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The impact of sponsorship: three case studies from Belgium

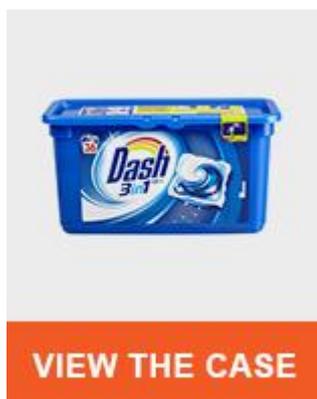
This week, egtabites delves into the hotbed of creativity that is brand sponsorship, with a selection of cases from the Belgian sales house [Medialaan](#).

Medialaan has a well-structured platform to support its non-spot advertising offer, including a selection of case studies on its [website](#) and a research tool to evaluate the impact of sponsorship campaigns on brands – the Sponsorship Impact Monitor (SPIM+). The findings from this standardised study – an online survey carried out by InSites Consulting and developed with the University of Antwerp – offer granular understanding of how sponsorship campaigns can drive specific metrics, such as brand awareness, brand image and brand activation, across different target groups.

Analysis of multiple SPIM+ studies, which compare matched groups of viewers and non-viewers of a campaign, shows that sponsorship gives a 93% chance of increasing a brand's awareness and an 87% chance of improving brand image.

This article looks at three cases that demonstrate sponsorship's effectiveness for brands from different sectors: an FMCG brand, a retail store and a lifestyle brand. In each case, Medialaan's popular television shows provided the perfect vehicles to meet the clients' objectives.

Click the logos below to discover more about each of these great campaigns!



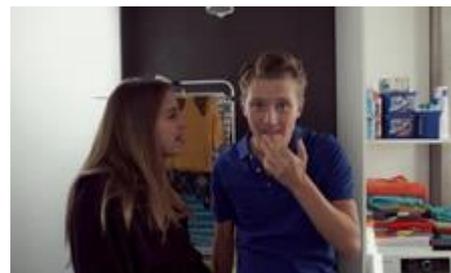
DASH

Proctor & Gamble's Dash laundry detergent brand is well known in Belgium, but maintaining a strong market position in the future requires engagement with the next generation of consumers. Furthermore, most of the brand's communication in recent years has focussed on functional, rather emotional aspects of Dash products. To reach this pre-family group (18 to 34 years) and develop a stronger emotional connection, P&G worked with Medialaan and the media agency Space to develop a sponsorship campaign around the popular soap opera *Familie*, a flagship programme on the channel VTM.

Medialaan produced a series of short spin-off websisodes featuring two of the characters on *Familie*, Emma and Guido, as they prepare for the arrival of their first baby. This provided the perfect context for Dash (celebrating its 50th anniversary on the Belgian market) to be integrated into the characters' lives, as well as to highlight the generation-to-generation transfer of preference for a household brand.

Nieuw Leven (New Life), as the series was called, included pre- and post-rolls and product placement of Dash detergent in couple's apartment, as well as banner advertising on the VTM website. TV spots around *Familie* were used to reinforce the message of handing knowledge from one generation to the next, a key concept of the campaign, with further support including print, social media, online, within the VTM app, jingle sponsoring and programme trailers.

The campaign resulted in higher affinity with the Dash brand for young couples as well as a stronger connection for families as well. P&G was very positive about the partnership with *Familie* and *Nieuw Leven*, and while sales figures have not been released, the Dash Pods business saw a significant uplift during the campaign period.



LIDL

Lidl wanted to increase its brand awareness on the Belgian market, distinguish itself from its main competitor, Aldi, and increase the brand's likability. Rather than being perceived as a *hard discounter*, Lidl was looking to reposition itself as a *smart discounter*, a destination for shoppers from higher social groups looking for high quality, fresh products at a reasonable price. One of the key objectives was to bring so-called open non-users into Lidl's stores. These are people who are not necessarily reluctant to consider Lidl but that nevertheless do not spontaneously go to its stores to do their shopping.

Medialaan assembled a sponsorship and product placement campaign for Lidl, alongside the agency ZIGT Media. The VTM show *Mijn Pop-uprestaurant!*, in which teams of two people compete to build the best temporary restaurant, was a great opportunity for the retailer to communicate with its target audience in a fresh and natural environment. The contestants were filmed shopping in Lidl stores, with the retailer's Delicieux range featuring as a source of ingredients, and carrying tasty looking Lidl-branded boxes of fresh produce to their new restaurants. The video clips on VTM's cooking-themed mini site (koken.vtm.be) were used to give further visibility to Lidl and its products, and the campaign was supported with a range of online and offline marketing activities.

Following the campaign, top-of-mind awareness was twice as high among viewers of *Mijn Pop-uprestaurant!* compared to non-viewers, and Lidl's objective of being perceived as a smart discounter was demonstrably achieved. Viewers of the show rated the retailer more highly than non-viewers across a range of indicators, such as perception that it offers fresh and healthy produce, that it is a credible brand and an outstanding family store.





DIESEL

L'Oréal was looking for an innovative way to promote its Diesel fragrance brand in its core target audience – younger people aged 16 to 34. This group is less exposed than ever to traditional media and increasingly spends its time in the digital space; the combination of TV and digital is a great way to reach these consumers.

The *Only the Brave* campaign was designed to strengthen the brand perception of Diesel fragrance, both with the men who may choose to wear it and their wives and girlfriends who are more likely to actually buy the product for their partners. Diesel was integrated into the TV show *So You Think You Can Dance (SYTYCD)* with sponsored billboards, online pre-roll video spots, presence on the show's *HOT or NOT* app and branding around exclusive backstage video.

The creative element showcased two different Diesel variants – The Tattoo Fragrance and The Original Fragrance. The adversarial nature of the dance contest was reflected in Diesel's spots and further emphasised by the fragrance's fist-shaped bottles, and this was translated into the show visuals.

L'Oréal and its media agency, Zenith Optimedia, were very enthusiastic about the results of the campaign, believing it had made a great contribution to an uplift in sales. Medialaan's research also saw very positive results through its SPIM+ analysis across a range of indicators.





Why this matters for egta members

Sponsorship and product placement, done well and with the right fit of brand, programme, concept and execution, are great ways to add depth to a multi-platform advertising campaign.

As the effectiveness of non-traditional advertising can be hard to measure, and the impact of a campaign difficult to forecast in advance, Medialaan's SPIM+ approach is an excellent example of how science can be used to inform art.

Medialaan's cases and in-depth research demonstrate that sponsorship can be effective for a range of different brand sectors, and that television's digital extensions can be used in combination with spot advertising to engage with a wider audience, particularly with younger target groups that are harder to reach using traditional media channels.



Background info

Please click on the links below to access the relevant documents:

» [Medialaan website with sponsorship case studies](#) (please click [here](#))