GfK

Slovakia

Sponsorship of sporting events proves effective

Most Slovaks perceive companies which sponsor events positively, whether they are involved in the sports or culture sectors, whether it is for social causes or for anything else. If consumers have to choose between two products, if one company is sponsoring events and the other is not, more than a third of Slovaks would opt for the product from the event-sponsoring company. These are the main findings of an online survey conducted recently by GfK Slovakia with a sample of 522 Slovak respondents aged 15 to 60 years. Moreover, there are some interesting findings linked to purchasing behaviour related to sports: as many as half of sports fans will prefer the brand that sponsors sports events whilst the other half does not really care.

The survey revealed that, on average, a quarter of consumers will always notice which company sponsors a given event. When asking about whether they noticed the sponsor of an event, about 60% of those who had been present at an event did so but when it was being followed on TV or radio, the percentage is considerably smaller. Sponsorship is generally perceived positively in Slovakia even though most respondents realise that the companies are using it as a tool to make their brands more visible and to increase public awareness of their products and services.

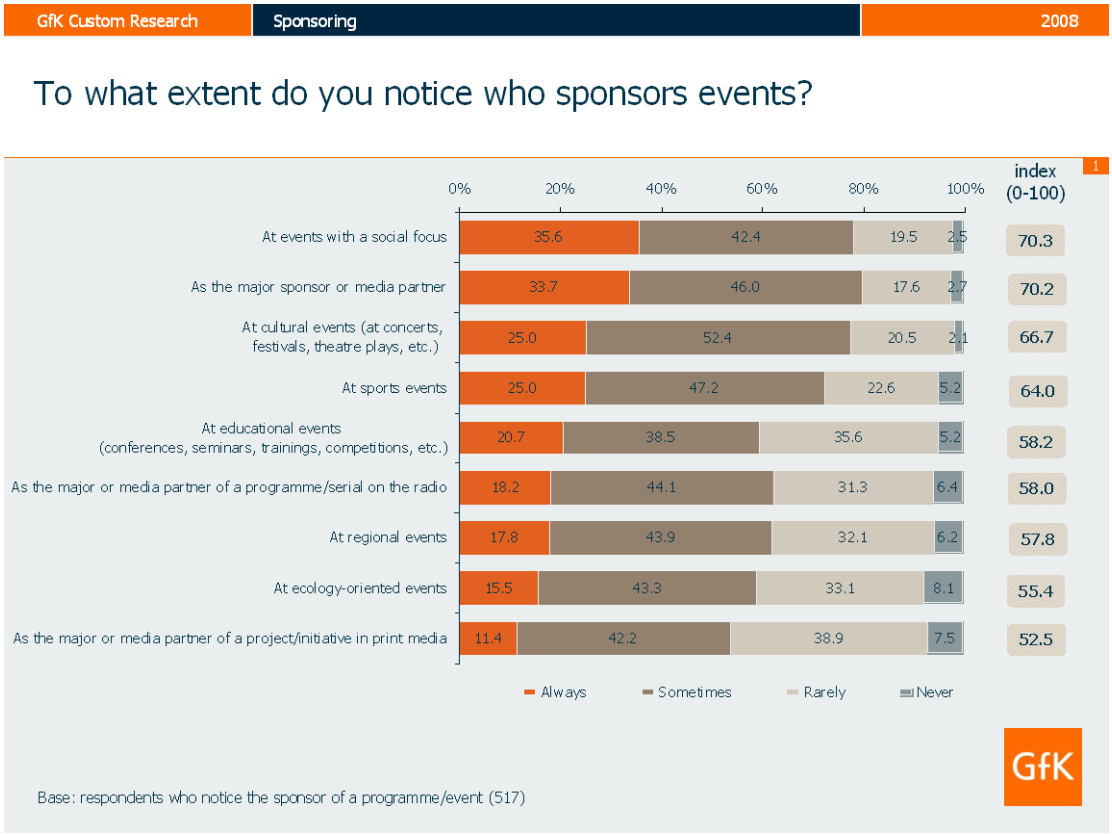
Another interesting finding from the study became apparent when respondents were asked to imagine themselves to be in a hypothetical situation: they were asked which sphere they would choose to support financially if they had decision-making responsibility in their company. While women would more often choose to support social areas, charities and education, men were more likely to put more emphasis on sport and culture.

Generally it can be said that in Slovakia there is an increased interest in sponsorship of sports events with football and ice-hockey being the most attractive ones. When a sub-survey was carried out with a sample of 200 respondents interested in sport and sporting events, it became apparent that the vast majority, some 90%, regard sponsorship of sport events to be a positive thing. The main reason for this positive mind-set, according to the study, is that there is a general lack of finance for sport as a whole.

A positive example of effective sponsorship in the field of sport is represented by the company Corgoň – the Slovak beer producer under the Heineken umbrella which is clearly recognised by respondents as the biggest sponsor of football events. Furthermore, the perception of the respondents is that Corgoň is also the biggest beer company ice-hockey sponsor, even though the brand has withdrawn its sponsorship from ice hockey activities! In fact, Corgoň completely eclipsed the real sponsor of the Slovak ice-hockey team which is the Topvar brewery which belongs to the SAB Miller Group.

This provides a guideline on how to make full and effective use of sports sponsorship activities in order to improve your brand communication. This is an important factor, as the vast majority of sports fans indicate that company sponsorship improves their perception of the brand image.

Most of them believe that sponsorship improves the quality of sport performance as well as enabling the building of new playing fields and sports centres and generally makes the match/competition more interesting.



Contact:

Ing. Vladimír Janček
Head of Consumer Goods Department
GfK Slovakia
Einsteinova 24/ AUPARK Tower
851 01 Bratislava
Slovak Republic
Tel: +421 2 5737 1113
Fax: +421 2 5249 9613
vladimir.jancek@gfk.com
www.gfk.sk