



Strengthening  
sponsorship's  
attentive  
reach –  
5 reminders

The notion of '**attentive reach**' in advertising is **simple** but **radical**.

It ignores '**viewability**' or '**impressions**' or '**opportunities to see**'.

Its sole focus is :  
**did my advert get  
any attention?**

In terms of attentive reach,  
sponsorship's in a good place.

It offers **audience relevance**,  
meets consumers on **the channels  
they choose** and provides **clear  
creative parameters**.

But that doesn't **automatically**  
translate to attention.

**LED** and perimeter signage for example represents the **major part of media value** and **sponsorship valuations** - but **struggle** to generate attention.

So here are **five hacks** to **boost** your sponsorship's ability to **generate attention for your brand.**



1

## Get your product in there

As the Messi **bisht** episode reminds us, **product integration** and **product placement**, are incredibly **effective**. It embeds your product in the moment.

Not always easy of course, but product integration needs to be at the **top of the list.**



The ceremonial draping of Lionel Messi drove attention globally.

2

## Have... something to say

Sponsorship is a platform - to broadcast your story. So **make sure you have a story.**

Your brand is **not** a story.

Your **latest product** is **no longer** a story.

No real **brand or product** story?

You really **need** a big **activation story.**



adidas' promotion to win the matchball was almost the only World Cup Partner to use their perimeter signage to drive attention.

3

## Understand your audience

**Sadly**, it still needs saying.

You need to understand your  
**audience's relationship  
with the event**  
well enough to  
understand the  
**role and relevance**  
**for your brand**  
in the equation.



Far from emotionally powerful, Frito-Lay's advertising at least kept the humour light and absolutely relevant to a US audience.


4

## Master your emotions

Neuro studies show that powerful **emotion grabs** the **attention**.

So work out what **emotions**  
your **brand** can  
**legitimately share,**  
and **plan around them.**

The more relevant  
the emotion,  
**the more attention.**



Visa's WC TVC was a prime example of stereotypes, cliché and prurience - with no emotional connection to the brand.



5

## Leverage the ecosystem

Sponsorship advertising which uses the media ecosystem of the sport works better – they're seen as an extension of the event.



From our POV, Budweiser was a clear winner amongst WC sponsors. It ticked all these boxes and more.



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