

COCA COLA AND YILI LEAD R3 “OP” OLYMPIC PERFORMANCE INDEX

可口可乐、伊利在胜三奥运表现 (OP) 指数中有突出表现

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BEIJING, October 2006 - Even 660 days out, a handful of big name competitors are already vying for the lead in the race to Beijing 2008. The release this week of R3's proprietary Olympic Performance or “OP” Index finds a heated battle already underway between major global and local brands to see who can best leverage their Olympic sponsorship to capture the hearts and minds of Chinese consumers.

北京 2006 年十月 - 在距离 2008 北京奥运只有 660 天之际，一些著名的奥运赞助商开始向这场奥运赞助竞技赛的冠军位置发起冲击。本周公布的胜三奥运表现 (OP) 指数 (专利) 显示，一场激战已经在全球品牌和本土品牌之间展开-比拼谁能够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。

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In the first wave of R3's Olympic Sponsorship Benchmarking study, Coca Cola and Yili fighting it out for top position. R3's OP Index measures the performance of each sponsor company against a number of key factors of effectiveness, including awareness, purchase intent, promotional impact and linkage to Olympic values. “The intent of the OP Index is to derive a single measure of sponsorship effectiveness based on the factors that determine marketplace success” says R3 principal Greg Paull, “success against these factors will ultimately improve brand value and consumer sales, and hence the ROI of Olympic sponsorship programs” says Mr Paull.

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对第一名的位置形成了争抢的态势。胜三 OP 指数对每一个赞助商在一些关键因素方面的表现进行衡量，这些因素将决定营销的有效性，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。“我们使用 OP 指数的目的是建立一种测量赞助有效性的方法，这主要是基于几种决定品牌在市场中成败的因素，”胜三公司总裁包贵革先生说，“能够在这些因素中拥有良好的表现，将会最终带来品牌价值和消费者购买量的提升，即奥运赞助活动的投资回报率的提高。”

Coca Cola currently leads the OP Index, just in front of local giant Yili, and strongly ahead of Lenovo and China Mobile who occupy third and fourth position overall. Coca Cola have come out of the blocks early, taking advantage of Olympic tie-ups such as the Olympic torch relay and pin plan to create awareness of their Olympic sponsorship. Nearly 1 in every 2 respondents in the survey recalled Coke's Olympic promotions and advertising, versus 1 in every 4 for second placed Yili. Coke's association with Liu Xiang has been a major driver of their early success. Liu Xiang enjoys strong popularity among the 1,500 respondents in ten cities and helped to deliver high recall and positive purchase interest for the brand.

到目前为止，在胜三 OP 指数中，可口可乐公司拥有最优异的表现，得分稍微领先于本土大型企业伊利公司，而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。可口可乐行动很早，利用如奥运火炬接力以及徽章计划等与奥运密切相关的活动来建立他们的奥运赞助认知。在调查时，几

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每两个人当中就有一个人能够回想起可口可乐的奥运宣传活动和广告，而第二名的伊利此比例则是四分之一。可口可乐与刘翔的高关联度是他们的早期成功的主要动力。刘翔在此轮调查的 10 城市 1500 名受访者中受欢迎程度很高，这为可口可乐带来更高的回想率和更积极的购买倾向。

The OP Index also explores which sponsor companies are most closely aligned with Olympic values. According to Mr Paull, the leverage of Olympic values will be critical to sponsor success. "The Olympics offers companies a very special connection opportunity with consumers. The companies who win the sponsorship race will be those who can lend the positive Olympic values to create a deeper emotional bond with their customers. Arguably, this emotional response will be the greatest driver of positive purchase intent for sponsor companies." Currently, Coke dominate the values of "healthy" and "vigorous", while Yili are strongly connected to the noble Olympic values of "humanism", "openness", "environment protection" and "potential".

OP 指数中包含对赞助商与奥运理念的契合度进行的比较。据包先生所说，赞助商与奥运理念的契合度对于赞助行为的成败至关重要。“奥运为赞助公司提供了与消费者接触的一个非常特别的机会。在这场赞助竞技赛中获胜的公司，是那些能够借用奥运理念来创造新方式，与消费者进行更为深层的情感联系的公司。某种程度上来说，情感上的回应将会是促使消费者对于赞助商产品产生积极的购买倾向的最有效动力。”到目前为止，可口可乐在“健康”和“动感”两方面领先，伊利则与“人文”、“开放”，“环保”以及“着眼于未来”等理念密切相连。

Lenovo currently leads the field in the aspect of Spontaneous Awareness – particularly in the home market of Beijing, and neighbouring Tianjin, but lags Coke and Yili in the aspect of promotional impact. Despite a significant investment in Torino and beyond, their marketing approach has yet to show results in this wave amongst this target. China Mobile performs best in Nanjing, Chengdu and Wuhan, but lags the other three in terms of association with the Olympic values

Long-time Olympic sponsors Visa, McDonalds and Kodak have been slower to engage their sponsorship drive in China but are expected to ramp up, together with other global and local sponsor companies as August 2008 looms ever closer. Uniquely, this will be the first Olympics where 'national' brands have such a dominant role to play – six of the top ten brands in the R3 OP Index are local companies. However, all six currently perform poorly on promotional impact, if their marketing campaigns can match the multinationals, they will have the complete package

The next wave of R3's Olympic Sponsorship Benchmarking study will be released in January. **For more information contact Greg Paull at greg@rthree.com.cn**

联想目前在无提示认知领域领先——尤其是在其家乡北京，以及邻居城市天津两地，但是在宣传影响方面则落后于可口可乐和伊利。尽管联想在都灵冬奥会等活动中投入了大笔资金，但是在这一轮调查中面对这些受访对象，却没有特别明显的表现。中国移动在南京、成都和武汉有良好表现，但是在奥运理念关联程度一项中，则落后于另外三家公司。

Visa、麦当劳、柯达这样的老牌奥运赞助商在中国的赞助活动启动的稍显缓慢，但是随着 2008 奥_2_

运的临近，仍期待他们与其他国际和本土的赞助公司一样拥有良好的表现。此次奥运将会成为唯一一次本土品牌能够扮演如此重要的角色的奥运会 — 胜三 OP 指数排名前十位的公司当中的六家都是本土公司。但是，这六家在宣传影响力一项中均表现不佳。如果他们的营销战役能够与跨国公司比肩，他们将会成为真正的赢家。

下一轮胜三奥运赞助衡量基准调查结果将会在一月份公布。欲知更多信息，请写信给包贵革先生，greg@rthree.com.cn





