



## A SURVEY INITIALIZED BY GAZPROM-MEDIA SALES HOUSE



Participants: advertisers, 103 respondents Conduction period: autumn 2023

×HPΦ7





### FUSE group4media OKKAM MEDIA DIRECTION GROUP

RORE группа компаний родная





КОММУНИКАЦИОННАЯ ГРУППА



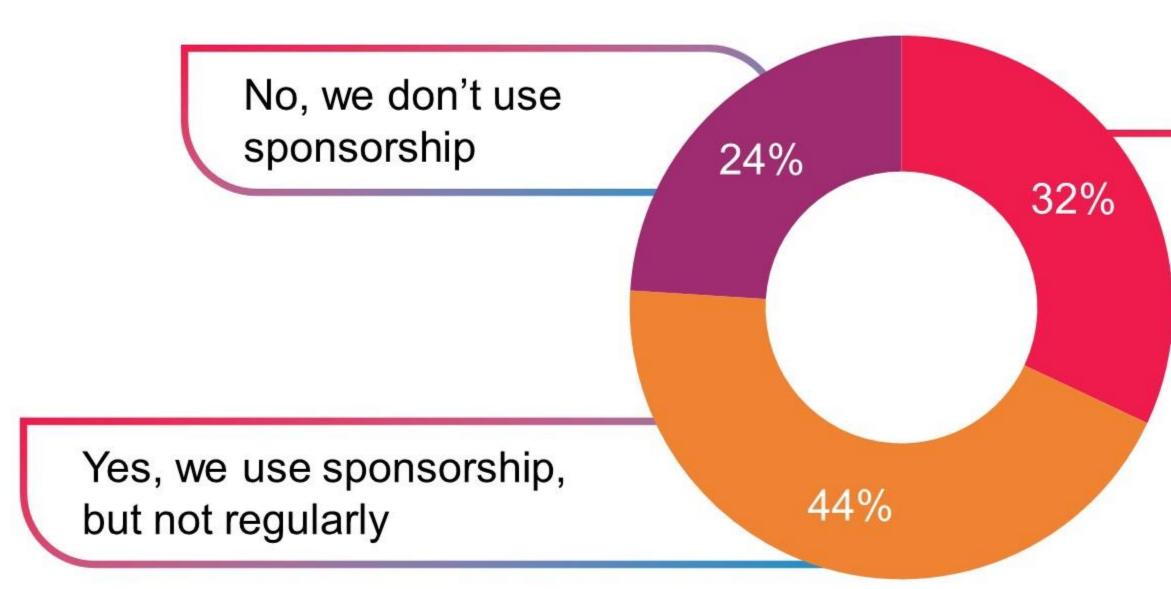






### OMD OM Group

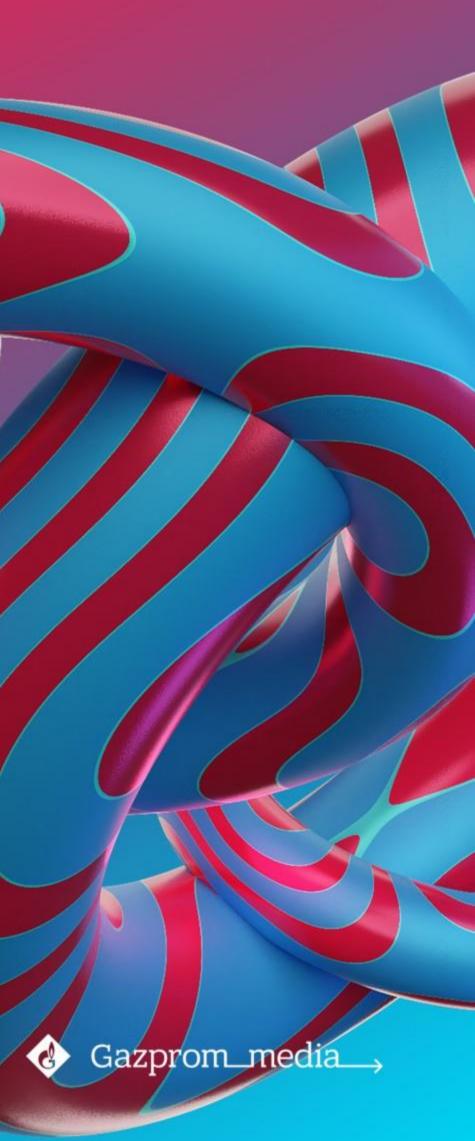
# 76% OF ADVERTISERS USE TV SPONSORSHIP



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



Yes, sponsorship is an integral part of our yearly strategy





# BENEFITS OF TV SPONSORSHIP





# TOP 5 OBJECTIVES ACHIEVED BY SPONSORSHIP

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



### Creating brand loyalty

Improving brand health metrics (awareness, image)

Establishing or refining the brand image

Precise targeting of the message to the intended audience

Showcasing the product's unique advantage

Memorability of the brand's advertising message

Delivering a complex message

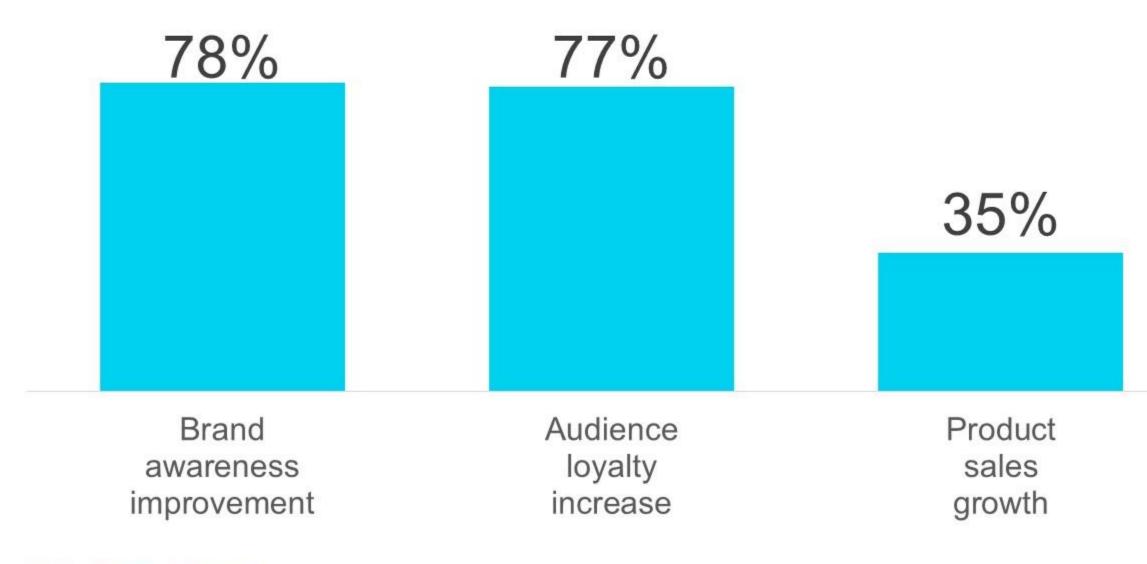
Sales growth of the advertised product

Receiving maximum payoff from media investments (ROI)

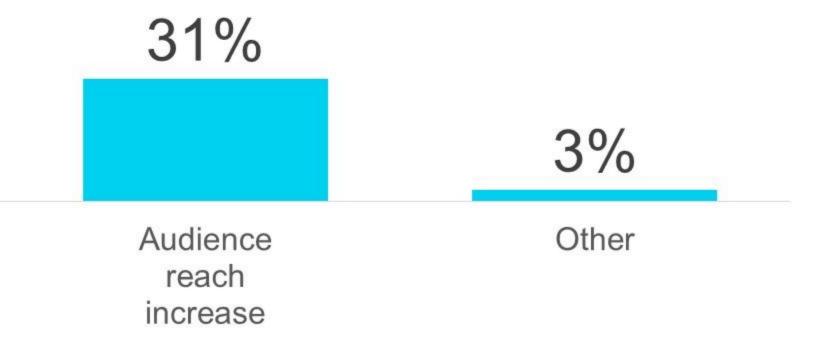


74%	
64%	
58%	
50%	
45%	
42%	
32%	
28%	
9%	
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## WHAT OBJECTIVES DO YOU ACHIEVE WITH THE INTEGRATED SPONSORSHIP? (INTEGRATED INTO CONTENT, NOT SPONSORSHIP BUMPERS)

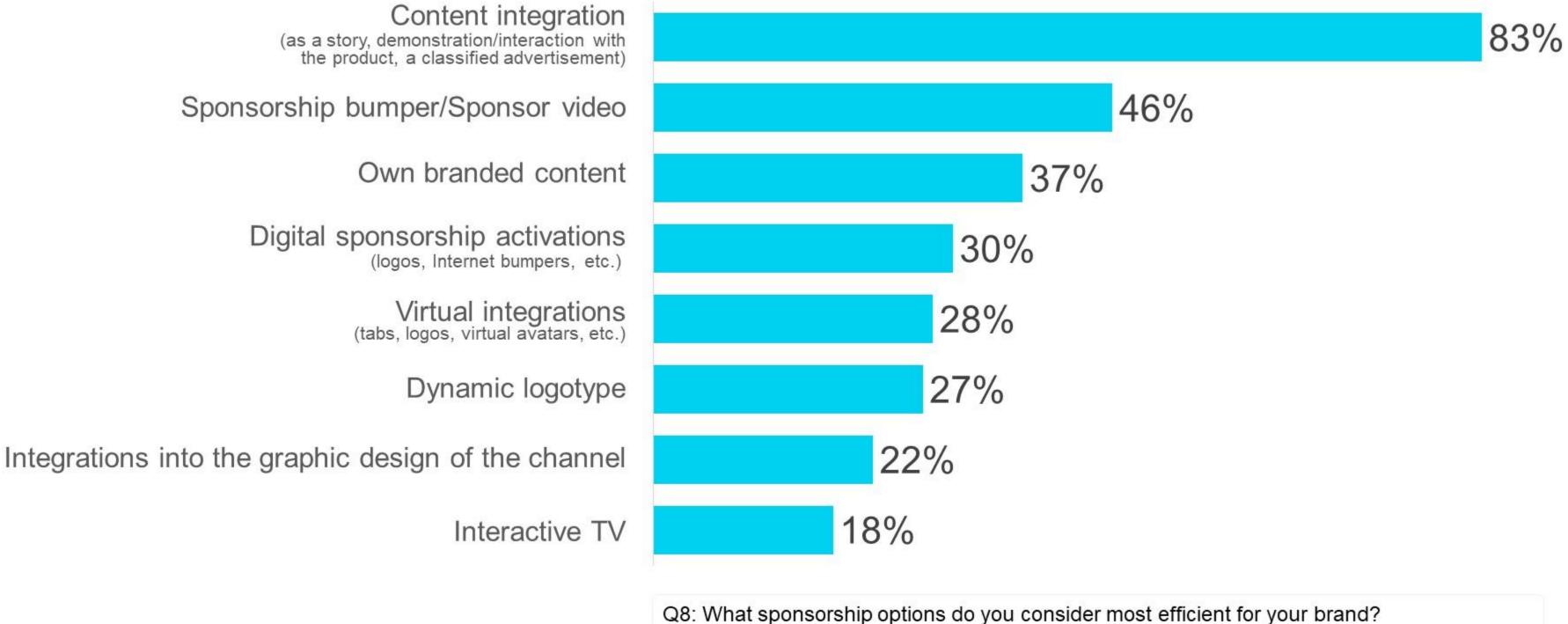








# CONTENT INTEGRATION IS THE MOST EFFECTIVE OPTION FOR A BRAND







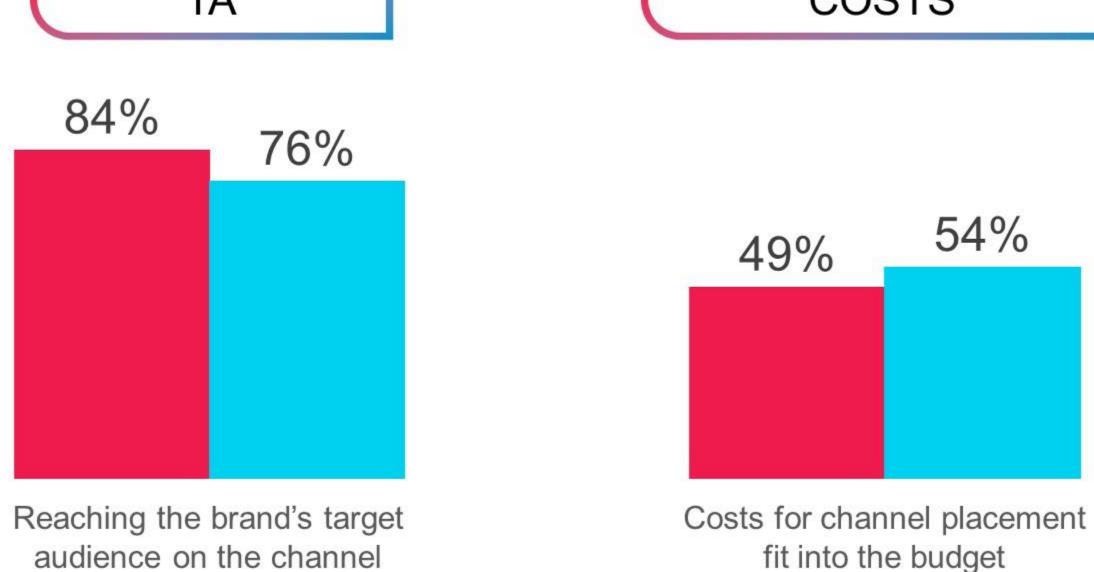
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# LET US DISCUSS CHANNELS

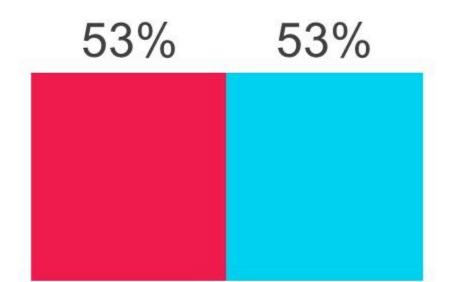


### THE KEY TO SUCCESS OF A CHANNEL COSTS CREATIVITY TA

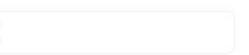


Q13: Name the top 3 criteria you are driven by when selecting a TV channel for sponsorship placement:





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

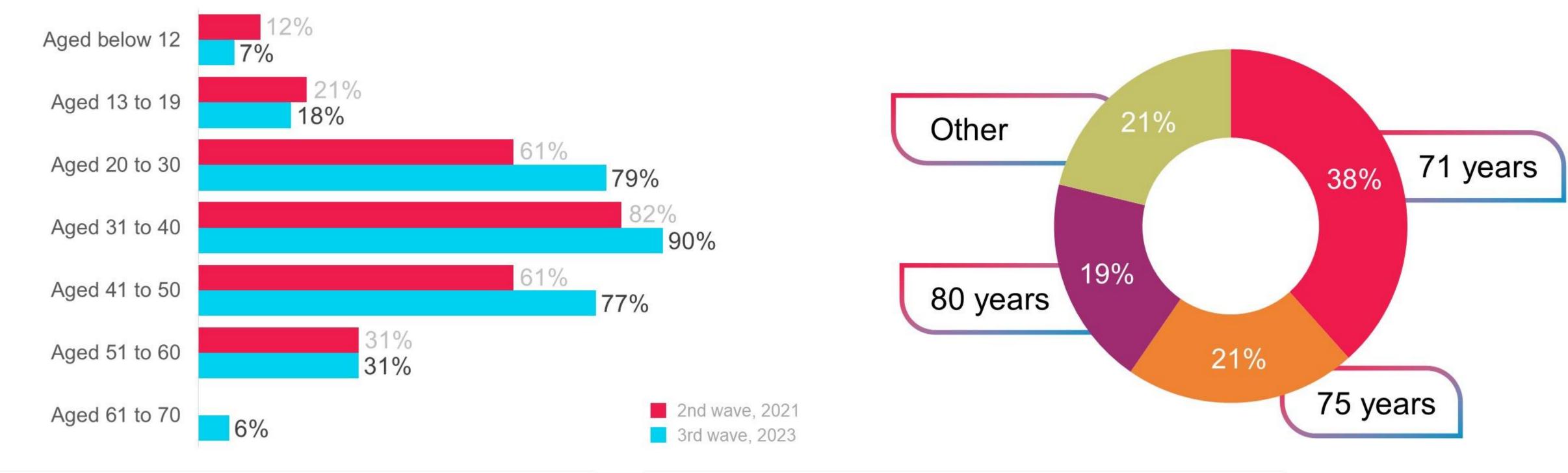


2nd wave, 2021 3rd wave, 2023



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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?

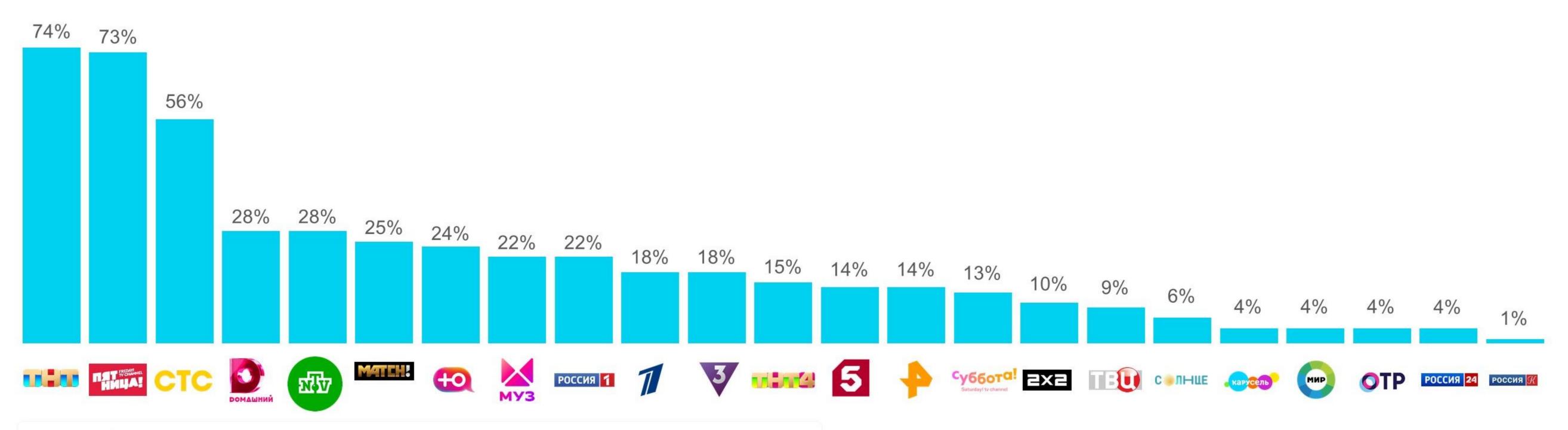


Q5: What age do you consider to be the upper age limit of the consumer audience:





# ENTERTAINMENT CONTENT CHANNELS ARE LEADERS



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

XHPD7



# 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?



Themed/applied programs (make over, "overhauls", etc.)

Comedy shows ("Comedy Club", "Uralskie Pelmeni", "6 Kadrov")

Sports broadcasting

Movies/series

Music shows ("The Voice", "Konfetka", "The Masked Singer", "All Together Nov

Reality shows ("16 and Pregnant", "Tomboys", "Stars in Africa")

Quiz games ("Ya Sebya Znayu!", "Fort Boyard")

News programs

Talk shows ("Let's Get Married", "Women's Club", "DNK")

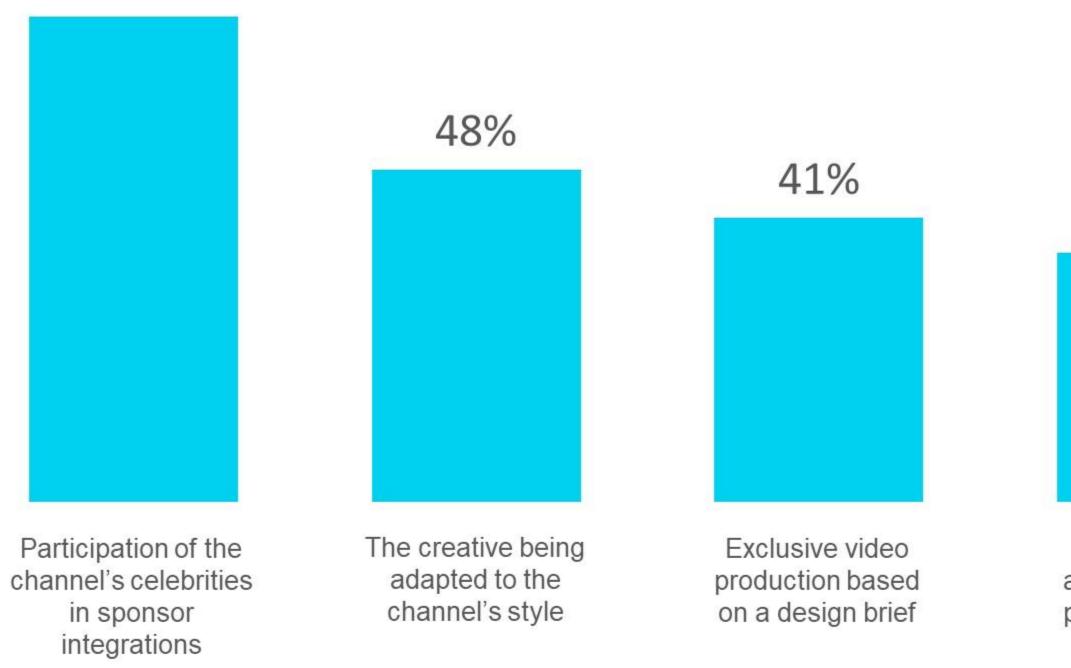
Talent shows ("The incredible people", "Bitva pokolenii")



	55%
	40%
	33%
	32%
№")	32%
	31%
	13%
	12%
	12%
	10%
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# ADDED VALUE OF SPONSORSHIP

70%



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

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Relation to announcements/ premieres on the channels Acquisition of rights to the video in order to increase reach in other environments

27%

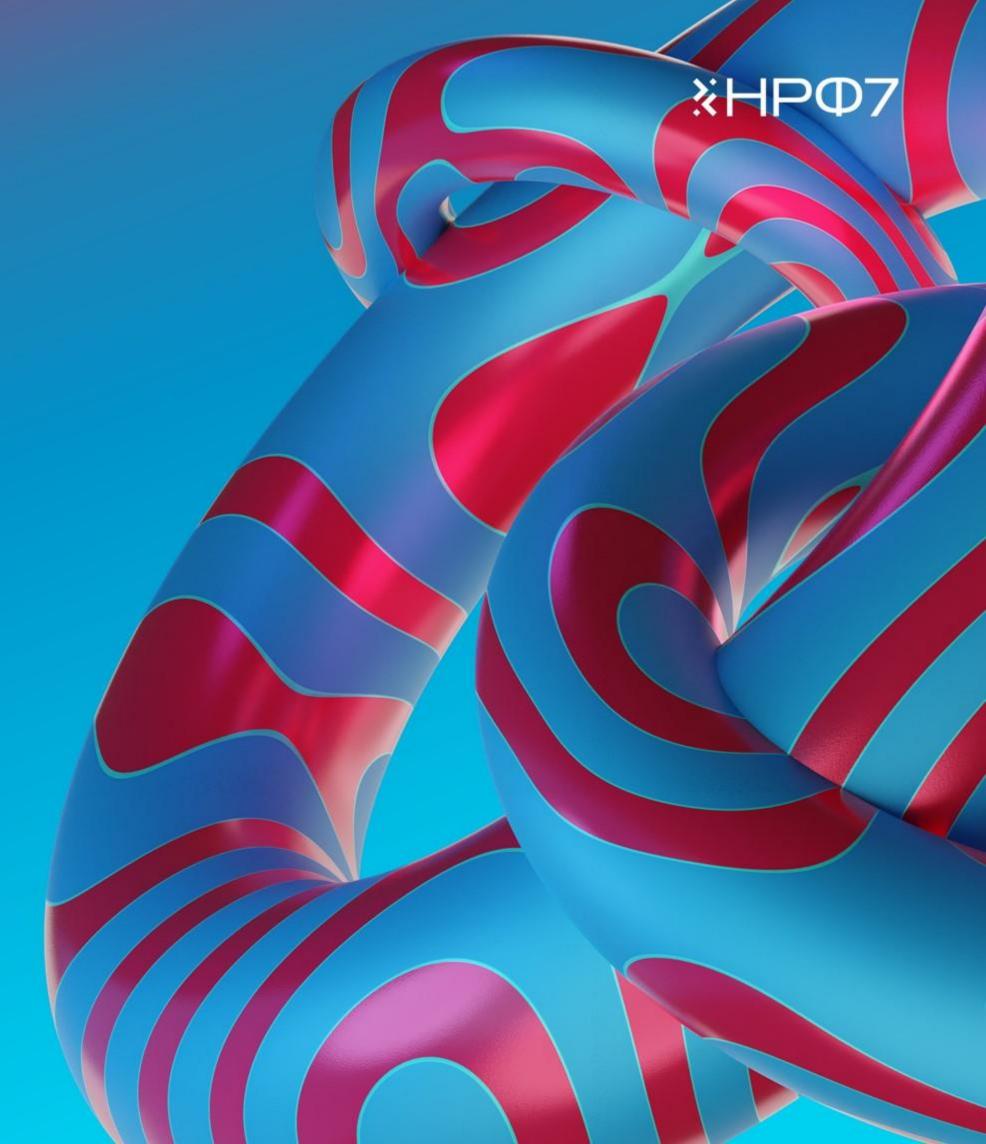
27%

Collaboration with on air promotion

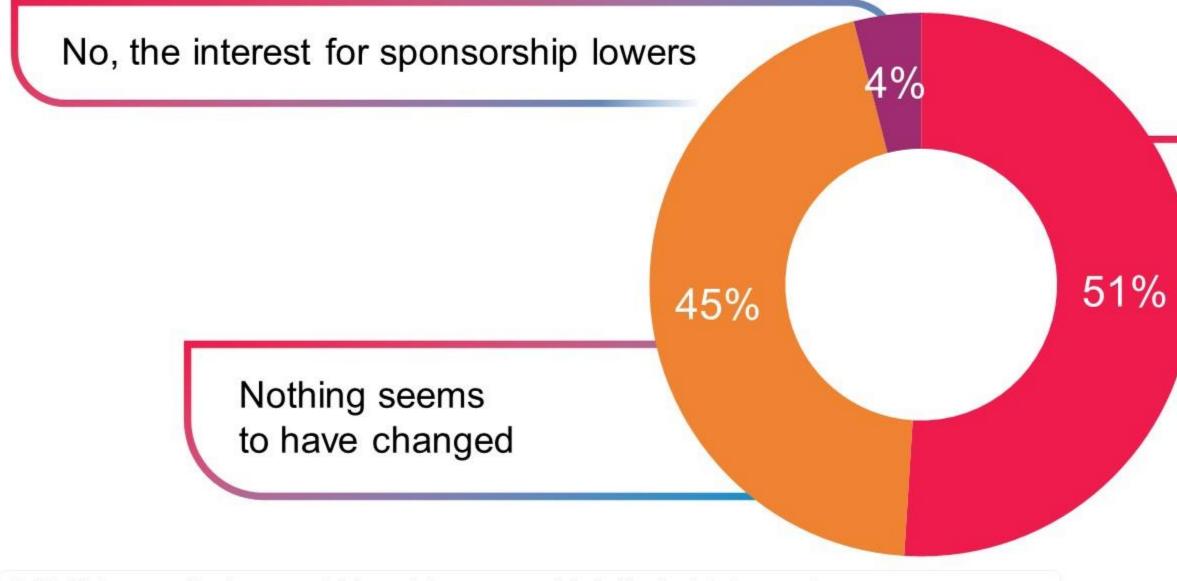




# WHAT ABOUT BUDGETS?



# SPONSORSHIP BECOMES A STANDALONE ADVERTISING TOOL



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

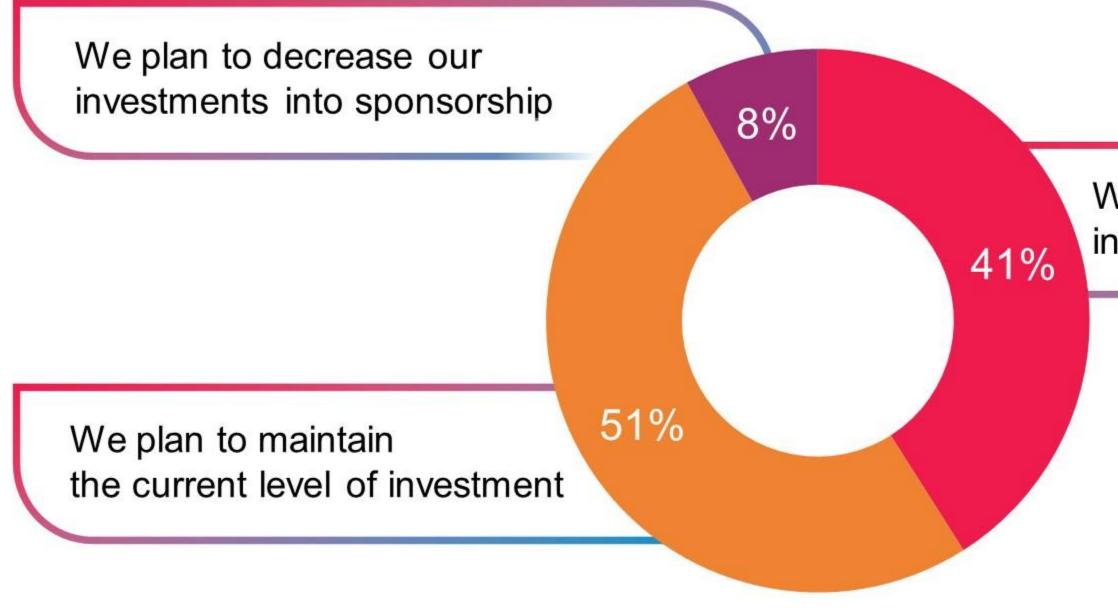


Yes, sponsorship becomes an even more relevant standalone advertising tool



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# 41% ARE READY TO INVEST MORE INTO SPONSORSHIP



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



We plan to increase our investments into sponsorship

### 2ND WAVE, 2021

We plan to decrease our investments into sponsorship

18%

We plan to maintain the current level of investment

44%

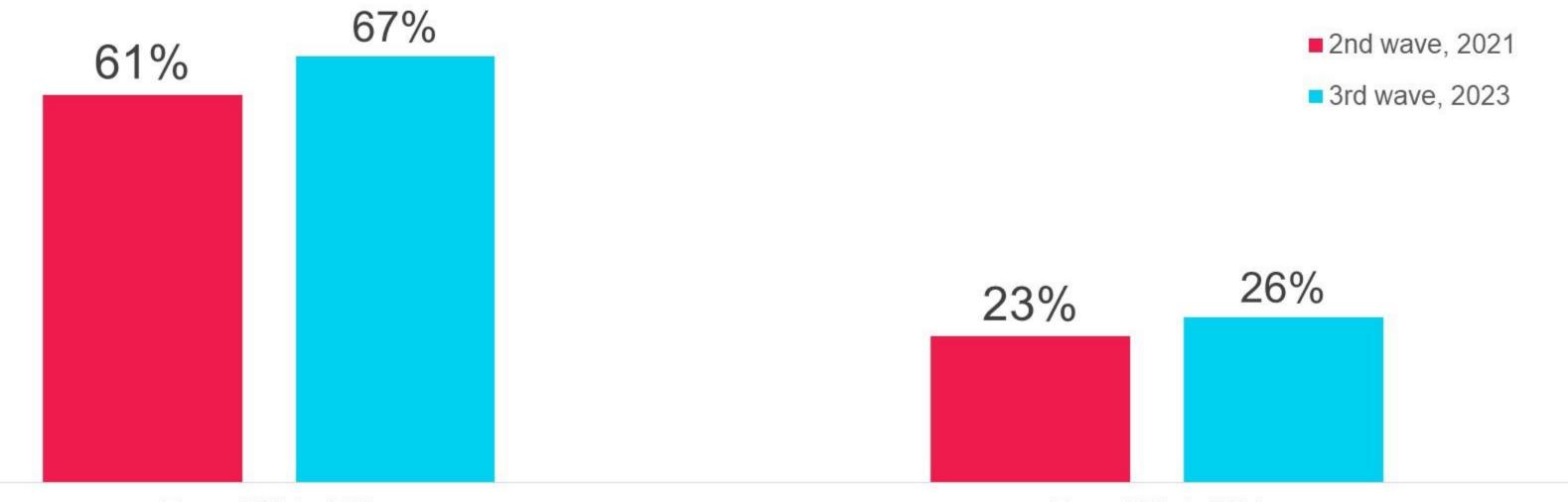


We plan to increase our investments into sponsorship

38%



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



From 10% to 30%

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



From 31% to 50%



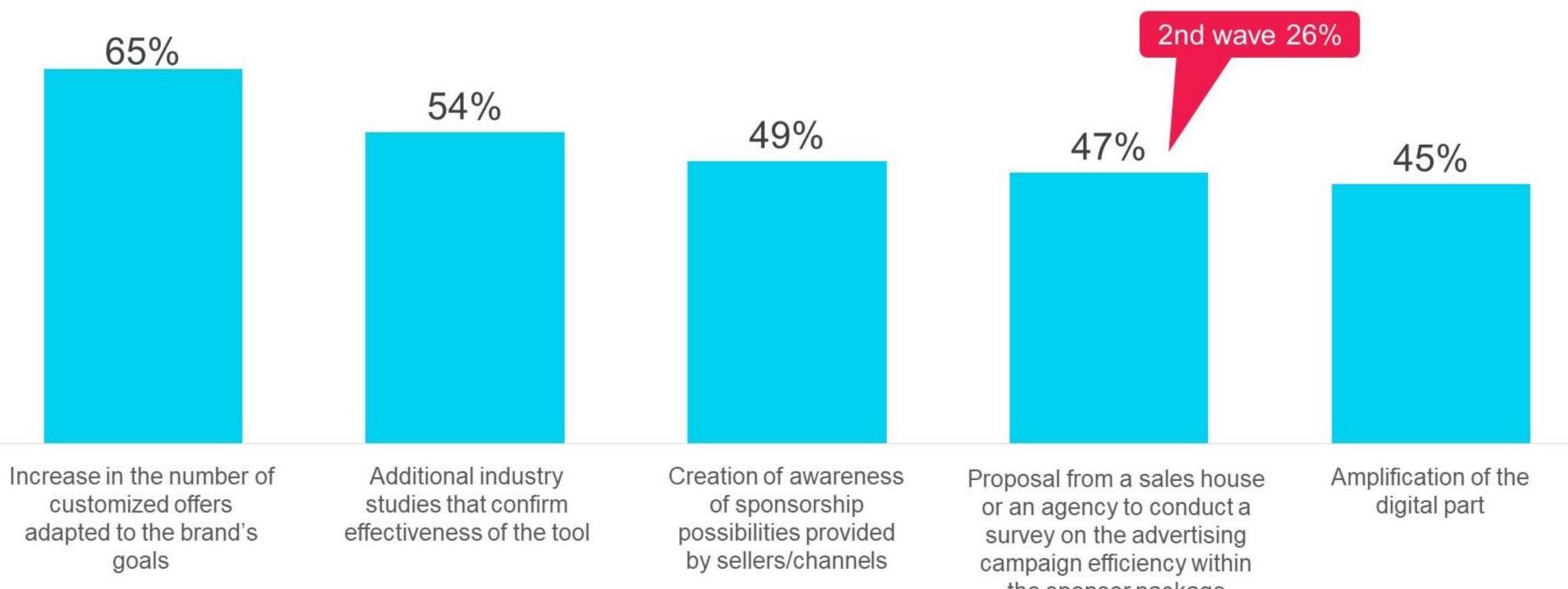
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# WHAT'S NEXT?



## CLIENTS EXPECT MORE CUSTOMIZED OFFERS



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

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the sponsor package

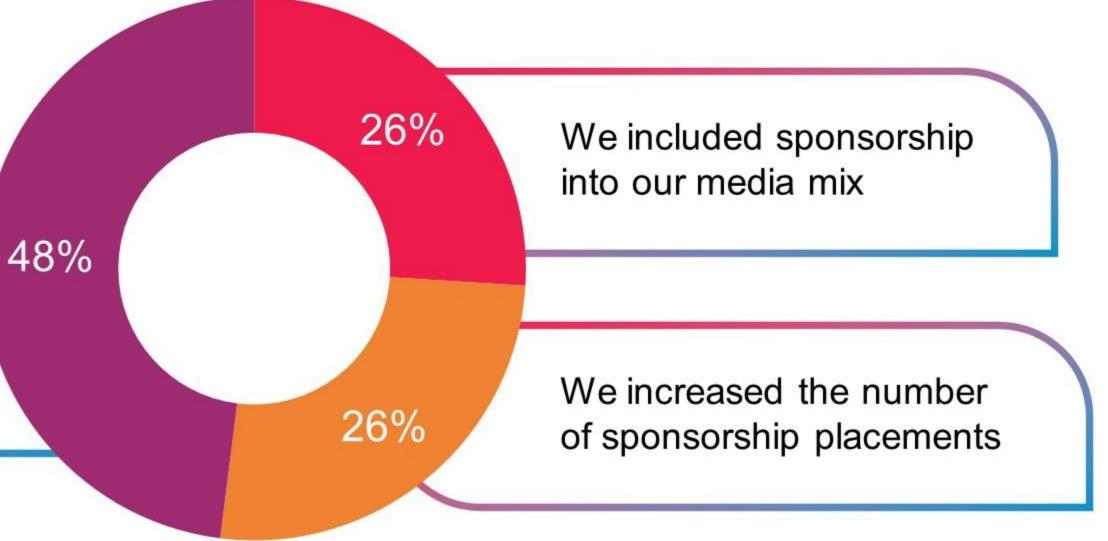


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# HOW DID THE SURVEY RESULTS AFFECT YOUR ATTITUDE TOWARDS SPONSORSHIP?

They didn't, we use the same volume of sponsorship as before





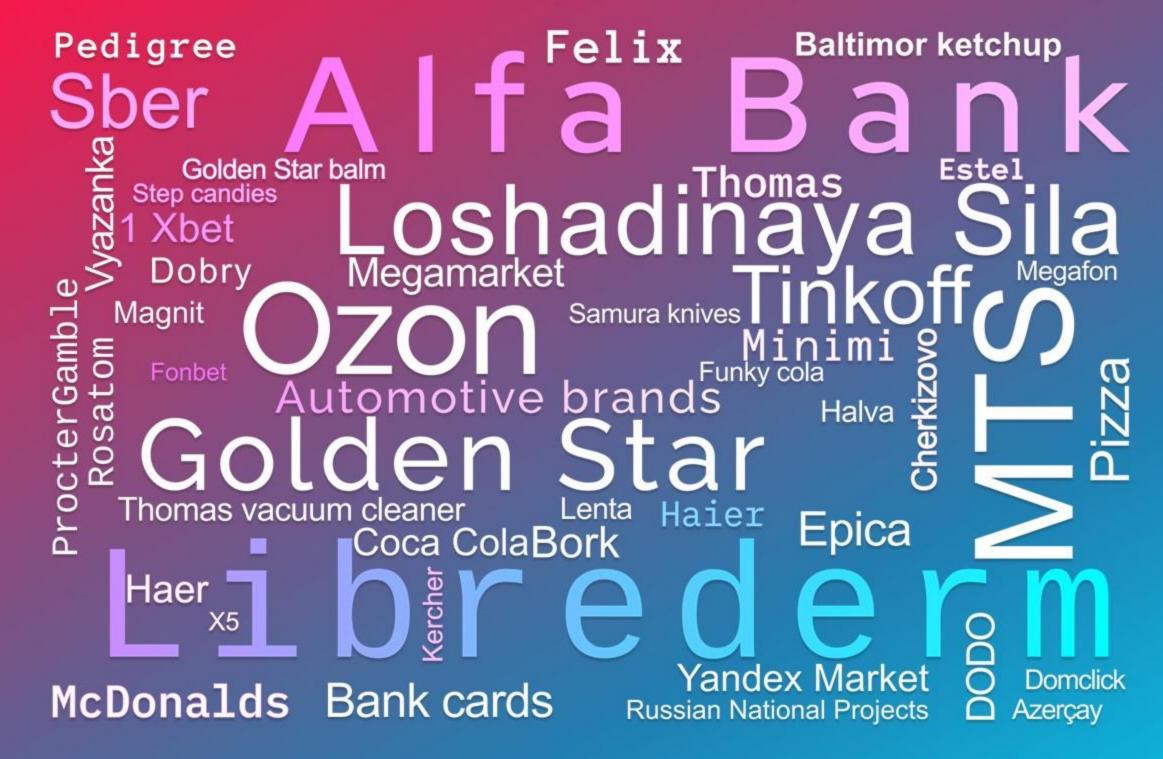




## MOST MEMORABLE INTEGRATIONS INTO TV PROJECTS

Survive in Dubai Olympic Games > Vanov Balm Shefo in Africa Stars Evening Urgant ≧ **Oryol & Reshka** National Pole Chudes Elemen What? Where? When? /le Mortgage Rozygrysh Volva Show O Samom Glavnom he Voice Rogov v Dele Sport competitions Gorodok The Masked Singers

### MOST MEMORABLE INTEGRATIONS OF BRANDS





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