

How to improve your sports marketing

如何改善您的体育营销

Welcome to the latest issue of R3LATIONSHIPS MONTHLY
- our ongoing email update of trends and insights into the
Asia Pacific marketing industry.

欢迎浏览最新一期胜三公司广告代理合作关系我们将不断通过电子邮件将亚太
市场广告营销领域的最新动向与见解分析传送给您。

This year, two of the world's largest sporting events hit the world stage -
with the Olympics in Beijing, and half a continent away, the Indian
Premier League involving top cricketers from across the globe.
Both are going to be billion dollar bets for sponsors, in addition
to a wide range of other regional and local events - the question has
to be asked - how to optimize a sporting investment?

今年，全世界最盛大的两项体育赛事即将接踵而至 - 举世瞩目的北京奥运以及
大陆另一边的印度板球超级联赛。两项赛事均会吸引全球顶级运动员倾情参与。
对于赞助商来说，要加入这场竞赛无异于一场数十亿美元的赌注，别忘了在此同
时还有很多其他区域或本地的赛事活动也将上演 - 问题开始浮现- 那就是“如何
使体育营销投资最优化”？

We've been conducting research on China on return on investment,
and intend to expand this to other markets shortly. The best companies
tend to do a few things very well....

我们持续在中国地区进行有关于投资回报的调查项目，并且打算在不久的将来将
此扩展到其它市场。经验告诉我们，最优秀的企业总是在某些方面有着令人赞叹
的表现

1. **Identify the business issue.** Is the opportunity brand enhancing, business enhancing or just something the Chairman has had his eye on? Successful sports exploitation can only come when the goals and measures are clearly defined.

1. **鉴别商业问题.** 是否这是一次加强品牌，拓展业务，还是仅仅处于老板自己的喜好？成功的体育商业开发需要对商业目标和测量标准有清晰的定义之后才能开始进行

2. **Consider the passion points.** To optimize a sports sponsorship, you need passion – internally within the company, as well as externally with the consumers.
2. **慎重考虑激情点.** 为了使得体育赞助最优化，你需要激情- 包括公司内部，还有外部与消费者的激情
3. **Understand the depth of exploitation.** Most sports sponsors don't do enough due diligence on just how far they can go to access the assets of a property. Often opportunities are missed, because they just aren't thoroughly considered at the initial stage.
3. **了解商业开发的深度.** 绝大多数的体育赞助商还没有足够的勤奋来发掘他们可以怎样深入利用这些赛事。所以机会常常被错过，因为他们在起始阶段就没有彻底地考虑清楚。
4. **Sponsorship is nothing without measurement.** Setting up metrics to assess success is crucial - as is linking those back to business objectives. In our Olympic research, the best marketers have taken swift action to address some issues in their campaign performance
4. **体育赞助如果缺少测量什么都不是.** 建立一定的方法来评估结果至关重要-只有这样子才能与商业目标结合在一起。在我们的奥运调查中，最出色的企业都采取了迅速的行动来解决他们的广告宣传表现中的一些问题。

Sports is not for the faint of heart though – if you come to it with the same passion and commitment, you can go for gold.

体育不是胆小鬼的游戏- 如果你能够拥有同样的激情和认真执行，你可以获得可观的回报。

To read the whole article on sports marketing, click here

点击[此处](#)阅读全文。

Latest results of R3 - CSM Olympic Benchmarking research

胜三-CSM 奥运基准衡量调查最新结果

In our close collaboration with China-based CSM, part of the global TNS network,

we've completed our seventh wave of analysis with consumers in China. Now covering over 11,000 consumers through face to face interviews in ten cities, we can confidently measure trends in Olympic interest and brand connection. While Coca-Cola remains the dominant sponsor, we've indentified ten local Chinese companies that are leading in leveraging the event well

在与 TNS 全球网络的中国分公司 CSM 媒介研究的紧密合作下，我们完成了针对中国消费者的奥运第七轮调查研究。目前在 10 大重点城市 11000 人次的消费者面对面访问，我们非常有信心来对奥运兴趣和品牌关联进行趋势基准衡量。可口可乐依旧是领先的赞助商，并且有 10 家中国本土企业拥有良好的奥运赞助表现。

To read the full report please click here

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Ogilvy, MediaCom lead in new business

奥美、竞立领跑新业务

Through March, in the R3 - Media Magazine New Business League, WPP agencies occupied five of the top eight places in terms of wins and losses. Ogilvy topped the creative agency league on the back of a wide range of wins. Amongst media agencies, MediaCom's P&G coup in a JV with Madison India helped them to leadership

在三月的胜三-Media 杂志新业务排行榜上，基于新业务获得与流失方面来衡量，WPP 集团的子公司占据了前 8 位的 5 席。由于众多的新业务支持，奥美在创意代理商榜单上处于领先地位，而在媒介代理商方面，竞立受益于与印度 Madison 公司的合资公司获得宝洁媒介业务而跃居第一。

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ABOUT R3

关于胜三

R3 is an Asia-Pacific based consulting group focused on measuring the ROI of marketing and media. We offer independent insight, process and strategies to improve marketing efficiency and effectiveness

Our clients include Coca-Cola, Samsung, VISA, Johnson & Johnson, GSK and Singapore Airlines.

For more information, go to www.rthree.com

胜三公司是一家位于亚洲地区的咨询集团公司, 致力于衡量市场营销及媒介投入的投资回报率。 我们提供独立的见解, 分析广告运作过程和策略, 以求提高广告营销的效率和效果。

我们在亚太区的客户包括可口可乐、三星、VISA、强生、葛兰素史克和新加坡航空等品牌。

欲获得更多信息, 请浏览 www.rthree.com