

**Building Brands through Event Sponsorships:
Providing On-Site Audiences with a Vivid Brand Experience**

DISSERTATION

der Universität St. Gallen,
Hochschule für Wirtschafts-,
Rechts- und Sozialwissenschaften (HSG)
zur Erlangung der Würde
eines Doktors der Wirtschaftswissenschaften

vorgelegt von

Caspar F. Coppetti

von

Zürich und Mollis (Glarus)

Genehmigt auf Antrag der Herren

Prof. Dr. Torsten Tomczak

und

Prof. Dr. Thomas Bieger

Dissertation Nr. 2925

D-Druck Spescha, St. Gallen, 2004

Extensive Table of Contents

Introduction and Overview of Research.

1.1 Introduction and Aim.....1

1.2 Research Question.....2

1.3 Scope of Research.....3

1.4 Research Approach, Methodology and Structure of Thesis.....4

Literature Review.....8

2.1 Sponsorship.....8

2.1.1 History and Significance for Today.....9

2.1.2 Review of Sponsorship Definitions.....19

2.1.3 Advances in Sponsorship Research.....24

2.1.4 Definition and Measurement of Sponsorship Objectives.....27

2.1.5 Measurement of Sponsorship Success.....31

2.1.6 Sponsorship as a Means of Marketing Communication.....32

2.1.7 Exploitation of Sponsorships.....33

2.2 Events and Event Sponsorship.....37

2.2.1 Events - Staging of the Unusual.....37

2.2.2 Definition and Key Characteristics of Event Sponsorships.....38

2.2.3 Audiences of Event Sponsorships.....40

2.2.4 Role of the Media.....42

2.3 Brands and Brand Equity.....43

2.3.1 What Is a Brand?.....43

2.3.2 Customer-Based Brand Equity.....45

2.4 Perception, Learning and Moderating Factors.....47

2.4.1 Perception.....48

2.4.2 Cognitive Learning.....49

2.4.3 Schema and Congruence Theory.....52

2.4.4 The Role of Consumer Involvement in Cognitive Learning.....53

2.4.5 Mood State's Influence on Encoding, Recall, and Attitude.....57

2.4.6 Multi-Sensory Experiences.....57

2.4.7 Vivid Memories of Events: the Role of Episodic Memory.....58

2.5 How Does Event Sponsorship Affect Brand Equity? - A Summary of Current Research.....59

Case Studies Freestyle.cn.....66

3.1 Research Design and Methodology.....66

3.2 Reason for Case Selection and Focus of Case Study.....67

3.3 Freestyle.ch: Authenticity, Professionalism, Innovation.....67

3.3.1 Facts and Figures.....67

3.3.2 Sponsorship Environment at Freestyle.ch.....68

3.3.3 Sponsorship Structure.....71

3.3.4 Sponsorship Effectiveness Tracking at Freestyle.ch.....71

3.4 Rivella case: Experiencing the Cool Side of a Traditional Brand.....73

3.4.1 Facts and Figures.....73

3.4.2 The Rivella Brands-Color Coding.....73

3.4.3 Rivella's Brand Equity.....74

3.4.4 Brand Targets and Marketing Communication Activities.....74

3.4.5 Rivella's On-Site Activities.....75

3.4.6 Excursion: The Case for Integrated Communication.....77

3.5 Case Chupa-Chups: Evoking Vivid Memories through Product Sampling.....78

3.5.1 Facts and Figures.....78

3.5.2 Brand Equity, Brand Targets, and Marketing Activities.....78

3.5.3 Chupa-Chups'On-Site Activities.....79

3.6 Results: Impact on Brand Equity.....80

3.6.1 Rivella.....81

3.6.2 Chupa-Chups.....81

3.7 Discussion of Findings.....82

3.8	Reliability and Limitations of the Research.....	83
3.9	Conclusions and Next Steps.....	84
4	Survey of FIS Alpine World Ski Championships St. Moritz.....	85
4.1	Research Question and Hypotheses.....	85
4.2	Methodology and Operationalization of Variables.....	89
4.2.1	Methodology.....	89
4.2.2	Measurements.....	90
4.2.3	Questionnaire Design.....	92
4.3	Data Collection and Demographics.....	92
4.3.1	Data Collection.....	92
4.3.2	Demographics.....	94
4.4	Testing of Hypotheses.....	96
4.5	Regression Analysis.....	99
4.6	Discussion of Findings for Each Sponsor.....	100
4.6.1	Audi.....	100
4.6.2	Carlsberg.....	102
4.6.3	Milka.....	104
4.6.4	Swisseoin.....	105
4.6.5	Xbox.....	107
4.7	Reliability and Limitations of the Research.....	109
4.8	Conclusions and Next Steps.....	110
5	Designing the On-Site Brand Experience.....	113
5.1	Overview of Design Techniques for Event Site Brand Presences.....	113
5.1.1	Empirically Observed Techniques.....	114
5.1.2	Additional Techniques.....	115
5.1.3	Introduction of Framework.....	116
5.2	Congruence with Event.....	118
5.2.1	Event Reference.....	118
5.2.2	Target Group Specificity.....	119
5.3	Relationship Forming.....	120
5.3.1	Personal Interaction.....	120
5.3.2	Obligation Forming.....	122
5.4	Audience Participation.....	122
5.4.1	Audience Participation in Activity.....	122
5.4.2	Product Usage.....	124
5.5	Brand Display.....	125
5.5.1	Scmiotc Engineering.....	125
5.5.2	Integration.....	126
5.5.3	Multi-Sensory Perception.....	127
5.5.4	Dramaturgy.....	129
5.6	Does a First-Best Sponsorship Execution Exist?.....	130
5.6.1	Event Site Brand Experience.....	130
5.6.2	Enhancement of Sponsor-Event Fit.....	133
5.6.3	Situational Factors.....	134
5.6.4	Sponsorship Execution Matrix.....	136
5.7	Cost implications.....	137
5.7.1	Leveraging Existing Materials.....	138
5.7.2	Creativity and Focusing.....	139
6	Influence of Selected Sponsorship Design Techniques on Brand Image (Experiment).....	141
6.1	Research Model and Hypotheses.....	142
6.3.1	Conceptual Model.....	143
6.1.2	Development of Hypotheses.....	147
6.2	Research Design and Methodology.....	153
6.2.1	Experimental Set-Up.....	153
6.2.2	Operationalization of Independent Variables.....	157
6.2.3	Data Collection Procedure.....	159

6.2.4	Evaluation of Measurement Scales.....	162
6.3	Hypotheses Testing and Discussion.....	170
6.3.1	Influence of Brand Experience Level on Brand Attributes, Vividness, and Attitude as Well as on Sponsor-Event Fit (H_{1a-i}).....	171
6.3.2	Influence of Enhancing Sponsor-Event Fit on Perceived Sponsor-Event Fit ($H?$).....	173
6.3.3	Influence of Perceived Sponsor-Event Fit on Brand Attributes, Vividness, and Attitude (H^{\wedge}).....	174
6.3.4	Moderating Effects of Event Involvement and Product Involvement ($H4-5$).....	177
6.4	Modeling the Influence of Perceived Sponsor-Event Fit on Brand Image.....	180
6.4.1	Model Specification and Hypotheses.....	180
6.4.2	Hypotheses Testing and Overall Model Fit.....	182
6.4.3	Discussion.....	184
6.5	Limitations of the Research.....	186
6.6	Conclusions.....	187
7	Overall Discussion and Conclusions.....	190
7.1	Overview and Discussion of Key Findings.....	190
7.2	Implications for Practitioners.....	192
7.2.1	Implications for Sponsorship Managers.....	192
7.2.2	Implications for the Sponsorship Industry.....	195
7.3	Future Research Directions.....	200
	References.....	xii
	Interviews.....	xxviii
	Appendices.....	xviii
A.	Interview Guide, Expert Interviews.....	xviii
B.	Survey Instruments FIS Alpine Ski World Championships.....	xix
	Questionnaire Group 1.....	xix
	Questionnaire Group 2.....	xxi
	Questionnaire Group 3 (Audi example).....	xxiii
C.	Stimulus Material and Questionnaires Classroom Experiment.....	xxiv
	Scenarios (Pringles example).....	xxiv
	Comparison of illustrations for different brands (scenario 2 example).....	xxxvi
	Questionnaire Product Involvement (Potato Chips Example).....	xxxvii
	Questionnaire Event Involvement.....	xxxix
	Questionnaire Event Attributes.....	xl
	Questionnaire Sponsor Evaluation (Pringles Example).....	xli
	Questionnaire Demographics.....	xliv