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⌘ HPΦ7

SPONSORSHIP INDUSTRY SURVEY

3RD WAVE



A SURVEY INITIALIZED BY GAZPROM-MEDIA SALES HOUSE

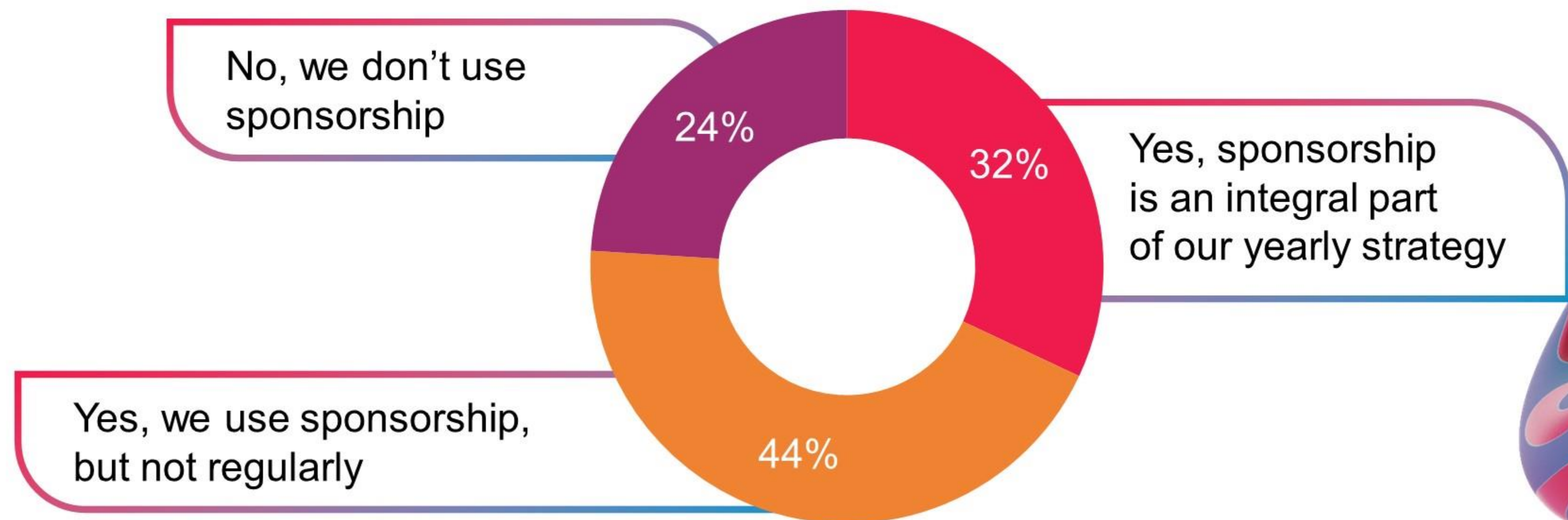


Participants: advertisers, 103 respondents
Conduction period: autumn 2023

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76% OF ADVERTISERS USE TV SPONSORSHIP



Q6: Do you use sponsorship in the media mix of your brands?

BENEFITS OF TV SPONSORSHIP



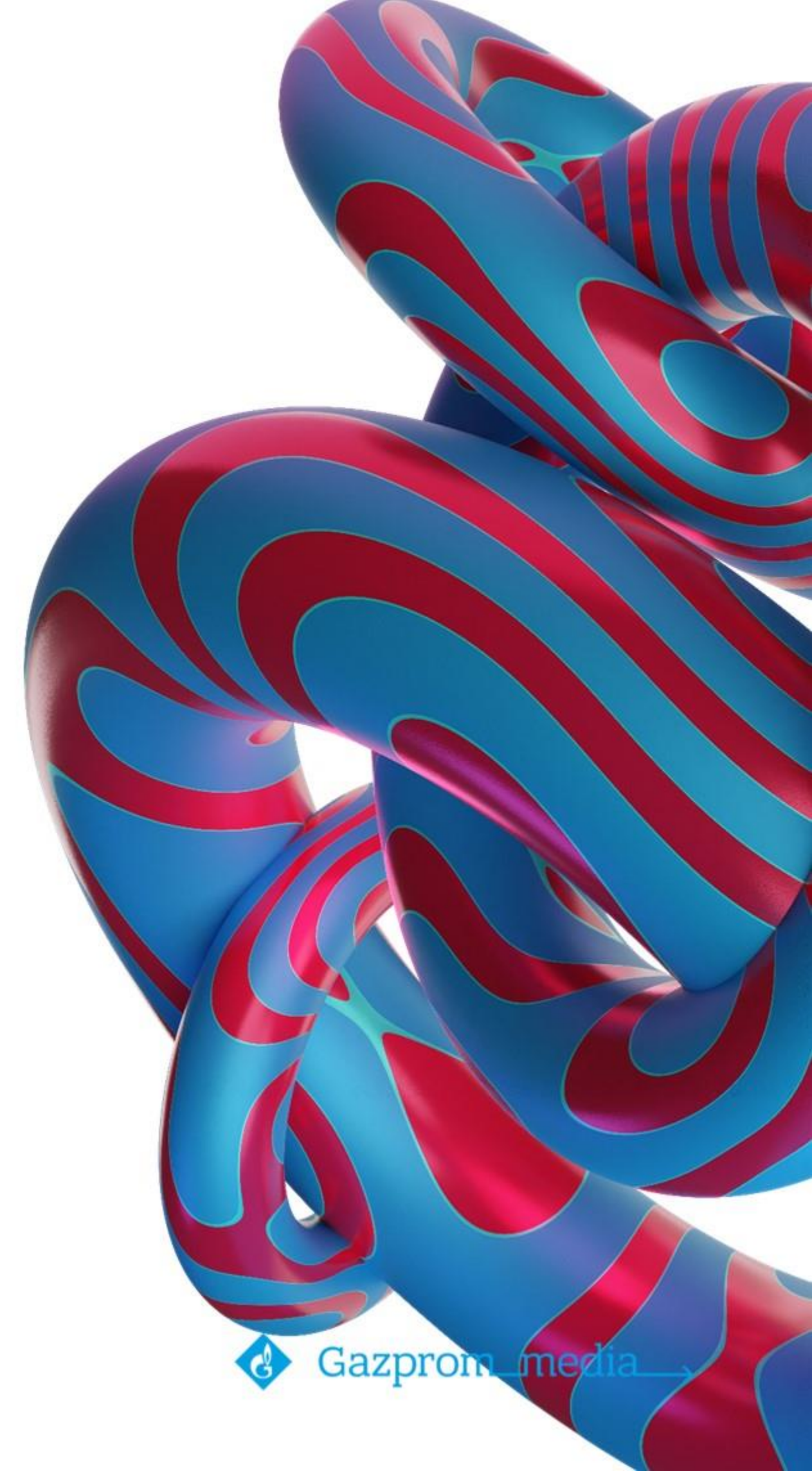
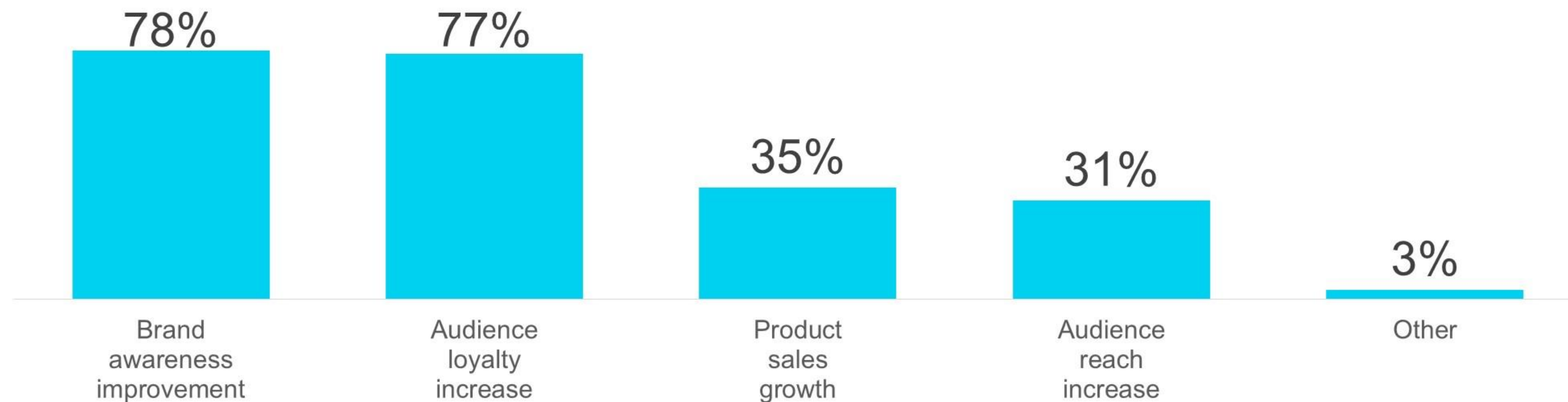
TOP 5 OBJECTIVES ACHIEVED BY SPONSORSHIP

Q7: What objectives can be achieved most efficiently thanks to sponsorship?

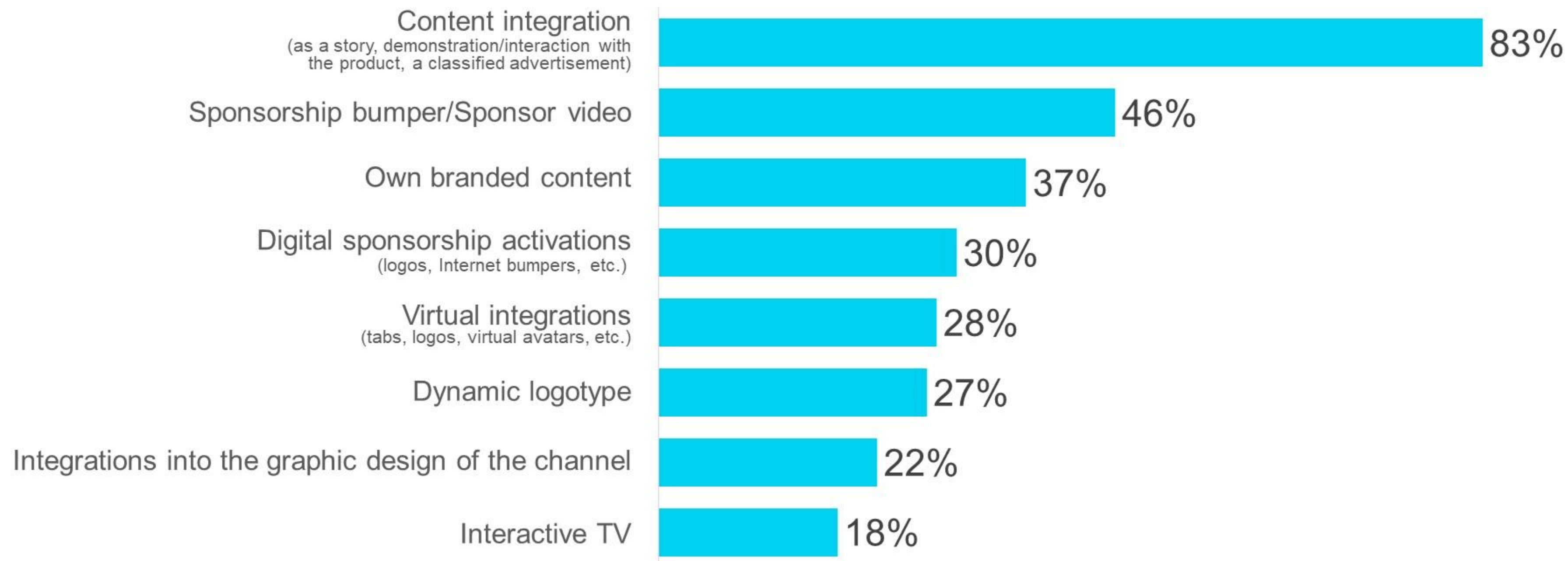
Creating brand loyalty	74%
Improving brand health metrics (awareness, image)	64%
Establishing or refining the brand image	58%
Precise targeting of the message to the intended audience	50%
Showcasing the product's unique advantage	45%
Memorability of the brand's advertising message	42%
Delivering a complex message	32%
Sales growth of the advertised product	28%
Receiving maximum payoff from media investments (ROI)	9%

WHAT OBJECTIVES DO YOU ACHIEVE WITH THE INTEGRATED SPONSORSHIP?

(INTEGRATED INTO CONTENT, NOT SPONSORSHIP BUMPERS)



CONTENT INTEGRATION IS THE MOST EFFECTIVE OPTION FOR A BRAND



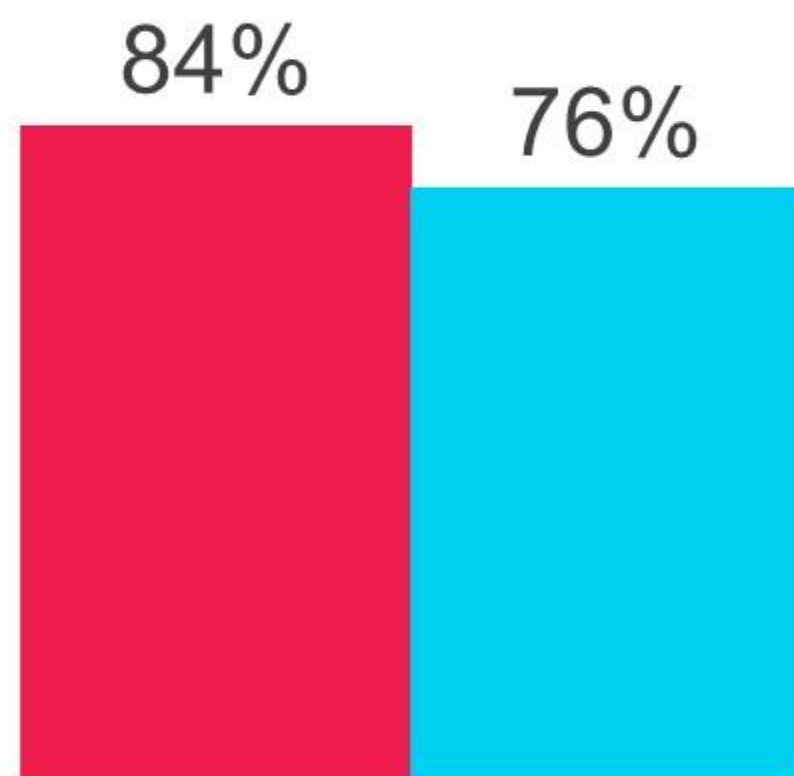
Q8: What sponsorship options do you consider most efficient for your brand?

LET US DISCUSS CHANNELS

A large, abstract 3D graphic on the right side of the page. It consists of thick, flowing ribbons in shades of blue and red, intertwined and looping in a complex, organic pattern. The ribbons have a slight sheen and are set against a background that transitions from a deep red on the left to a bright cyan on the right.

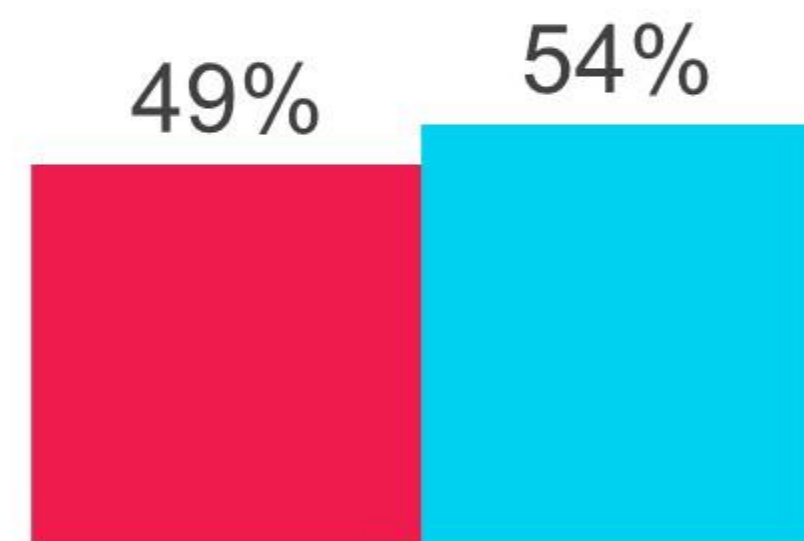
THE KEY TO SUCCESS OF A CHANNEL

TA



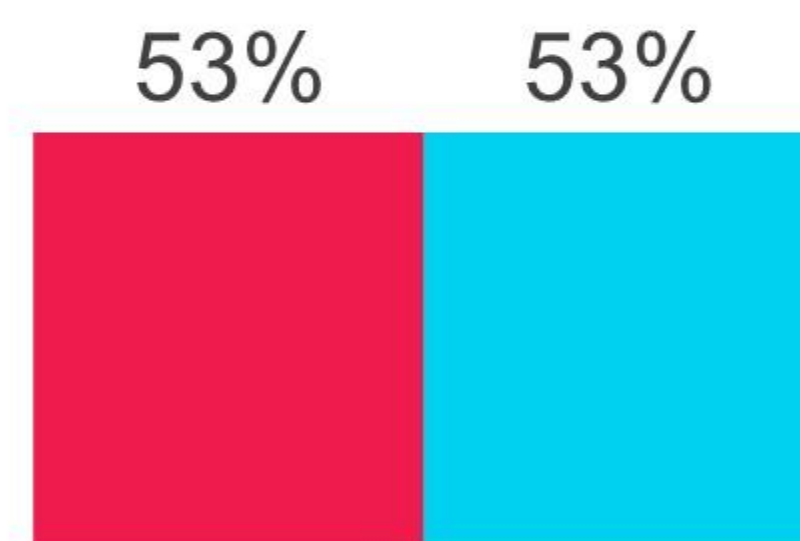
Reaching the brand's target audience on the channel

COSTS



Costs for channel placement fit into the budget

CREATIVITY



The channel is creative about the brand integration and thoroughly develops the concept of its appearance on the screen

Q13: Name the top 3 criteria you are driven by when selecting a TV channel for sponsorship placement:

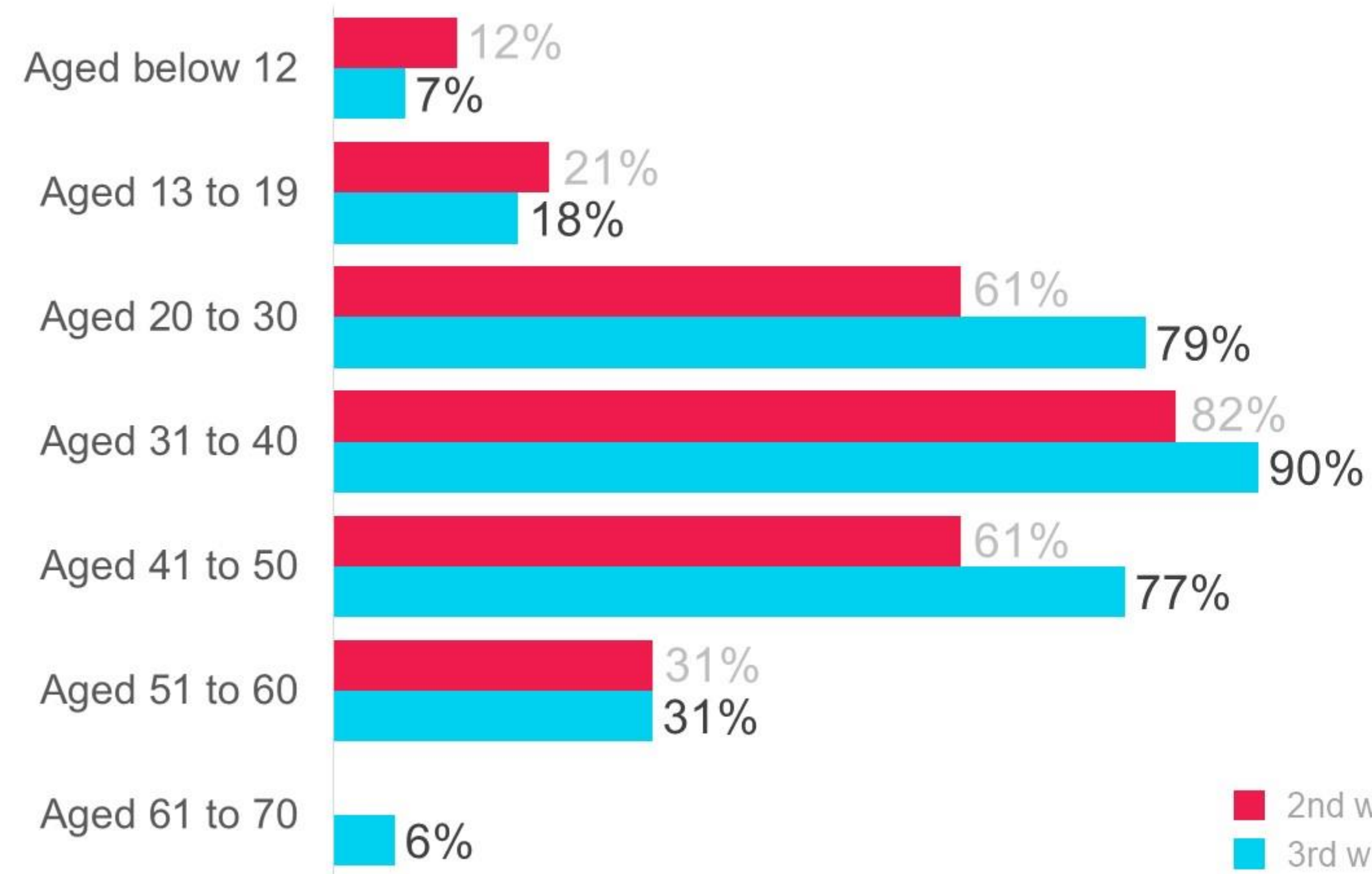
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■ 2nd wave, 2021
■ 3rd wave, 2023

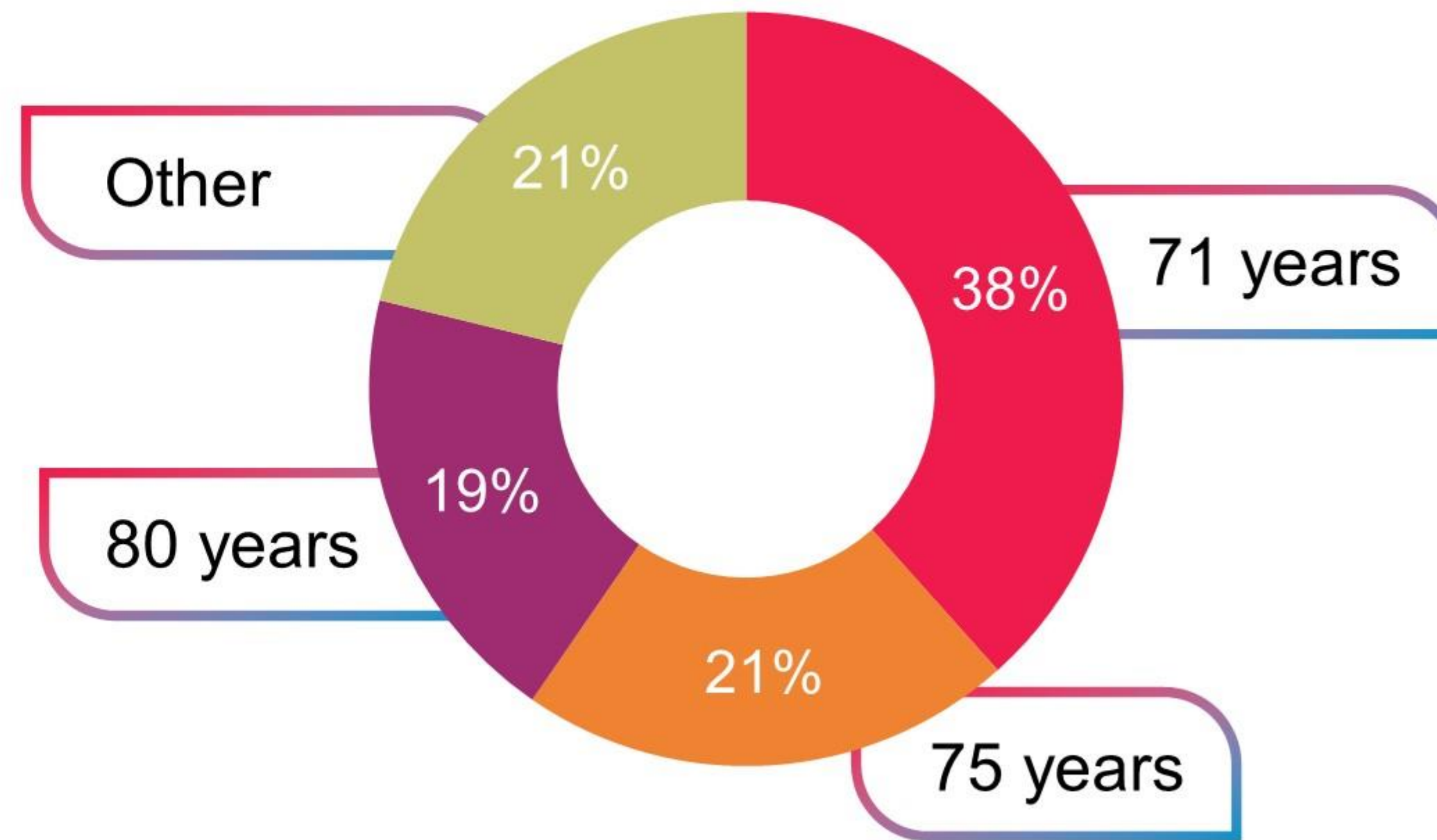
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EVEN MORE FOCUS ON THE AUDIENCE AGED 20 TO 50

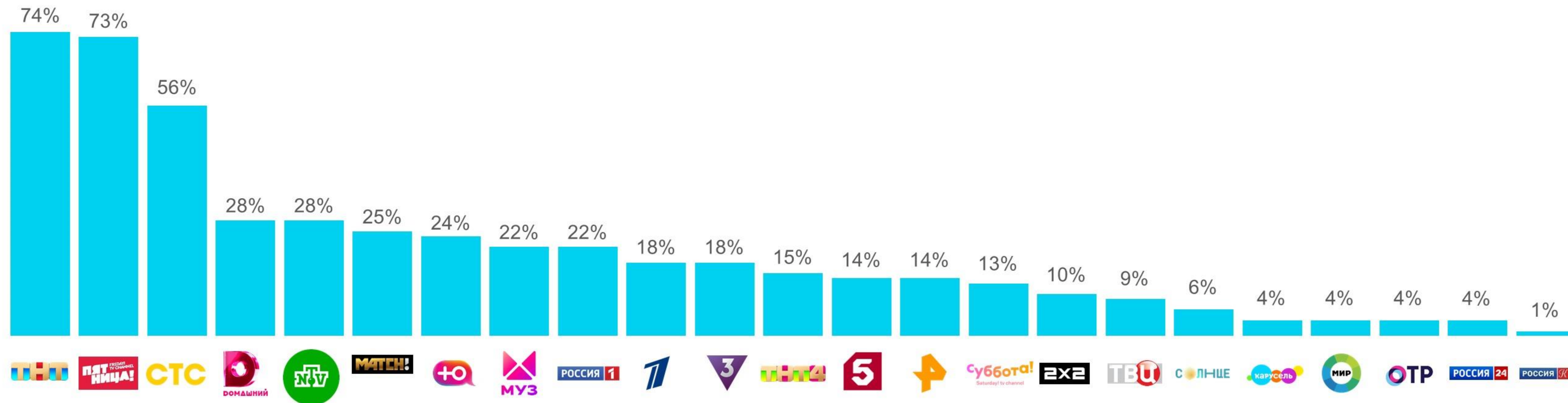


Q4: What primary target audience is the focus of your brand/brands?



Q5: What age do you consider to be the upper age limit of the consumer audience:

ENTERTAINMENT CONTENT CHANNELS ARE LEADERS

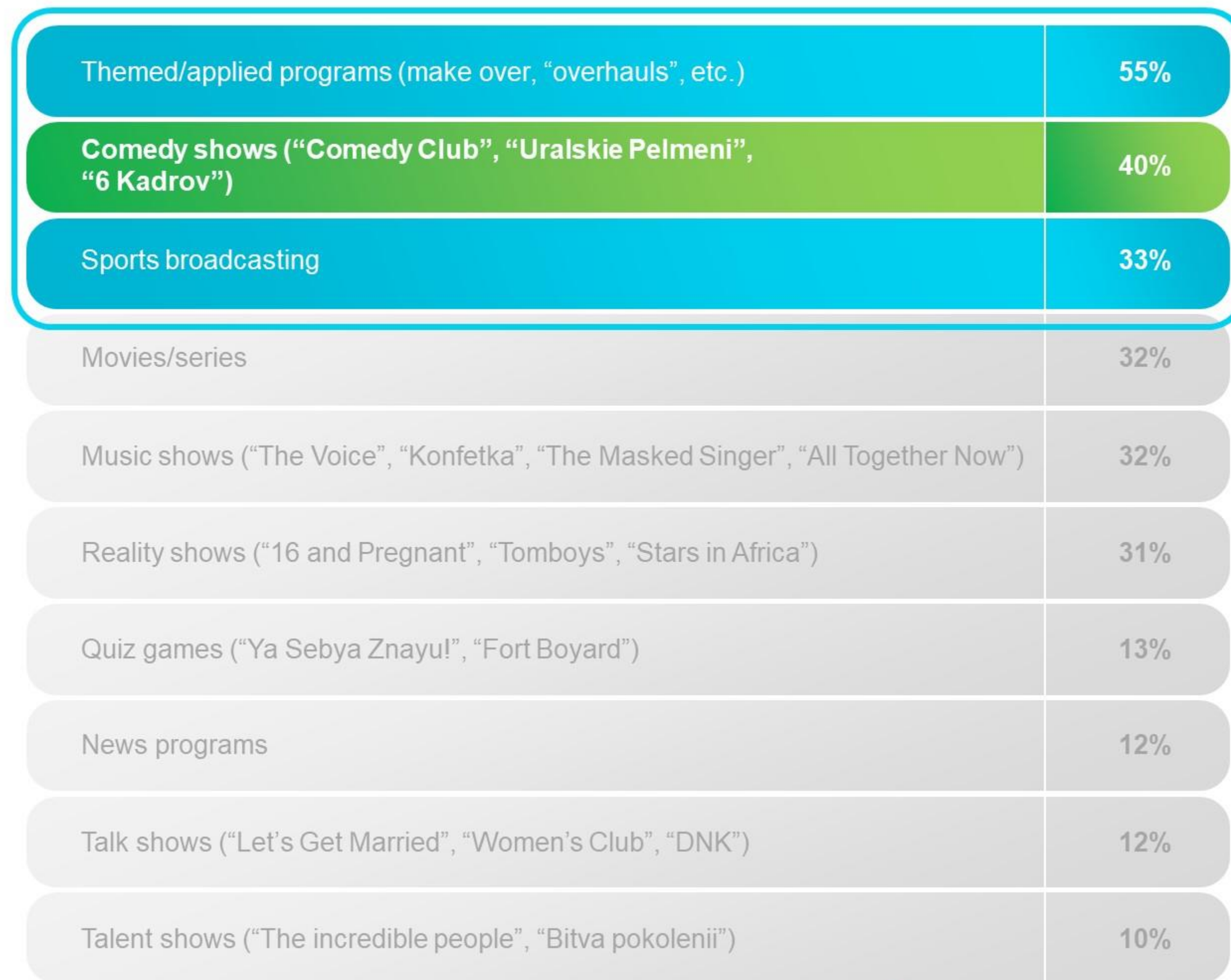


Q14: The content of what channels presents most opportunities for sponsorship placement?

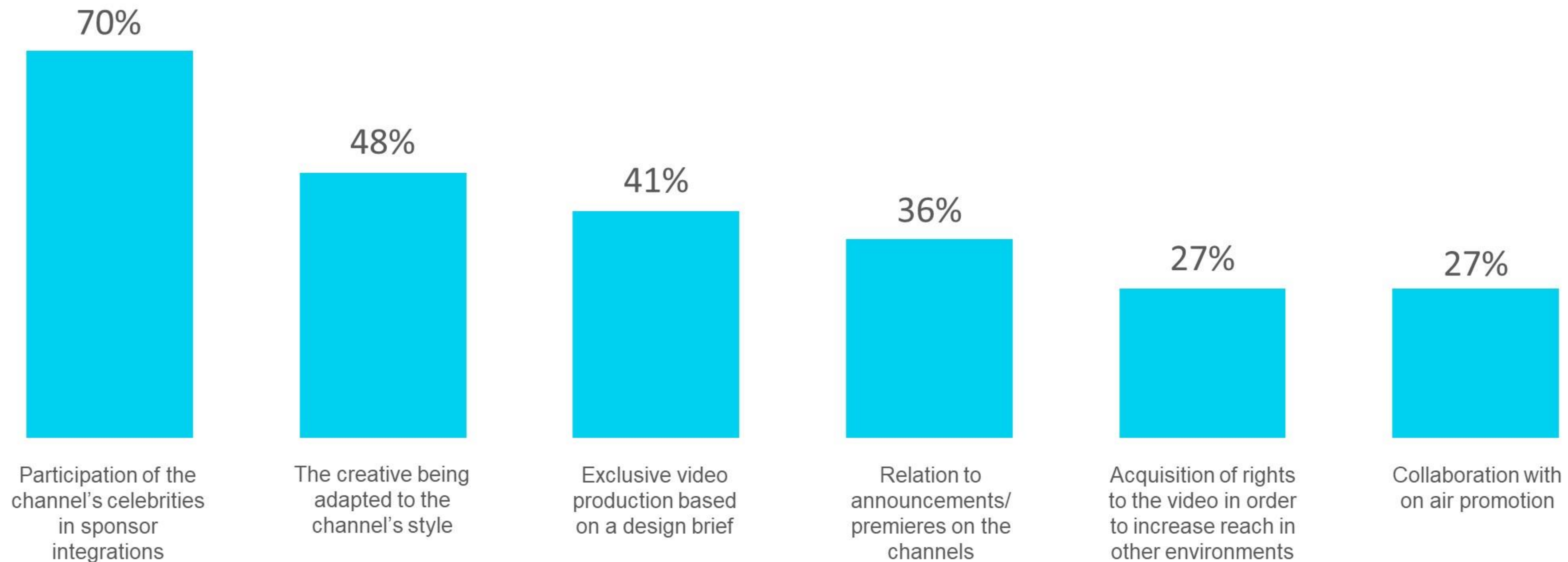
COMEDY SHOWS ENTER THE TOP 3 GENRES

In 2021, comedy shows
were in the 5th place

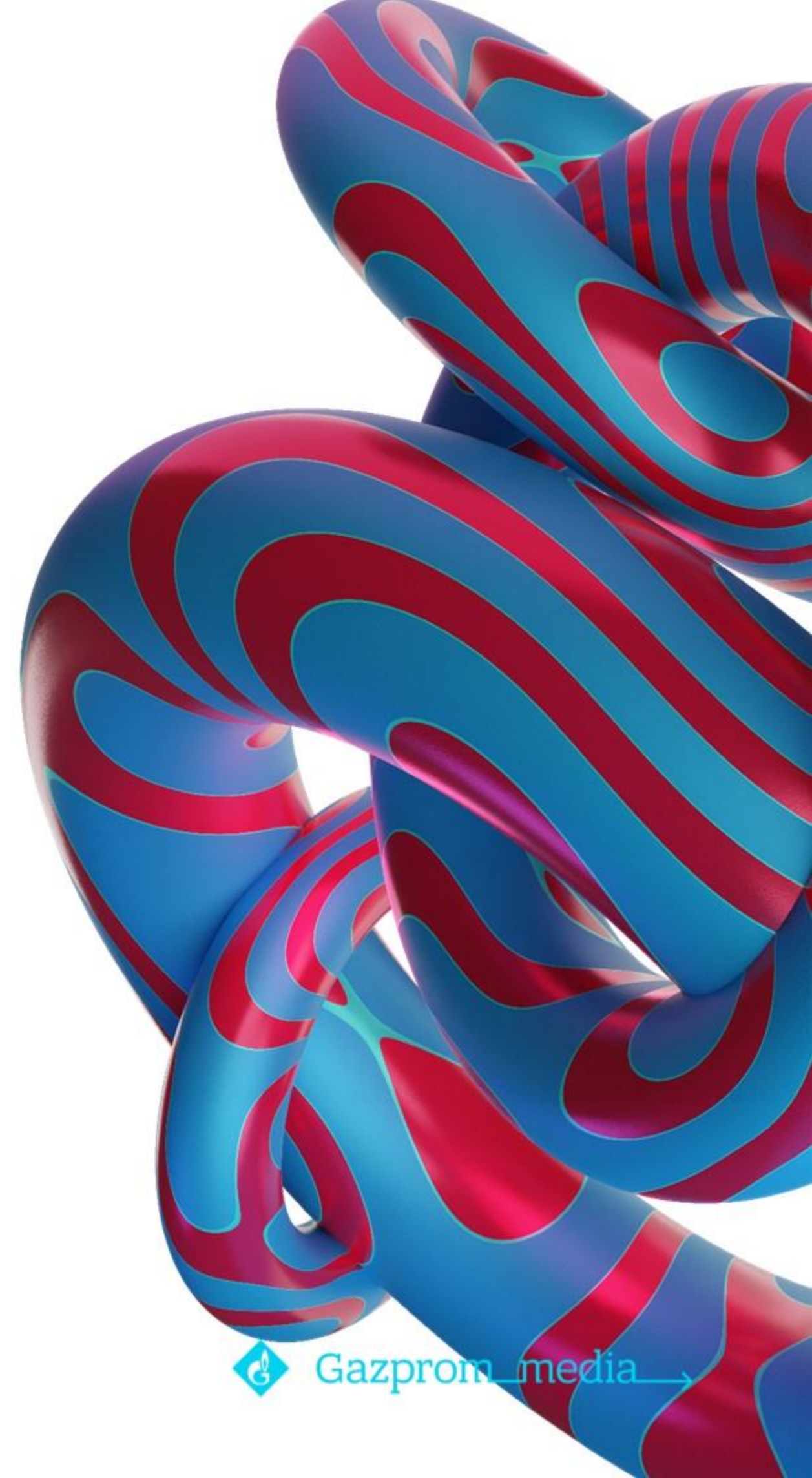
Q15: In your experience, in what content type are sponsor campaigns most effective?



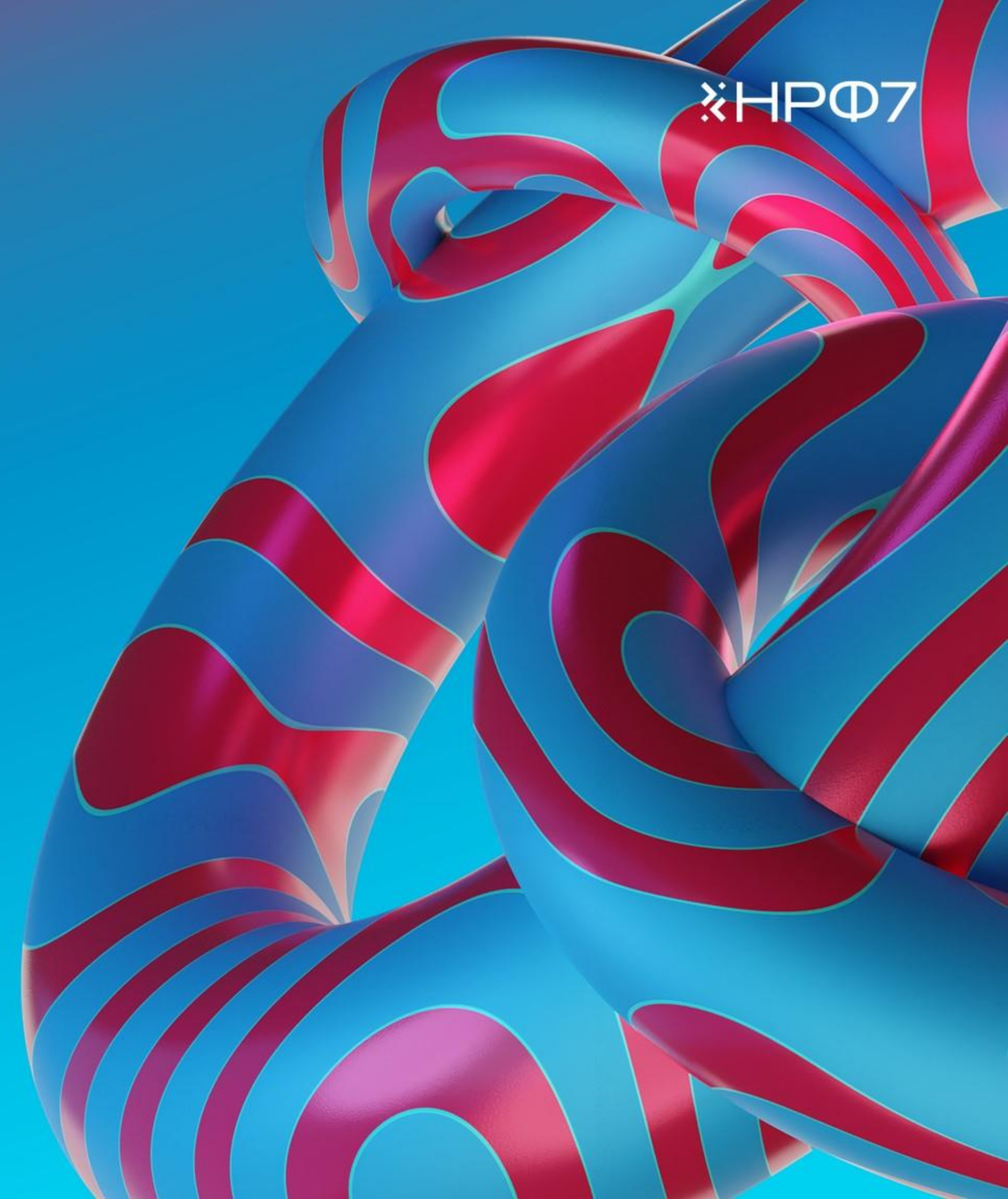
ADDED VALUE OF SPONSORSHIP



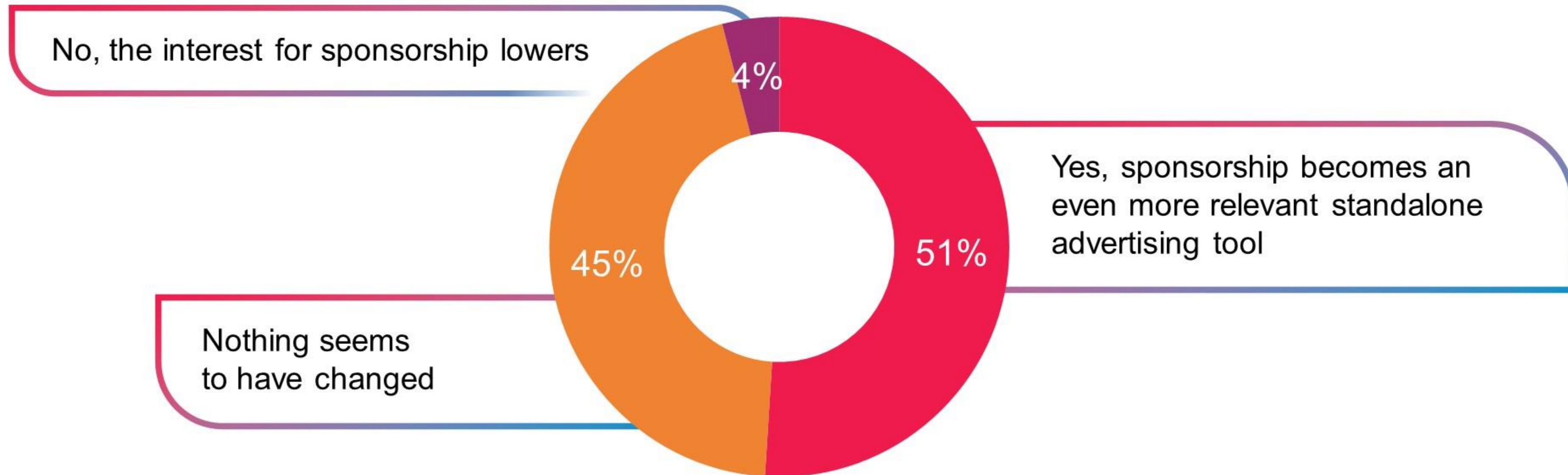
Q11: What added value (unique possibilities) do you see in sponsorship placement?



WHAT ABOUT BUDGETS?



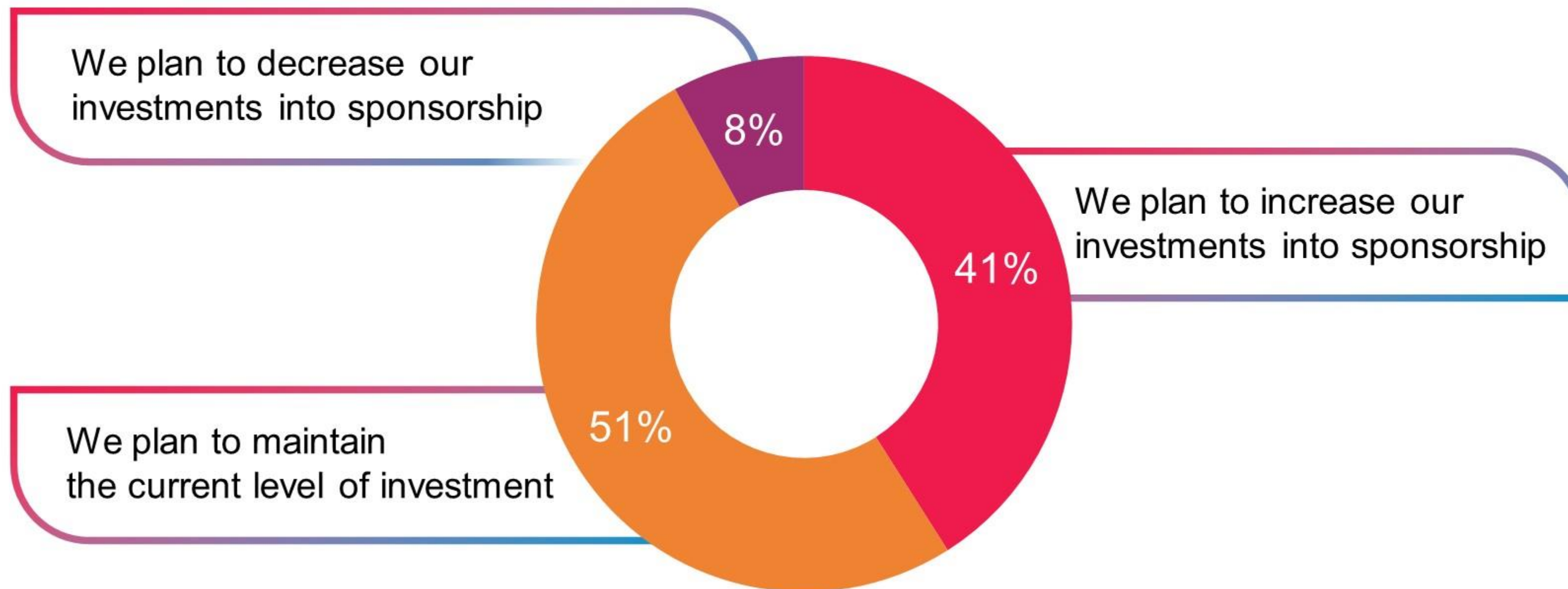
SPONSORSHIP BECOMES A STANDALONE ADVERTISING TOOL



Q19: Did you notice increased interest for sponsorship in the last 2-3 years?

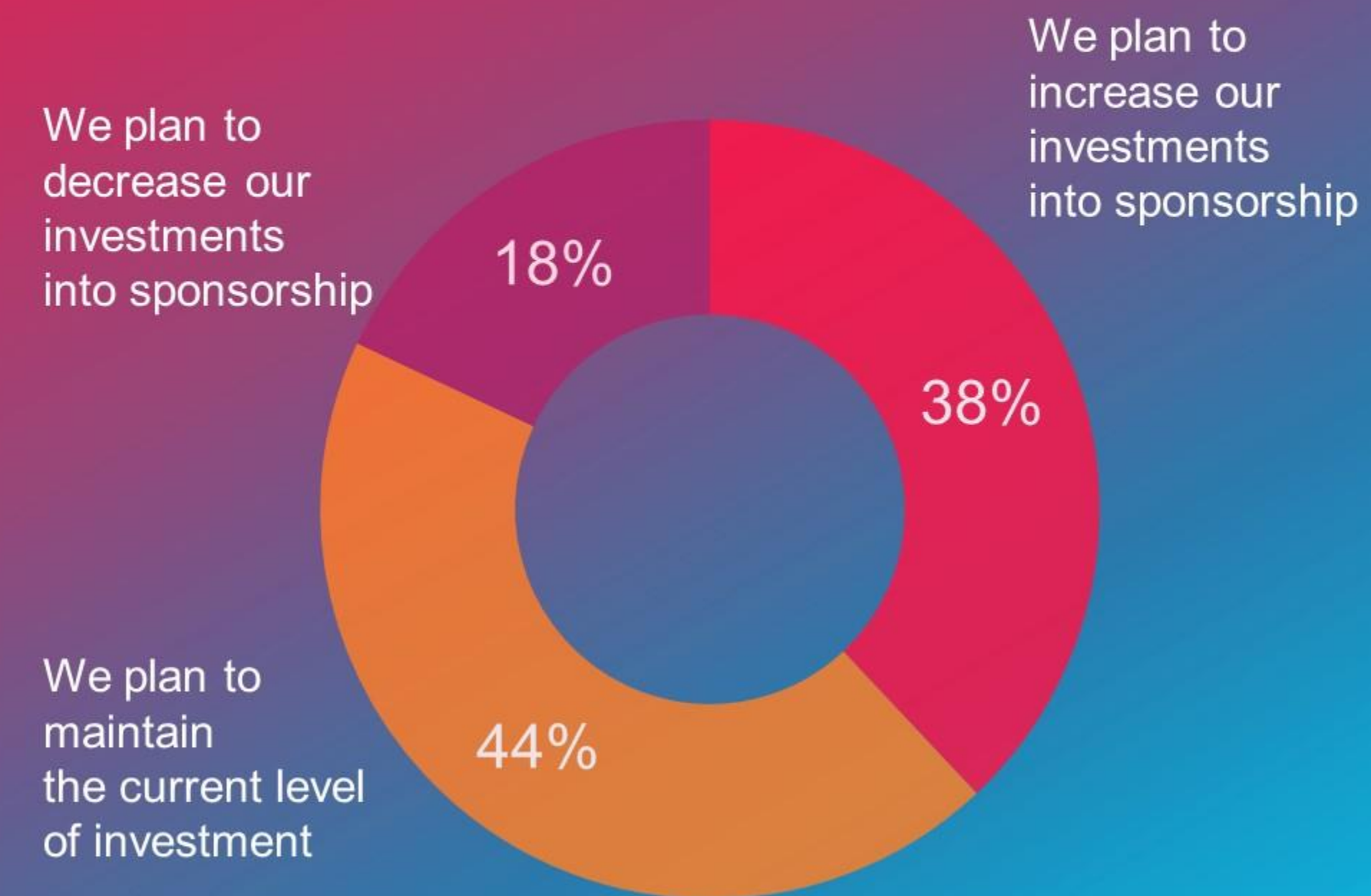


41% ARE READY TO INVEST MORE INTO SPONSORSHIP

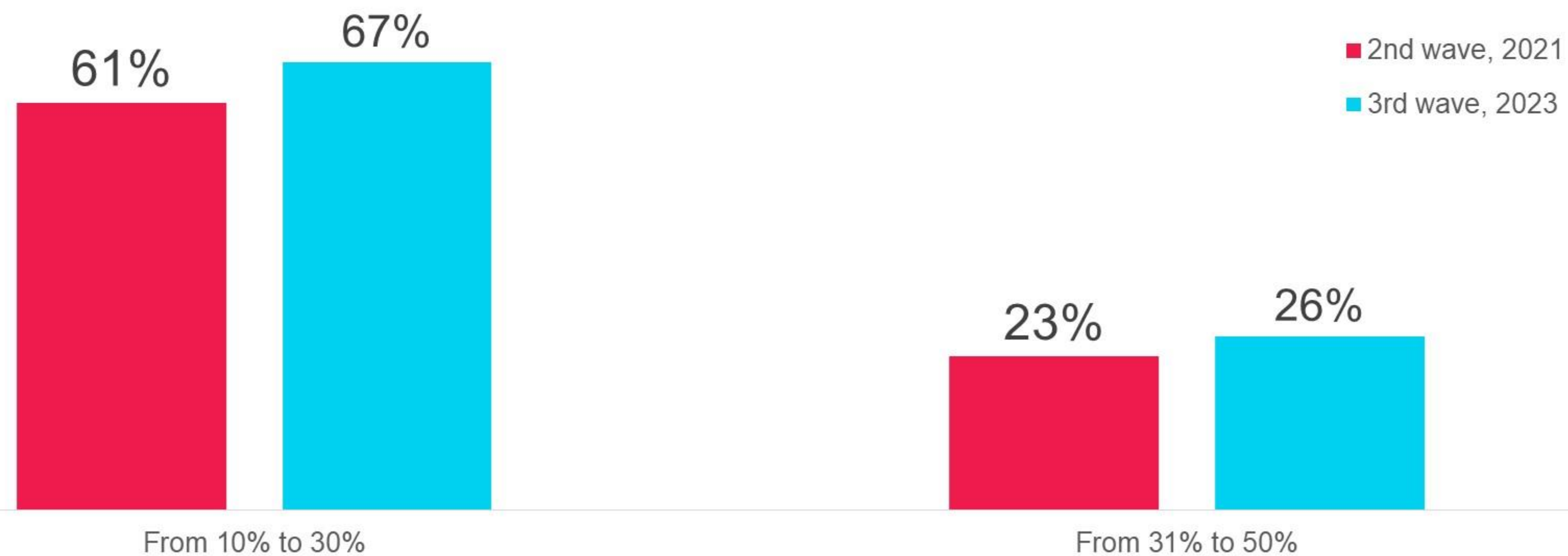


Q17: How will the volume of your investments change over the nearest 2-3 years?

2ND WAVE, 2021

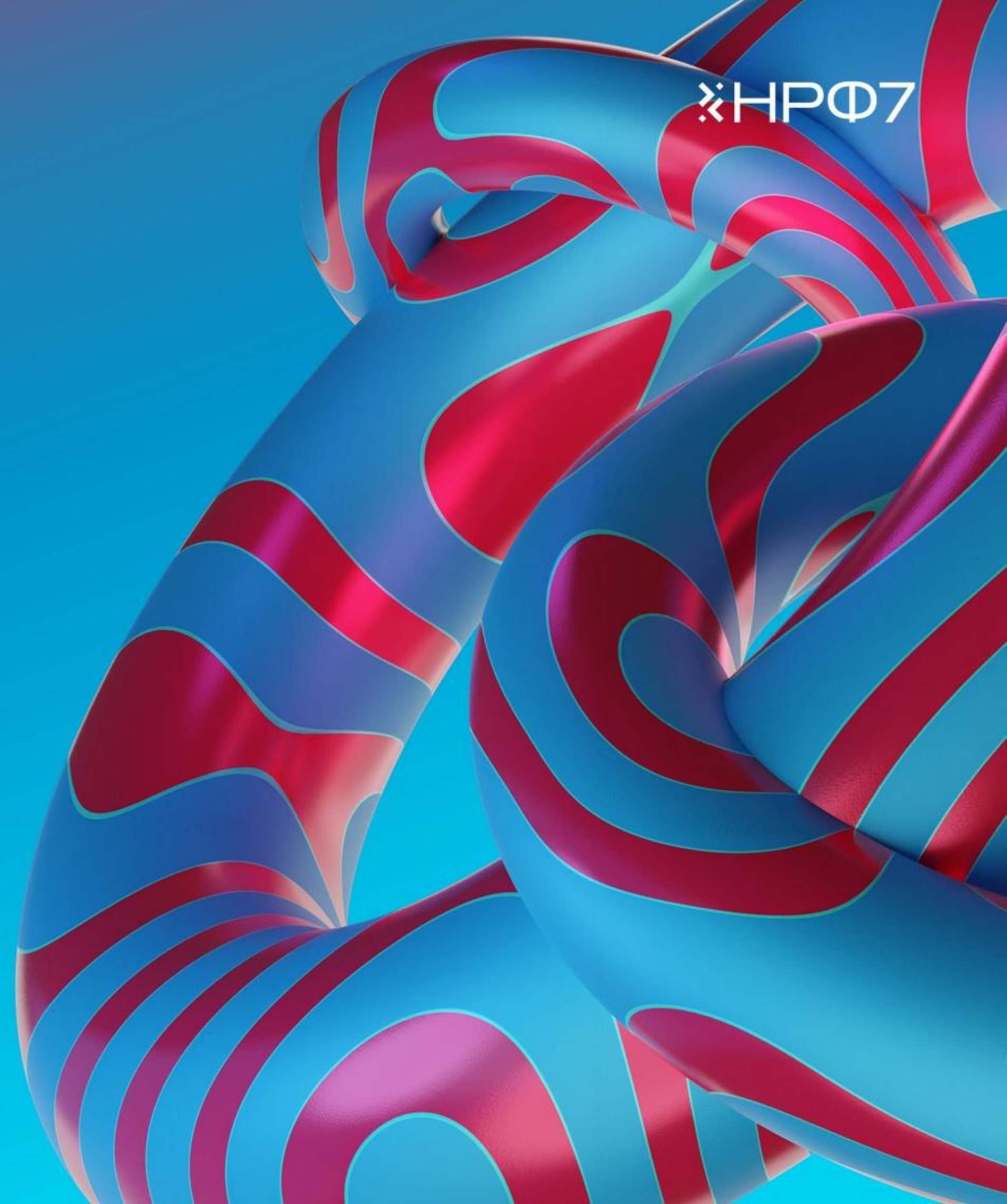


A QUARTER OF ADVERTISERS ARE READY TO ASSIGN FROM 31 TO 50% OF THE TV BUDGET TO SPONSORSHIP

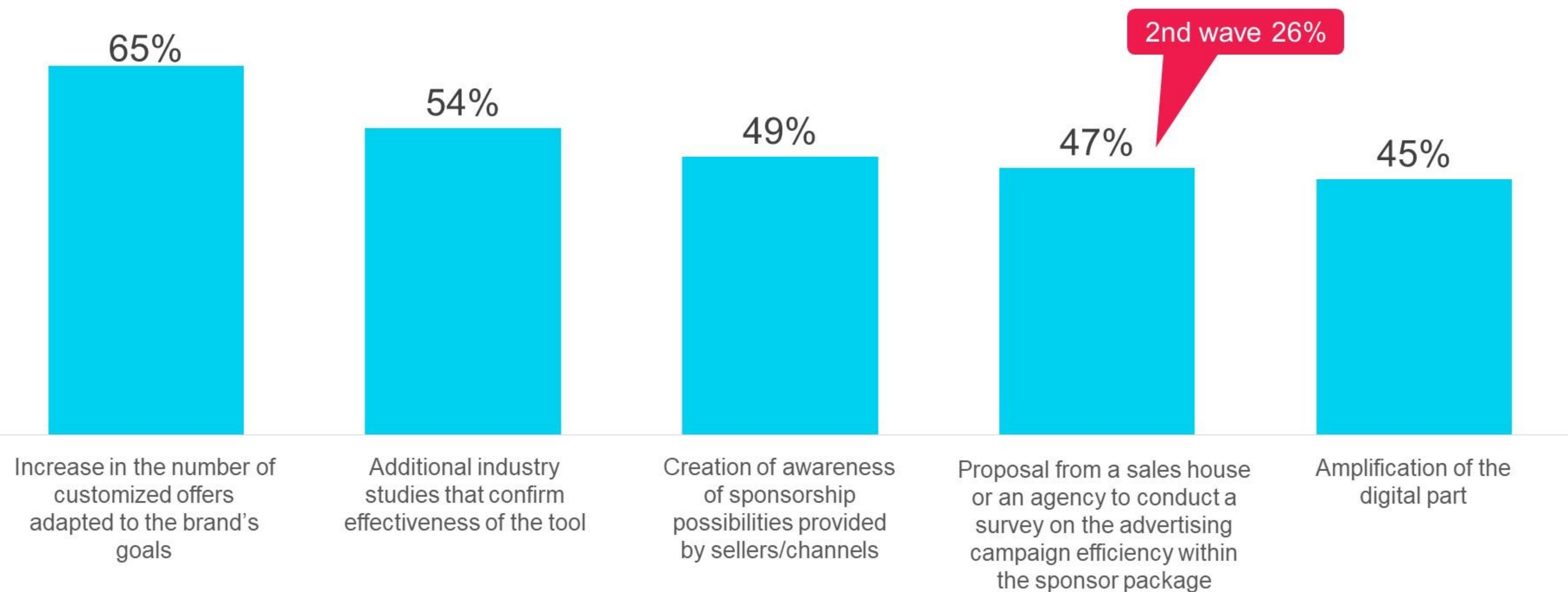


Q16: What part of the annual TV budget are you ready to spend on sponsor advertising campaigns?

WHAT'S NEXT?

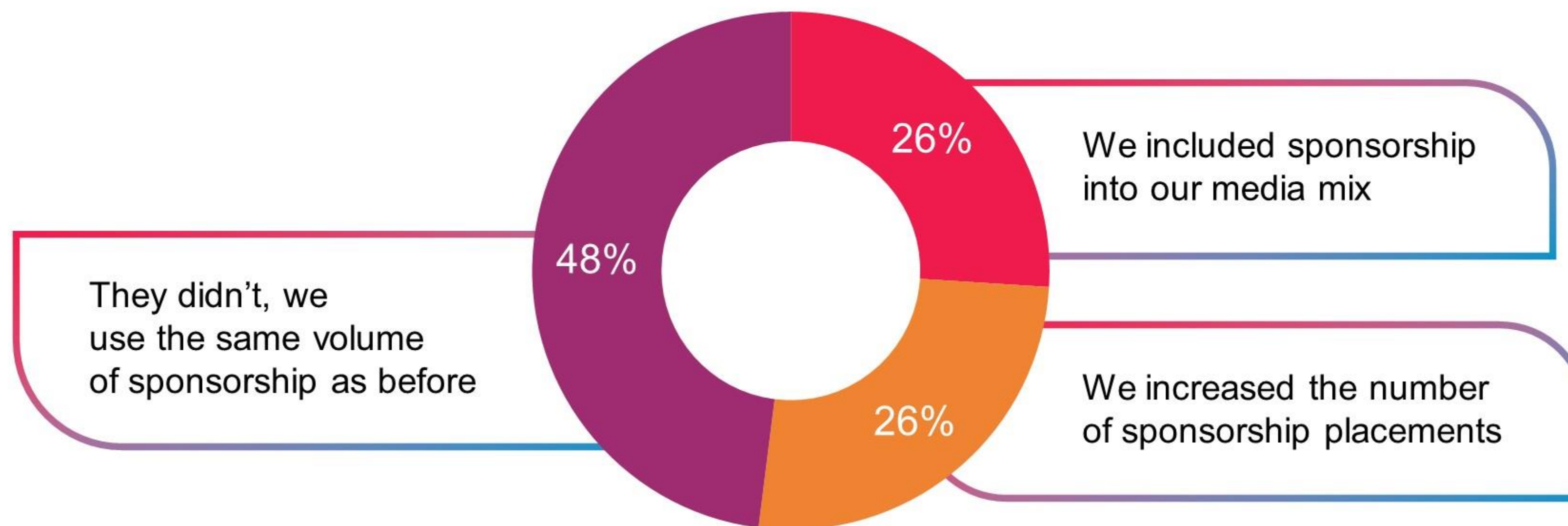


CLIENTS EXPECT MORE CUSTOMIZED OFFERS



Q18: What actions from the channels/sellers could convince you to invest more into sponsorship?

HOW DID THE SURVEY RESULTS AFFECT YOUR ATTITUDE TOWARDS SPONSORSHIP?



MOST MEMORABLE INTEGRATIONS INTO TV PROJECTS



MOST MEMORABLE INTEGRATIONS OF BRANDS





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Survey presentation



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