Foreword by Stephen Proctor, Managing Director, Sports Marketing Surveys

www.sportsmarketingsurveys.com

When we were approached by David Birks to participate in the 3rd European Edition of Malhotra and Birks, Marketing Research, we were flattered, surprised but concerned as to what would be involved.

Sports Marketing Surveys is now 22 years old, but has continued to operate in what is in reality a very narrow niche market. We learnt a long time ago that Sport and Sponsorship punch well above their weight in terms of public interest versus market research expenditure.

So what could we contributed compared to the giant research organisations servicing the finance, pharmaceutical and automotive markets?

David’s response was clear and logical. He needed case studies to which students could relate, and which would grab their interest. Soap powders and GP’s reactions to new drug launches are hugely important – but pretty hard to relate to!

So we have happily assisted with case studies and a little time. David has done most of the work!

Sports Marketing Surveys is a lucky company to work in such an exciting, challenging and fast moving market place. All of us love our work and the topics we cover; if we didn’t, we would not be here.

I hope our contribution will make your learning process more interesting and the illustrations easier to absorb. If it does, I am sure you will become better and more committed researchers in whatever fields you ultimately choose.

Introduction to Sports Marketing Surveys by David Birks. Why the link between Sports Marketing Surveys and Malhotra & Birks?

I was looking for a partner Research Agency for the 3rd edition of Malhotra and Birks. An agency whose work could illustrate much of the creativity, the challenges and the rewards of conducting excellent and effective marketing research. I was conducting marketing research at the 2002 Commonwealth Games in Manchester when I learnt of Sports Marketing Surveys. They seemed the perfect partner as they possess all the brilliance and energy that I think makes marketing research so fascinating.

I chose them (and was very pleased that they agreed to participate) because I believe the following facets of their business make them the ideal marketing research agency for this book.

- They are an independent research agency, with a strong entrepreneurial spirit, performing exceptionally well in a very competitive industry.
- Their team spirit is so strong, working at the cutting edge of both quantitative
and qualitative techniques.

- They have over 20 years experience within the sports and leisure industries working on behalf of a wide range of clients including rights holders, sports goods manufacturers, governing bodies, sponsors, local government, PR agencies, consultancies, sports retailers, tourist authorities.
- They work in some of the most exciting and inspiring sports and events globally.
- Beyond 'conventional' notions of marketing research, they also specialise in media research, producing publications and offer consultancy services, i.e. beyond excellent technical skills, they strive to understand and support the crucial marketing decisions within their industries.
- Their head office is in the UK, but they have global office offering local services, i.e., their international reach reflects the global impact of sport.

**Sports Marketing Surveys website** [www.sportsmarketingsurveys.com](http://www.sportsmarketingsurveys.com)

The following summarises the sections from the Sports Marketing Surveys website that I believe you should explore:

**Their work in Marketing Research**

Sports Marketing Surveys has its own in-house full service market research department. Specialist knowledge of the market place is used to design, manage and analyse projects specific to the clients needs and provide actionable findings, insights, summaries and recommendations.

They use the most relevant methodology to meet our clients' research objectives and budgets. All their work is carried out on a local, national or multi-country basis using the highest standards of market research practice.

**Quantitative Research including:**

- Telephone
- Face to face
- Internet and email

Sports Marketing Surveys has its own unique on-line sports panel comprising over 50,000 sports fans globally – **Sporting Insights**. Clients can access this panel for targeted research or use the technique to add profiling surveys to their own websites for free.

Sports Marketing Surveys has a number of syndicated sponsorship brand tracking studies including – **SponsaTrak, FootballTrak and RugbyTrak**

**Qualitative Research including:**

- Discussion Groups
- Paired Depths
- And other in-depth techniques.

Sports Marketing Surveys market research department works in all areas of the sports and sponsorship industry:

1. Sponsorship
2. Events  
3. Sports Goods  
4. Sports, Leisure & Tourism

**Case example of their work in Marketing Research: Sporting Insights:** Using the Internet to Reach the Sports Fan

Sports fans use the Internet extensively to find out about their passion – sport, team, event or personality. It is an ideal method to access fans for research. Hence, Sports Marketing Surveys has developed its own global sports fan panel and software – "Sporting Insights".

The Sporting Insights panel has fans from around the world who are interested in a wide range of sports – football, rugby (union and league), sailing, tennis, golf, cycling, badminton, cricket, skiing and snowsports, equestrian, horse racing, motorsports (car and bike), swimming, martial arts and many others.

Sporting Insights can be used to:

- Target specific sports fans from the Sporting Insights panel. Samples can be selected by sports interest (following and participation), demographic profiles and geographically.
- Add a "hot button" to your website for visitors to complete an on-line survey.
- Issuing a questionnaire via email to existing databases including hospitality guests, signed up registrations, ticket bookings and members.

Sporting Insights can be used to: Sporting Insights offers cost effective and timely research amongst core sports fans and can be used for PR campaigns, product testing, awareness and attitude tracking, profiling and general feedback on issues and topics.

**Their work in Media Research,**

**Media Exposure Analysis:** The measurement of brand exposure through media.  
**Media Evaluation:** Value and impact factors attributed to brand exposure.  
**Media Coverage:** The monitoring of media, mainly for rights holders, to determine the coverage by channel, audience, country and timing.  
**Compliance Monitoring:** Checking broadcasts for compliance with advertising restrictions, broadcast guidelines and unauthorised use of logos, trademarks, branding

**Case example of their work in Media Research**

**International Olympic Committee (IOC)**  
Their client, the International Olympic Committee (IOC), wished to:

- Protect the rights of its sponsors by ensuring other companies were not associating themselves with the Olympics by using the Olympic symbols and imagery.
Ensure its clean screen broadcast requirements were being met around the world. Every infringement needed to be reported to the IOC immediately so it could prevent its continuation.

**Action**

They set up field analysts in 32 countries. They monitored and recorded the Olympic coverage on both the official terrestrial and satellite channels looking for infringements.

Each analyst was equipped with a piece of computer hardware that allowed them to capture infringements from video and save them as computer files. They were then able to send them to us by e-mail. SMS assessed the infringements as they arrived and forwarded the relevant ones to the IOC so it could act accordingly.

**Results**

The IOC was informed in a timely and efficient manner of any infringements. It had the actual footage of the abuse and was able to act upon it immediately and prevent it continuing.

The IOC was able to protect the rights of its sponsors and ensure its clean screen ethic was maintained.

**Their Publications**

Sports Marketing Surveys compiles a wide range of reports based on its own research. Some examples are included below:

- **The World Sponsorship Monitor (TWSM)** - An interactive tool monitoring all major sponsorship deals around the world.
- **The UK Sponsorship Market 2004: an insight** - This report provides an insight into attitudes to sponsorship. An essential reading for sponsors, right holders, agencies, consultancies and those currently involved or interested in the sponsorship market.
- **SLAM - Sports, Leisure & Activity Monitor** - Individual reports on sports in the UK providing data on participation, interest, images, sponsorship, media coverage, infrastructure and hospitality. The sports include Cricket, Football, Golf, Horse Racing, Rugby (League & Union), Sailing and Tennis.
- **European Sports Fans** - The research is focused on participation and TV viewing of over 25 sports. It covers UK, France, Germany, Italy and Spain.
- **Profile of the European Golfer** - This biannual survey offers an overview and introduction to the European golf marketplace. It provides details on the golfing populations, courses and equipment in the UK, France, Germany and Sweden.
- **Motorsport Fans** - Conducted amongst motorsport fans around the world, this study looks at six different disciplines: Formula One, World Rally, IRL, Moto GP, CART and NASCAR.
- **Racetrack** - This study is available as a standard report but also allows clients to add their own questions. It is conducted annually and focuses on the Formula One fan and their knowledge and attitude towards the sport, its
sponsors and the teams.

**Their work in the Selection & Valuation of Sponsorship Investments**

After the initial decision has been taken to use sponsorship as a marketing tool, it is vital to ensure that the most appropriate sponsorship is selected. It is also essential from both the rights holder's and sponsor's point of view, to have an independent assessment of the value of a sponsorship property.

Sports Marketing Surveys has its own selection model and works in partnership with IEG to provide an independent and established valuation tool:

- **Selection Model** - This model has been developed by Sports Marketing Surveys to help sponsors select the most appropriate sponsorship which meets their key objectives and criteria. A two- to three-stage process guides the sponsor to select a sector (sports, arts, culture, environment, broadcast), the type of property, and then focuses on specific properties for final selection. This helps sponsors to set realistic targets and objectives for the subsequent measurement of success!

- **IEG Valuation Service** - This service provides a fair market value for sponsorships on behalf of rights holders and sponsors. The IEG Valuation accounts for both the tangible and intangible benefits of a sponsorship and provides an independent, credible third-party Valuation Statement. IEG's Valuation Service has been endorsed by nearly 200 sponsors and has been used to value more than 800 sponsorship opportunities worldwide.

**Their work in Consultancy**

Using the application of knowledge to support and provide insight for business decisions in sponsorship, sport & leisure, their Consultancy projects include:

- Advising on sponsorship objectives, negotiations, budget allocation & effective activation.
- Bidding & hosting evaluations.
- Business models
- Concept development
- Definition & role of sponsorship in an organisation
- Economic impact
- Facility & venue tourism potential.
- Feasibility & viability studies
- Information/Research Reviews
- Return on investment analysis
- Selection & valuation
- Sponsorship audits
Their Case Studies

Sports Marketing Surveys has undertaken a wide range of projects in its 20 year history. They are unable to give results for specific projects due to client confidentiality. However, some examples in case study form are available to provide an understanding of the diverse range of studies they have conducted over the years.

Look at the array of case studies that cover their work in:

- Market Research
- Media Research
- Sports Goods
- Sponsorship
- Sports Leisure and Tourism
- Feasibility studies