

AMBUSH MARKETING A RISING ISSUE FOR OLYMPICS**伏击营销 - 奥运赞助中日益突出的问题**

BEIJING – April, 2007. With less than 500 days to go to the region's largest ever sporting event, latest research from Beijing-based consultancy R3 and CSM suggests that ambush marketing – activities from non-Olympic sponsors – will be a significant issue.

E333, Swissotel Office Building,
No.2 Chao Yang Men Bei Da Jie,
Dongcheng District,
Beijing 100027, China
T (8610) 6552 5269
F (8610) 6552 2752

69A Tras Street
Singapore 079008
T (65) 6221 1284
F (65) 6221 1120

Unit 35147, 35/F, Citic Square
1168 Nanjing Road (West) Shanghai
200041, China
T (8621) 5111 9181
F (8621) 5252 4616

www.rthree.com

北京 – 2007年四月。距离举世瞩目的奥运盛会开幕已不到**500**天，随着时间的临近，来自非赞助商的伏击营销行为已经逐渐占据人们视线。胜三奥运基准衡量研究第三轮的结果显示这一问题已日益突出，该调查由位于北京的咨询公司胜三与央视索福瑞共同执行。

R3 and CSM spoke to 1,595 Chinese consumers on ten cities in the latest wave of its ongoing study. And in this wave, five of the top twelve performing companies were not official sponsors.

研究第三轮中，胜三与索福瑞两家公司对中国**10**城市**1595**名消费者进行了访问。结果令人吃惊 - 表现最佳的**12**家企业中有**5**家为非**2008**奥运官方赞助商。

“There's still a lot of confusion in China on the brands that have paid for sponsorship” said Greg Paull, Principal of R3. “While they can mention two to three different companies each, usually one of those mentioned has no direct rights” he added.

“各种赞助品牌显得很混乱，让中国消费者理不清头绪。”胜三公司总裁包贵革先生说。“每当他们提到**2-3**家赞助公司时，其中总有一家与赞助没有直接关系。”

Six companies – Mengniu, Pepsi, Li Ning, KFC, Nike and China Unicom – all grew significantly in terms of awareness and purchase intent as it relates to the Olympics in this study. Yet none of them have invested in Olympic sponsorship privileges.

在胜三奥运研究所涉及的认知度和购买倾向两种属性中，蒙牛、百事、李宁、肯德

基、耐克和中国联通这六家公司分值均有大幅度提升。可是事实上，这六家公司中没有一家曾经花钱购买奥运赞助权。

Mengniu’s massive investment in ‘Around the Cities’ – a multi-city skills contest broadcast nationally on CCTV, linked to its sporting approach in its communication, have muddied the waters. “While official sponsor Yili has Liu Xiang, Mengniu has the mass popularity of another hit TV show” said Mr Paull.

蒙牛的大投入节目《城市之间》是一个跨城市进行的趣味体育比赛，由央视五套向全国播出。该节目与蒙牛营销传播上明显的体育诉求相契合，搅水的目的显而易见。“官方赞助商伊利有刘翔为其效力，而非赞助商蒙牛则拥有一个流行电视节目。”包先生说。



KFC’s new campaign “I love Beijing”, borrowing from its New York predecessor “may be the best ambush example to date” said Mr Paull. “It taps into Beijing local heroes and encourages citizens to vote for the neighbourhood that best captures the ‘spirit of 2008’ – they can’t mention the game directly, but have found a unique way to capitalize on the fervour” he added.

肯德基的新活动“我爱北京”，借用纽约先行者的概念，打响了“可能到目前为止最佳的伏击战役”，包先生评论说，“它鼓励居民为最能表现‘2008精

神’的胡同投票 - 虽然肯德基并不能直接提及奥运会，但是他们寻找到一个非常独特的方法来抓住市民的奥运热情。”



“我爱北京”活动启动

This month Li Ning announced a clother sponsorship deal with CCTV5 announcers for the Olympic Games. While China’s athletes will ewear offial sponsor adidas’ outfits for their awards ceremony, the commentators, who will have their own share of airtime exposure, will be in Li Ning

本月李宁宣布与央视五套结成合作伙伴，为所有奥运会的主持人和解说员提供服装。当中国运动员身着官方赞助商阿迪达斯的运动服登上领奖台时，央视的解说员则身着李宁面对镜头前的观众。



Despite this, several well known brands led the way in this research. Coca-Cola increased its awareness and promotional impact significantly and led all companies, with a special Olympic logo appearing on cans and bottles all over the country.

尽管面对如此纷繁的伏击，仍有数家著名赞助商品牌在调查中表现优异。可口可乐公司的无提示认知度和宣传影响力均有大幅度提升，并且遥遥领先于其他所有公司 - 全中国所有可口可乐包装瓶罐上出现的专为奥运设计的新徽标为此助力不少。

Long time global sponsor VISA also made significant progress following Coke in sporting associations for Liu Xiang and Yao Ming, both VISA celebrities now along with Jackie Chan in a new regional campaign.

老牌赞助商 **VISA** 再度增强其与刘翔和姚明的关联 - 这两位体育界的大明星与著名影星成龙共同出现在 **Visa** 亚太区的宣传广告中，吸引了不少眼球。

China Mobile, who has invested more than RMB1b in measured media in the last six months, also performed well, using a combination of advertising, sponsorships and major ground events, with even more scheduled through 2007.

在过去六个月中中国移动可测量的媒介投入超过一亿元。他们通过广告、赞助以及大型活动的营销组合，获得同样出色的表现。在 **2007** 年将有更多期待。

The R3 OP (Olympic Performance) Index is a proprietary methodology to track brand performance in awareness, purchase intent, promotional impact and linkage to Olympic values.

胜三 **OP** 指数（奥运表现指数）是一种专利方法，作用是跟踪品牌在认知度、购买倾向、宣传影响力和与奥运理念的关联四方面的表现情况。

TOP FIVE BRANDS – R3 OP INDEX

- 1. Coca-Cola**
- 2. China Mobile**
- 3. Yili**
- 4. Mengniu***

5. adidas

胜三 **OP** 指数表现前五名品牌

- 1 可口可乐
- 2 中国移动
- 3 伊利
- 4 蒙牛*
- 5 阿迪达斯

TOP FIVE FASTEST MOVERS

1. Pepsi*
2. China Unicom*
3. Budweiser
4. Nike*
5. Mengniu*

胜三 **OP** 指数增长最快品牌前五名

- 1 百事可乐*
- 2 中国联通*
- 3 百威
- 4 耐克*
- 5 蒙牛*

* - not an official sponsor

* - 非官方赞助商

About R3

关于胜三

R3 is an independent marketing consultancy whose aim is to improve the efficiency and effectiveness of Asian marketers and their agencies. Founded in 2002, it works with six of Asia's top twenty marketers, providing third party counsel on marketing

5

services.

For more information , visit www.rthree.com

胜三是一家独立的营销咨询公司，目标是帮助亚洲地区的市场主和他们的广告公司提高效率和效力。胜三公司创建于2002年，目前与亚洲顶级的20家企业中的6家合作，提供对于营销服务的第三方建议。

欲获得更多信息，请访问 www.rthree.com

About TNS Sport China

关于 TNS Sport 中国

TNS Sport China was established in 2003, in a partnership between CSM Media Research and TNS Sport Global, tapping into the former's eight years of China insights and the latter's ten years of global sports research leadership. Already TNS Sport has proven case studies working with the NBA, CSL, EPL, F1 and CBA

For more information, visit www.tnssport.com

央视 - 索福瑞媒介研究和 TNS Sport 合作，于2003年首次成功引进体育媒介研究和消费者研究服务。结合 TNS Sport 十多年全球体育研究经验和央视 - 索福瑞八年国内媒体研究经验，TNS Sport 已经与 NBA、中超、英超、F1 以及中国篮球联赛进行了成功的合作。

欲获得更多信息，请访问 www.tnssport.com

About CSM Media Research

关于 CSM 媒介研究

CSM Media Research runs China's largest ongoing media research in China, reaching 143 cities and 41,300 homes on an ongoing basis to give insights into TV and radio ratings, along with sponsorships and other initiatives

For more information, visit www.csm.com.cn

CSM 媒介研究拥有世界上最大的测量仪电视收视调查网络，样本总量已超过41,800户，141,000人，对全国260个市（县）的1232个电视频道的收视情况进行全天不间断监测。

欲获得更多信息，请访问 www.csm.com.cn