

## **A “SPORTY BEER”? NEW OLYMPIC PRODUCTS ABOUND AS MARKETERS GETS CLOSER TO BEIJING 2008 GAMES**

“运动型啤酒”？

——北京奥运临近，相关产品涌现市场

**BEIJING, August 2007 – As the countdown to the Olympics continues, a new wave of analysis from Beijing marketing consultancy, R3, shows that companies are stretching further to stand out in a cluttered field.**

2007年8月的北京 - 2008奥运正在一分一秒中临近。CSM媒介研究与胜三管理咨询共同开展的新一轮奥运赞助分析表明，各家品牌为了在这场营销混战中突围，都在积极开展各种各样的更为深入的营销活动。

**“With 56 official sponsors – and almost as many other companies looking to be involved, plain vanilla marketing won’t work over the next 400 days” said Greg Paull, Principal of R3. “We are continuing to see marketers innovate their product mix to cut through”**

“56家官方赞助商以及几乎相同数量的非赞助公司都期待建立奥运关联，接下来400天的奥运市场将不可能平淡无奇。”胜三总裁包贵革先生说，“营销管理者为了能在此战斗中出奇制胜，必将在产品上不断做出创新，对于这一点我们将会持续密切的关注。”

**Mr Paull cites an extreme case this month of Tsingtao, one of the mainland’s most well known brands, launching a ‘Sporty Beer’ in support of their Olympic sponsorship. “We hope China’s athletes enjoy it in moderation” he added. In addition to this, Haier, Kodak, Omega, Lenovo, China Netcom and a number of other companies are adding Olympic themed products in addition to their marketing efforts.**

包先生举了一个有关青岛啤酒的生动的例子。青岛啤酒是大陆最有名的啤酒品牌之一，他们近期推出了一种“运动型啤酒”（欢动啤酒），用来宣传其赞助商的身份。“我们希望中国的运动员能适度的享受这种新款啤酒。”他接着说。除了青岛啤酒，海尔、柯达、欧米茄、联想、中国网通以及其他很多公司都在这片试验田里辛勤耕作，力求不断研发出更多奥运主题产品。

Meantime, Olympic related marketing expenditure in China has well and truly started already. “In the last three months, the main Olympic sponsors and their active competitors spent over RMB7b in measured media – more than any other quarter in our tracking” said Matt Brosenne, International Client Services Director, CSM Media Research, partners in the study with R3. “And this does not include the vast investments in field marketing and other areas not tracked. The Olympics is proving to be a big bet for major players” he added

目前，中国市场的奥运营销投入已经逐渐进入白热化。“在过去的三个月里，主要的奥运会赞助商和他们的竞争者在可测量的媒介中投入超过 70 亿人民币的广告费用，这个数字比我们以往的任何季度监测的结果都要多”来自央视索福瑞媒介调查公司的国际商务部总监白穆玄说。央视索福瑞是胜三此项调查研究中的合作伙伴。“这个数字还不包括发生于线下营销活动以及其他没有被监测到的区域中的巨额投资。奥运会确实是各家公司投注最大的一次赌博。”

Performing best in this latest wave amongst 1,500 consumers in ten cities is Coca-Cola - but both dairy companies, Mengniu and Yili are in close pursuit. “Mengniu has leveraged NBA and football well, along with a unique sports reality program sponsorship” said Mr Brosenne. “All this together has helped keep them top of mind” he added.

从这个覆盖 10 个不同城市的 1500 名消费者的调查的结果来看，可口可乐在本轮的表现最好，紧随其后的是两家乳品公司——伊利和蒙牛，这两家公司表现不相上下。“蒙牛成功的运用了 NBA 和足球来进行宣传，同时还有一个独特的体育节目赞助。”白先生说，“所有这些都帮助蒙牛在消费者心中留下深刻的印象。”

The Torch Relay announcement also had an important impact in this research. “The Torch Relay will be the greatest ground event in China’s history – touching more than 100 million people in China” said Mr Paull. “Companies such as Lenovo, Samsung and Coca-Cola that are heavily invested have a lot to gain – in the short term and long term” he added. “Coca-Cola continue to lead amongst the people we interviewed, because they have truly developed a complete integrated marketing approach – heavily led by digital activity such as iCoke.com” said Mr Paull.

火炬接力活动的启动对于本轮调查结果也具有重大的影响。“此次火炬传递将会是中国历史上最伟大的一次线下活动，这个活动将覆盖超过 **1 亿** 的中国受众。”包先生说，“联想，三星和可口可乐都对此投入巨资，无论是从短期还是从长期来看，他们都将获得丰厚回报。”他接着说。“我们的调查发现，可口可乐强劲势头依然不减，这与他们拥有一套完整的整合营销方法是分不开的，他们的 **iCoke. Com** 之类的推广在互联网上特别有效。”

**The two fastest movers in the study in the last three months, Snickers and UPS, both launched Olympic efforts in main media and online recently. “Consumers are slowly starting to build stronger links now to some of the China-based sponsors” said Mr Paull**

在过去三个月的调查研究中上升速度最快的品牌是士力架和 **UPS**，这两家公司最近都在主要媒体及网络上推出奥运相关的宣传活动。“消费者正在慢慢建立一些本土赞助商与奥运的关联认知。”包先生这样评价道。

<b>TOP FIVE COMPANIES - R3 OP INDEX - WAVE 4</b>				
<b>WAVE 4</b>		<b>WAVE 3</b>		
<b>1</b>	<b>Coca-Cola</b>	<b>1</b>		
<b>2</b>	<b>Mengniu</b>	<b>4</b>		
<b>3</b>	<b>Yili</b>	<b>3</b>		
<b>4</b>	<b>China Mobile</b>	<b>2</b>		
<b>5</b>	<b>adidas</b>	<b>5</b>		
<b>TOP FIVE MOVERS - LAST THREE MONTHS</b>				
<b>1</b>	<b>Snickers</b>			
<b>2</b>	<b>UPS</b>			
<b>3</b>	<b>Pepsi</b>			
<b>4</b>	<b>Uni-president</b>			
<b>5</b>	<b>Mengniu</b>			

排名前五的公司胜三OP指数- 第四轮				
第四轮		第三轮		
1	可口可乐	1		
2	蒙牛	4		
3	伊利	3		
4	中国移动	2		
5	阿迪达斯	5		
上升最快品牌前五名过去三个月				
1	士力架			
2	UPS			
3	百事			
4	统一			
5	蒙牛			

### MORE ON THE OP INDEX

The OP Index is an equally weighted benchmark of four core measures tracked every three months through 1,500 interviews in ten Chinese cities. It balances brand performance in awareness (brand correctly mentioned as sponsor), purchase intent (brand is more likely to be purchased as a result of sponsorship), promotional impact (brand's Olympic messages have made a positive impact) and brand association (brand is appropriately aligned with the Olympic ideals). The benchmark is weighted from the first wave of research conducted in July 2006. The next wave of results will be complete April 2007. For more information contact Greg Paull at [greg@rthree.com.cn](mailto:greg@rthree.com.cn)

### 关于 OP 指数

胜三 OP 指数（奥运表现指数）是对于胜三奥运赞助衡量基准研究中的四个核心指标进行综合衡量后得出的一个指数。这四个指标分别为认知（品牌被认知为赞助商的提及数）、购买倾向（因为该品牌是赞助商因此更增加的购买倾向）、宣传影响力（有关品牌奥运及相关推广的回忆）以及品牌与奥运理念的关联四方面的表现情况。OP 指数以 2006 年 7 月的第一轮调查结果为准，进行逐轮计算。下轮结果将于 2007 年 10 月公布。欲获得更多信息，请联系 Greg Paull，邮箱地址 [greg@rthree.com.cn](mailto:greg@rthree.com.cn)

## About R3

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 services.

For more information , visit [www.rthree.com](http://www.rthree.com) or write to [emma@rthree.com](mailto:emma@rthree.com)

## 关于胜三

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](http://www.rthree.com) 或写信给 [emma@rthree.com](mailto:emma@rthree.com)

## About CSM Media Research

CSM Media Research manages TNS Sport in China, in addition to running China's largest ongoing media research in China, reaching 143 cities and 41,300 homes on an ongoing basis.

For more information, visit [www.csm.com.cn](http://www.csm.com.cn)

## 关于CSM媒介研究

CSM 媒介研究业务涵盖了 TNS 在中国的体育研究部分，同时拥有世界上最大的测量仪电视收视调查网络，样本覆盖 194 个市场，45,000 户，149,000 人，对全国 1336 个电视频道的收视情况进行全天不间断监测。

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