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2008 奥运赞助评估研究报告揭晓

CSM 体育与媒介研究联手胜三营销顾问机构联合发布 2006-2008 年“北京 2008 奥运赞助追踪”的奥运专项研究。这项研究开创性地追踪从目前到 2008 北京奥运时,各个奥运赞助品牌和体育明星每季度表现。根据第一轮的“2008 北京奥运赞助追踪”的研究显示,有 53% 的中国人会比较倾向购买奥运赞助商的产品或服务。这个数字在“体育迷”中更高,越关注体育的人,越表现出强的购买倾向。

2008 Olympic Sponsorship Benchmarking Research Result Unveiled

R3 Asia Pacific and CSM/TNS SPORT have released the first wave of the 2006-2008 Beijing Summer Olympics Sponsorship Tracking research result. From now till 2008, this revolutionary research will track the performance of every Olympics sponsoring brand and sport stars every quarter. According to the first wave result, 53% of the interviewees in China is more likely to purchase a product or service from an Olympic sponsor. This figure is even higher among the “sports fans”; the closer one watches the sports scene, the more likely he will buy from the sponsoring brands.

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给奥运赞助商市场表现打分

在距离 2008 北京奥运不到两年的时间里,一些著名的奥运赞助商开始比拼,谁能对其奥运赞助权进行最佳利用,以成功虏获中国消费者的心。在首轮胜三奥运赞助衡量基准调查中,可口可乐和伊利两家公司分别获第一、二名并形成了争抢态势,位于第三和第四位的联想和中国移动两家公司则落后较远。胜三 OP 指数对每一个赞助商包括认知度,购买倾向,营销活动影响力以及与奥运观念的联系等关键因素进行衡量。

Marking the Olympic Sponsors marketing performance

In the lead-up to Beijing 2008 Summer Olympics, a handful of famous brand sponsors are already vying for the lead in the race to see who can best leverage on their Olympics sponsorship to capture the hearts and minds of Chinese consumers. Research results from the first wave of R3's Olympic Sponsorship Benchmarking study show that runner-up Yili is barely lagging behind from the top position, which is currently occupied by Coca-Cola. In the

third and fourth place are Lenovo and China Mobile, which are further away from the top 2 contenders.

R3's OP Index measures the performance of each sponsor company against a number of key factors, including brand awareness, purchase intent, promotional impact and linkage to Olympic values.