

## **A “SPORTY BEER”?**

### **NEW OLYMPIC PRODUCTS ABOUND AS MARKETERS GETS CLOSER TO BEIJING 2008 GAMES**

**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.**

**“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”**

**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.**

**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**

**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.**

**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.

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

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

### **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)**

### 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)

### 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)