How to be Good with Sponsorship
A Day with RTÉ

RTÉ Consumption per ¼ Hour (Radio & AV)

- RTÉ One
- Radio 1
- Player
- RTÉ2
- 2fm
- Lyric fm

A15+ - Average 000s for TV x ¼ hour. ¼ Hour Reach for Radio. Time period: May – December 2021 (weekdays)
30 Sponsorships

23 AV & 7 Radio

RTÉ One, RTÉ 2, Player, Radio 1 and 2fm

28 Brands across a range of sectors
Methodology

- Nationally representative
- 1,000 adults aged 16+ per sponsorship
- Quota controlled sample to ensure representativeness
- 6 Waves so far
- Robust & independent
Key Insights

1. RTÉ Sponsorship Delivers
2. Making Brands Famous
3. Sponsorship Spill Over
4. Brand Image Enrichment
5. Cross platform campaigns strengthen impact
6. Niche Can be Good
7. Don’t Forget Creative Likeability
1. RTÉ Sponsorship Delivers

Stark differences between sponsored programmes’ audiences and non-audiences in their attitudes & behaviour towards the sponsoring brand.
2. Making Brands Famous

Sponsoring a programme can enhance a brand’s general awareness at category level, especially for challenger brands.
3. Sponsorship Spill Over

The reach of a sponsorship extends beyond viewers / listeners of a sponsored programme – and has an impact on this group too.
Sponsorship can help enrich brand image, complementing & building on other brand work.
5. Cross platform campaigns strengthen impact

Cross platform sponsorships can offer broader reach & deliver a ‘boost’ effect in many metrics
6. Niche can be good

It’s not all about size!
Being clever and targeting niche sponsorships works
7. Don’t forget creative likeability

Clear relationship between sponsorship / brand fit and likeability of the sponsorship
Some Lessons to Date

1. **You can be famous**: Sponsorship longevity, TV presence & overall programme reach are key drivers of **spontaneous brand** awareness.

2. **Spillover**: Even non-audience pick up on sponsorships – amounts to a lot of people.

3. Sponsorship can help improve and enrich brand awareness & image, especially for challenger brands.

4. Cross platform campaign impact: Having multiple sponsorships for one brand can work in favour of the brand and reinforcing metrics.

5. But **niche** can be good!

6. **Don’t forget creative likeability** – clear relationship between fit and likeability, with more likeability having a clear relationship with better scores for; brand image, emotive effect and call to action scores.

7. **Environment credentials** – lots of room for improvement here.