



IMI NEXTWAVE™ CONTENT SERIES

## **Quantifying The Impact/ROI of LIVE**

Excerpt from IMI Internationals Webinar: Optimizing the Impact, Effectiveness and ROI of LIVE  
PRESENTED BY DON MAYO, GLOBAL MANAGING PARTNER IMI INTERNATIONAL



## ABOUT THE SPEAKER

### DON MAYO

#### Global Managing Partner

Don started his career helping sponsors understand key optimization drivers around the Calgary Olympics. Over the past 25 years he has worked with 1,000+ organizations across 40+ countries to champion the voice of the consumer, accelerating the performance of go-to-market strategies for every stage of the consumer journey.

The driving force behind IMI's focus on innovation, Don is constantly in search of more efficient and effective ways to garner relevant, compelling, better insight for partners - driven by the purpose of INSIGHT.DRIVING.PROFIT.


A dynamic, sometimes provocative, always engaging speaker, Don has appeared on stages the world over and become known for his "straight-shooter" approach. With no lack of passion, he delivers undeniable value by being laser focused on the audience, working to enlighten, expand and empower better, fact-based business decisions.

# Original Report Sections

The following insights summarize section 3 of IMI's 'Optimizing the Impact, Effectiveness & ROI of Live' Webinar.


SECTION 1

A Day in the Life - On Consumers' Minds




SECTION 2

The Impact of Live (if done effectively)



SECTION 3


Quantifying the Impact/ROI



SECTION 4

Global Case Studies

Evaluated the potential of 40+ XM Programs in July 2023 with consumers across North America  
USING UNCERTAINTY™



SECTION 5 – Q&A

Click here for the full report



IMI NEXTWAVE™ CONTENT SERIES

**Optimizing the Impact, Effectiveness & ROI of LIVE**

Presented by Don Mayo, Global Managing Partner IMI International | July 20<sup>th</sup>, 2023



# SOURCES OF INSIGHT

FROM JANUARY – JULY 2023

**GEN PULSE**

Evaluation of the 125,000 surveys evaluating consumer behavior

**GLOBALPULSE**

Evaluation of the purchase impact of >100 Brand / Marketing Activations, focused on Sponsorship/XM/Sampling

**IMI 24™**

Completion of 8,450 surveys to establish the UNAIDED purchase due to sport sponsorship in the USA, Canada and The UK

**PINPOINT**

Completion of a comprehensive study into the ROI of Live across the United States and Canada.

# QUANTIFYING THE ROI OF LIVE – THE FUNNEL (SPORT FOCUS)

## 1. OVERARCHING IMPACT OF LIVE

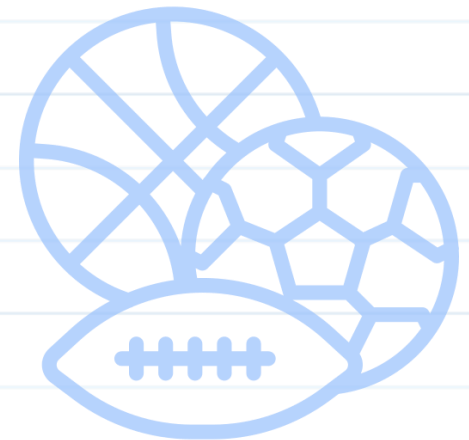
Unaided – Brands/Products/Services Purchased due to a brand sponsoring SPORTS - league, team or player

## 2. HONING-IN ON THE DETAIL

Top 10 brands purchased due to Sports Sponsorship

## 3. CALCULATING THE ROI

The ROI of Live/Sponsorship, based on July 2023 Brand Impact



## Unaided Question to establish Purchase Impact **SPORTS SPECIFIC**

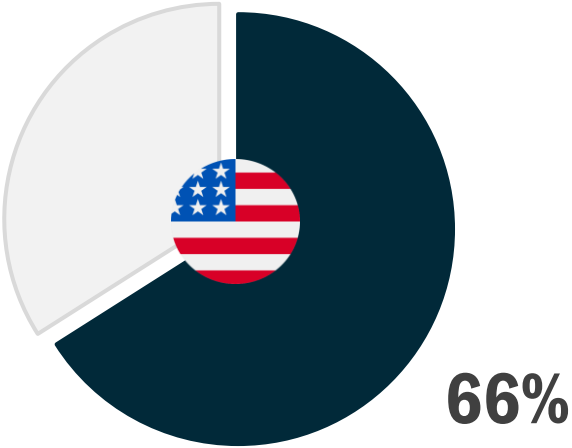
Which brands, products or services have you  
**PURCHASED** in the past 2 years due to a brand  
sponsoring an athlete, team or sports league, if any?

IMI Most Marketable Study - A study of N=8,450 people 18+ years of age across the  
USA, Canada and the UK the week of July 11<sup>th</sup>, 2023

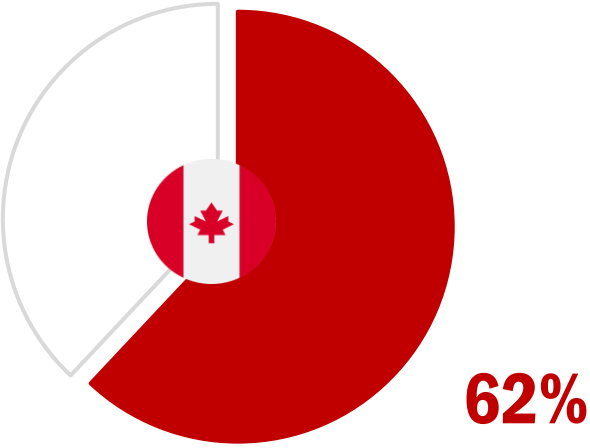
**ONE QUESTION THAT IS UNBIASED and UNPROMPTED.**

# UNAIDED – Purchased a brand, product or service in the past 2 years due to the brand sponsoring an athlete, team or league.

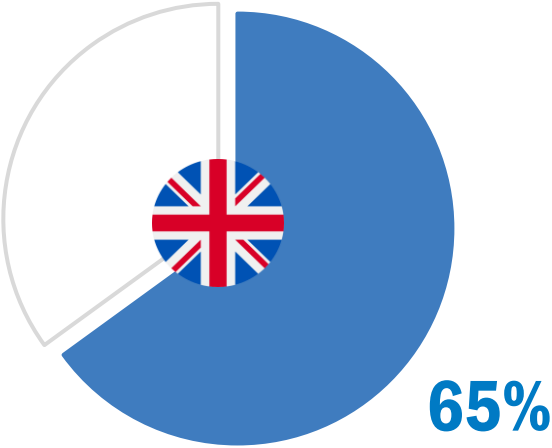
IMI Most Marketable July 2023 – N=8,450 people 18+ years of age across the USA, Canada and the UK



■ Have Purchased 1+  
□ Have not Purchased



■ Have Purchased 1+  
□ Have not Purchased



■ Have Purchased 1+  
□ Have not Purchased

**Over 1,400 different brands, products and services mentioned as being purchased DUE TO SPORT SPONSORSHIP.**

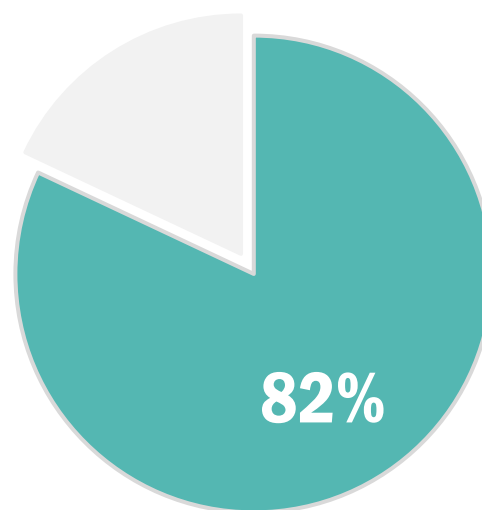
**6 IN 10 HAVE PURCHASED due to Sport Sponsorship, over 75% purchased 3+ brands due to a brand's involvement in sport.**



## UNAIDED – Purchased a brand, product or service in the past 2 years due to the brand sponsoring an athlete, team or league.

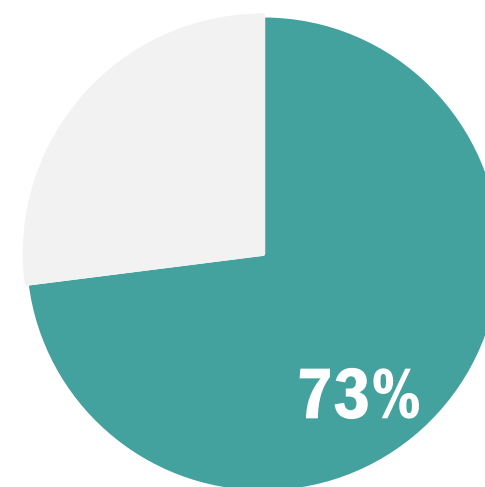
IMI Most Marketable July 2023 – N=8,450 people 18+ years of age across the USA, Canada and the UK

18-29 Years of age



■ Have Purchased 1+  
■ Have not Purchased

30 to 50 Years old



■ Have Purchased 1+  
■ Have not Purchased

# QUANTIFYING THE ROI OF LIVE – THE FUNNEL (SPORT FOCUS)

## 1. OVERARCHING IMPACT OF LIVE

Unaided – Brands/Products/Services Purchased due to a brand sponsoring SPORTS - league, team or player

## 2. HONING-IN ON THE DETAIL

**Top 10 brands purchased due to Sports Sponsorship**

## 3. CALCULATING THE ROI

The ROI of Live/Sponsorship, based on July 2023 Brand Impact



## UNAIDED

Brands Purchased due to Sponsorship of an Athlete, Team or League, if any?

## TOP 10

BRANDS PURCHASED IN THE PAST 2 YEARS DUE TO BRAND SPONSORSHIP



USA

- 1 Nike 26% Unaided
- 2 Adidas
- 3 Gatorade
- 4 Coca-Cola
- 5 Under Armour
- 6 Pepsi
- 7 Amazon
- 8 Budweiser
- 9 Red Bull
- 10 Dicks



CAN

- 1 Nike 20%
- 2 Adidas
- 3 Tim Hortons
- 4 Gatorade
- 5 Coca-Cola
- 6 Under Armour
- 7 Biosteel
- 8 Lululemon
- 9 Canadian Tire
- 10 RBC



UK

- 1 Nike 26%
- 2 Adidas
- 3 Coca-Cola
- 4 Under Armour
- 5 Puma
- 6 Amazon
- 7 Red Bull
- 8 Heineken
- 9 Reebok
- 10 Budweiser

## UNAIDED

**Brands Purchased due to Sponsorship of an Athlete, Team or League, if any?**

## TOP 10

**BRANDS PURCHASED IN THE PAST 2 YEARS DUE TO BRAND SPONSORSHIP**



### 18-29 Years of Age

Unaided 31%

|              |    |
|--------------|----|
| Nike         | 1  |
| Adidas       | 2  |
| Gatorade     | 3  |
| Coca-Cola    | 4  |
| Under Armour | 5  |
| Red Bull     | 6  |
| Puma         | 7  |
| Biosteel     | 8  |
| Lululemon    | 9  |
| Amazon       | 10 |

### 30-50 Years of Age

Nike 29%

|              |  |
|--------------|--|
| Adidas       |  |
| Under Armour |  |
| Gatorade     |  |
| Coca-Cola    |  |
| Tim Hortons  |  |
| Pepsi        |  |
| Amazon       |  |
| Lululemon    |  |
| Puma         |  |

# QUANTIFYING THE ROI OF LIVE – THE FUNNEL (SPORT FOCUS)

## 1. OVERARCHING IMPACT OF LIVE

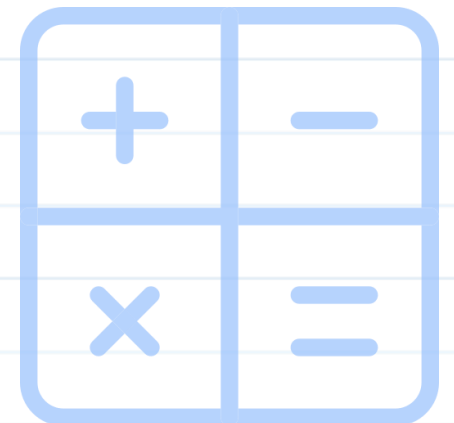
Unaided – Brands/Products/Services Purchased due to a brand sponsoring SPORTS - league, team or player

## 2. HONING-IN ON THE DETAIL

Top 10 brands purchased due to Sports Sponsorship

## 3. CALCULATING THE ROI

The ROI of Live/Sponsorship, based on July 2023 Brand Impact









# Quantifying the IMPACT of ROI: Focus on NIKE

**UNAIDED**  
**Brands Purchased due to Sponsorship of an Athlete, Team or League, if any?**

IMI Most Marketable Study - A study of N=8,450 people 18+ years of age across the USA, Canada and the UK the week of July 11<sup>th</sup>, 2023



|   |                   |  |  |  |  |
|---|-------------------|--|---|---|---|
|   |                   | TOTAL  | USA   | CANADA  | UK  |
| POPULATION 18+                              |                   | 346M   | 260M  | 31M   | 55M   |
| Purchasing Nike due to A Sports Sponsorship | Percentage        | 25%  | 26%   | 20%   | 26%   |
|   | People (Millions) | 88.1   | 67.6  | 6.2   | 14.3  |
| Unaided – Value per Purchaser               |                   | TOTAL VALUE IN MILLIONS OF \$ <u>EVERY 2 YEARS</u> |   |   |   |
|   |                   |  |  |  |  |
| \$5/person                                  |                   | \$441  | \$338   | \$31  | \$72  |
| \$10  |                   | 881  | 676   | 62  | 143   |
| \$30  |                   | 2,643  | 2,028   | 186   | 429   |
| \$50  |                   | 4,405  | 3,380   | 310   | 715   |

# Quantifying the IMPACT of ROI: Focus on NIKE and Partnership with the NBA

## UNAIDED

Please list all the Brands, Products and Services that you are aware of that sponsor or partner with the NBA?

IMI Most Marketable Study - A study of N=8,450 people 18+ years of age across the USA, Canada and the UK the week of July 11<sup>th</sup>, 2023



|  |  |  |
|--|--|--|
|  |  | <br>USA |
|--|--|--|

|                  |                       |        |
|------------------|-----------------------|--------|
| POPULATION 13+   |                       | 290M   |
| Unaided –        | Percentage            | 52%    |
| Aware that Nike  |                       |        |
| Sponsors the NBA | People 13+ (Millions) | 162.4M |

| Unaided - Value per person Aware and Linking to Property | TOTAL VALUE IN MILLIONS |
|--|-------------------------|
| \$2/person   | \$325                   |
| \$5  | 812                     |
| \$10   | 1,624                   |
| \$12   | 1,949                   |

# REALITIES TO CONSIDER TO MEASURE AND OPTIMIZE ROI

1. All types of marketing efforts at times can be exceptionally effective and at other times for the same brand have ZERO impact.
2. Measuring ROI is not rationalizing investments, rather it's consistent and objective measurement of the key objectives your brand team has defined PRIOR to launch.
3. Every brand team inherits investments that do not make sense from an ROI perspective. In these cases, IMI strongly recommends focus on 'transparent improvements in ROI'.
4. If you want ROI, you need the discipline to ask
  - the Right questions
  - to the Right audience
  - at the Right time

- a) Simply: What does success look like for this investment?
- b) What must occur for the investment to be deemed successful?

**NOT 3, 5 OR 8 THINGS –  
WHAT 1 THING MUST HAPPEN?**





## IN SUMMARY

**All types of marketing efforts can be exceptionally effective at generating an impressive ROI.**

**If you want ROI, the key is being objective and measuring with discipline – subjective decision making will not drive you forward.**

Uncover opportunity.  
Set your strategy.  
Intercept and engage.

**Drive your ROI.**



# Want More Insight?

Check out the full report and recording below:



[Questions? Click here to email](#)  
Dylan Perrier  
Branded Content Producer  
IMI INTERNATIONAL



# About IMI International – A Global Marketing Insights Consultancy

SINCE 1971 OUR CORE PURPOSE

INSIGHT  
DRIVING  
PROFIT

150+  
CLIENT PARTNERS

FROM 45+  
COUNTRIES

## What's your challenge?

With 50 years of experience maximizing marketing effectiveness, we'll use our tools and resources to find the direction that maximizes your marketing effectiveness and ultimately your ROI.

THOUGHT LEADERSHIP

NEXTWAVE

EDUCATION AND BEST PRACTISES

UNI

INSIGHT AT YOUR FINGERTIPS

GENPULSE

CATEGORYPULSE

GLOBALPULSE

SHOPPERPULSE

BRANDPULSE

CUSTOM SOLUTIONS

PINPOINT

## RELEVANT EXPERIENCE

38+

### YEARS

MEASURING THE REACH, IMPACT  
AND EFFECTIVENESS OF  
SPONSORSHIP AND LIVE EVENTS

## OVERVIEW OF WORK

+2,500 PROPERTIES MEASURED MONTHLY ON OUR SPONSORPULSE™ PLATFORM  
+25,000 CUSTOM PARTNERSHIPS AND ACTIVATIONS MEASURED TO-DATE  
Pragmatic insight to maximize your marketing effectiveness



IMI NEXTWAVE™ CONTENT SERIES

## **Quantifying The Impact/ROI of LIVE**

Excerpt from IMI Internationals Webinar: Optimizing the Impact, Effectiveness and ROI of LIVE  
PRESENTED BY DON MAYO, GLOBAL MANAGING PARTNER IMI INTERNATIONAL