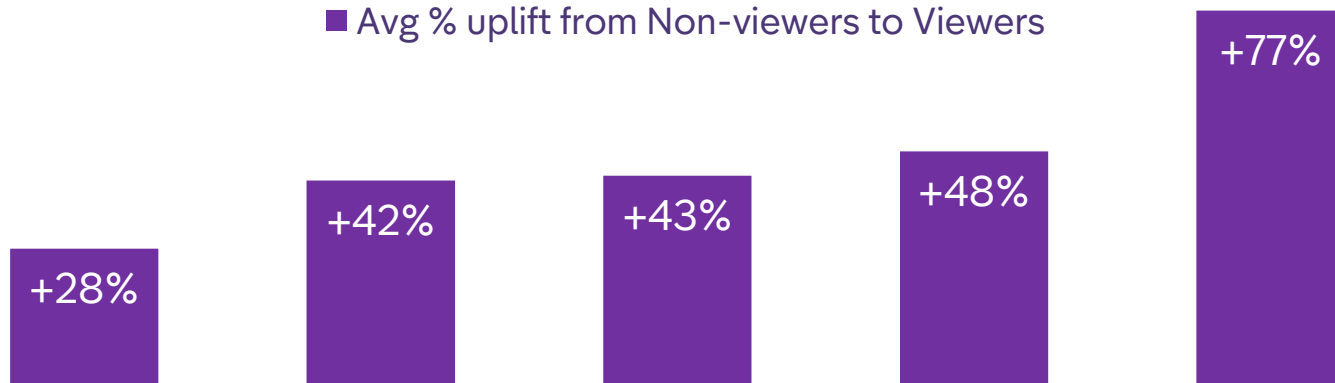
Brand Rub elevates brand stature in Viewers' eyes

CASE STUDY: Dog food brand

We saw uplifts across all their executions for viewers vs. non-viewers of the sponsored show. Viewers are not only more likely to consider the brand and see it as relevant, but also see it as more premium (i.e. 'on the up').



■ Avg % uplift from Non-viewers to Viewers



Fit with programme

Relevance

Purchase
consideration

Brand on the up

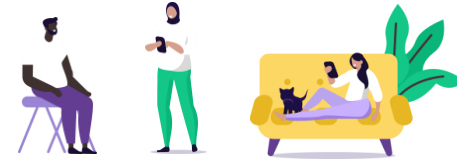
Enjoyment of clip

*Average across
all executions:*



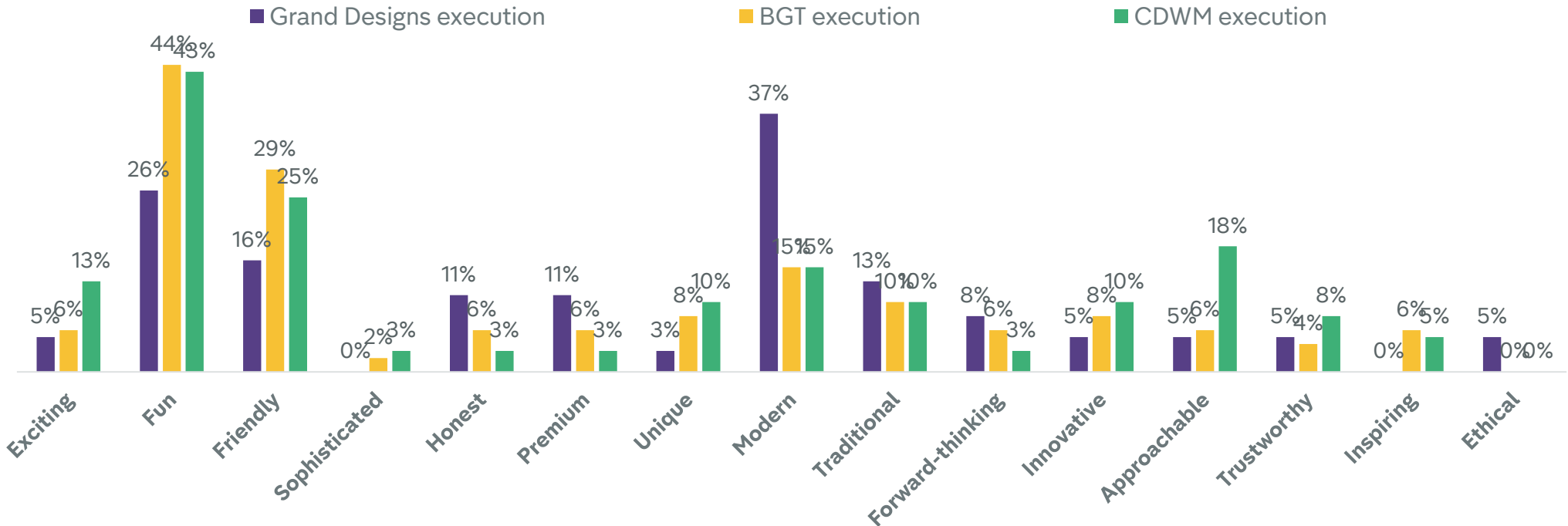
*Biggest uplifts when
brand shown against
Bake Off: The
Professionals*

The type of sponsored content does affect brand perceptions

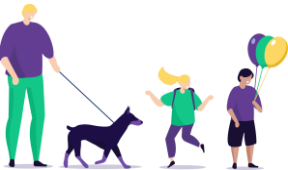


CASE STUDY: Sausage and Burger brand

The brand attributes respondents chose varied depending on which programme it sponsored, proving that the type and tone of content does change perceived brand attributes. Therefore it is important for **New to TV** brands to consider the brand attributes they want to attract in considering what content to sponsor.



Brand Rubs also works for more established brands and can help shift perceptions



CASE STUDY: Online car retailer

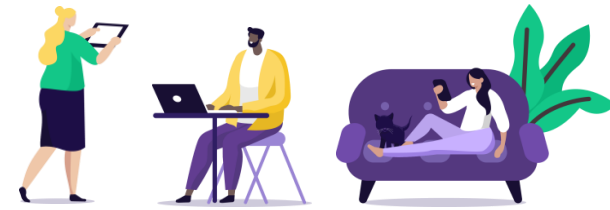
The same is true for a more established, well known brand, however there is less variance.




IT'S HARD TO GET SPONSORSHIP WRONG

The work that sponsorship does **just by being sponsorship**

The bit **you** can have an impact on





TIP #5
Align your brand with the show you sponsor

ONE CREATIVE EXECUTION ALIGNS WITH THE PROGRAMME CONTENT

TWO PRODUCT ALIGNS WITH THE PROGRAMME CONTENT

THREE ALIGNS WITH THE AUDIENCE

FOUR ALIGNS WITH BROADCAST TIME

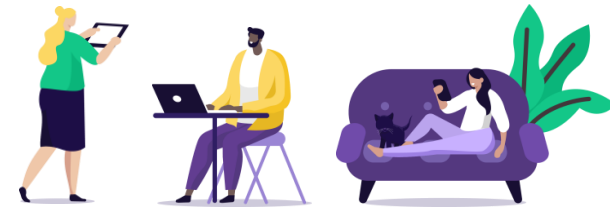
SALES

d.ferento/ogy

Brand Rub translates to trust!

Across all the executions we tested, we saw uplifts in the proportion of viewers vs non-viewers who selected certain attributes to associate with the brand.

Trustworthy was the brand attribute which saw the biggest uplift, proving that aligning your band with a strong host environment leads to trust.



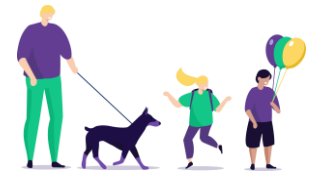
Average uplift % Viewers vs Non-Viewers

There was an average
uplift of
two thirds
across all brand
attributes for viewers vs
non-viewers

| | |
|--------------------|--------------|
| TRUSTWORTHY | +155% |
| ETHICAL | +142% |
| PREMIUM | +118% |
| UNIQUE | +96% |
| HONEST | +82% |
| INSPIRING | +65% |
| FORWARD-THINKING | +63% |

| | |
|---------------|------|
| MODERN | +57% |
| FRIENDLY | +54% |
| SOPHISTICATED | +50% |
| TRADITIONAL | +40% |
| APPROACHABLE | +38% |
| INNOVATIVE | +23% |
| FUN | +18% |
| EXCITING | +17% |

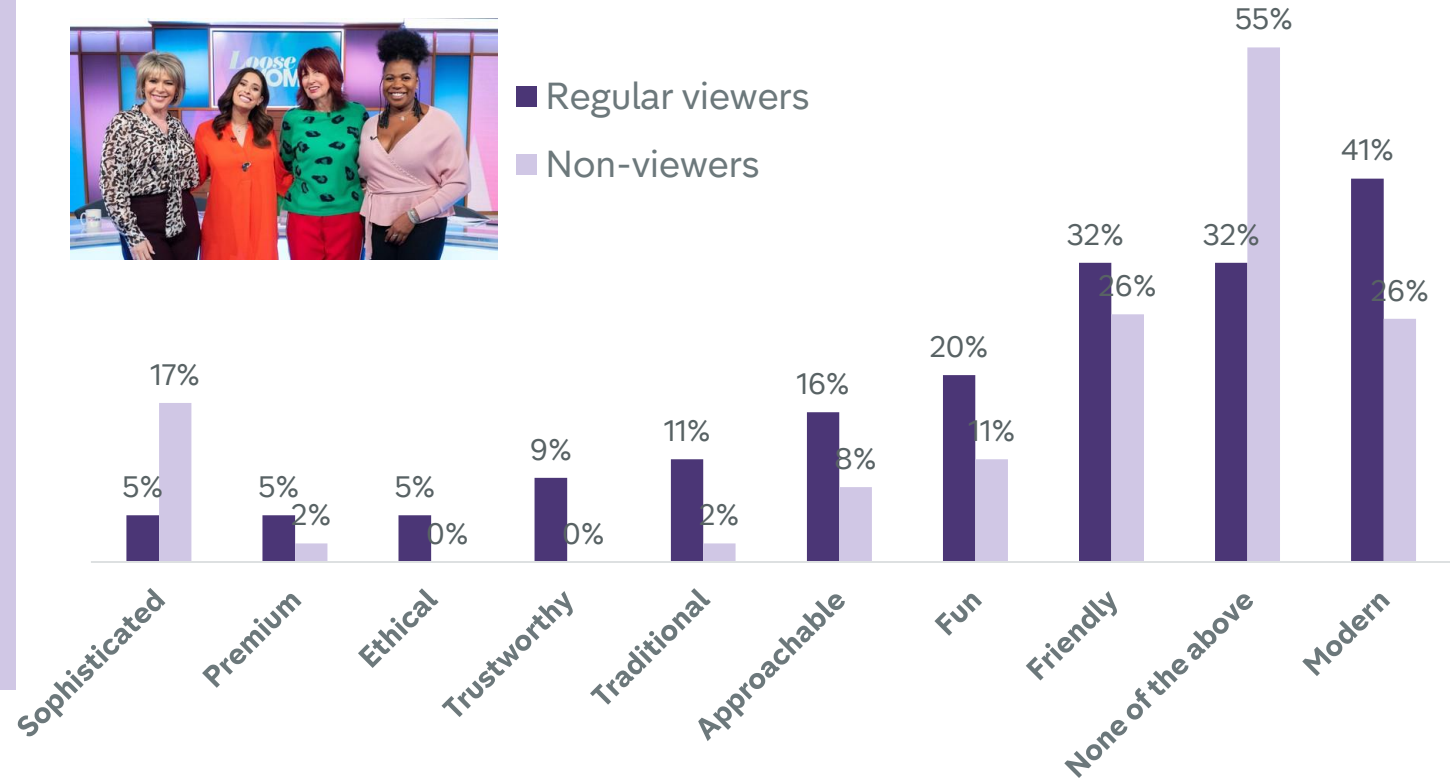
Sponsorship makes people care about your brand



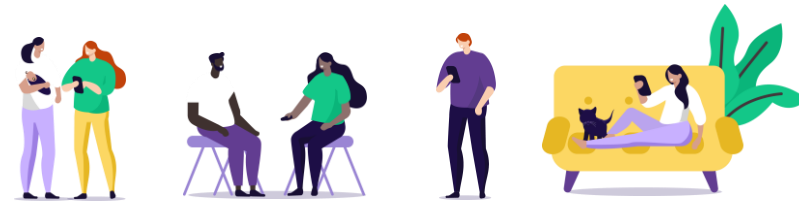
CASE STUDY: Furniture company

If most brands disappeared, people wouldn't care. Sponsorship is an opportunity to teach people something about your brand.

Non-viewers are more likely to select 'none of the above', meaning they don't associate the brand with any attributes – ultimately because they don't feel anything towards the brand.



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CORE 4

THANK YOU!

