

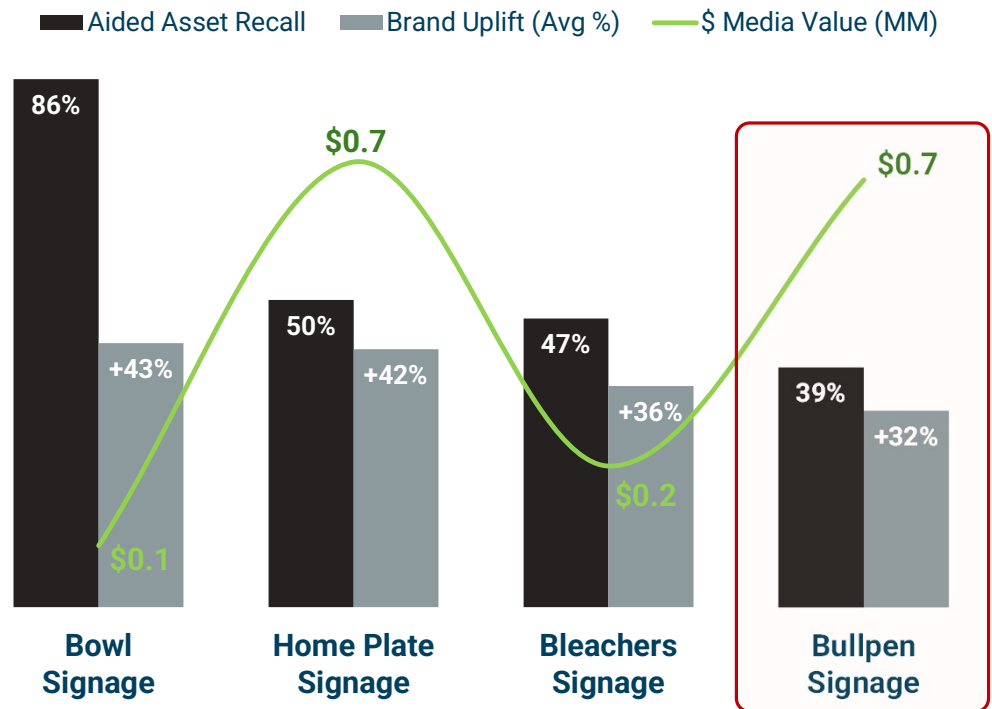
## MEDIA VALUE vs. BRAND IMPACT

**KEY LEARNING:** Higher media exposure doesn't always mean stronger brand impact. Sponsorship success depends on meaningful brand integration, not just visibility.

**OBJECTIVE:** Leveraging customized consumer/fan research, assess how a Tier 1 sports sponsorship in its first year impacted key sponsor brand metrics and which assets drove the strongest uplift.

**CONTEXT:** The brand / sponsor received a variety of assets, including key broadcast elements that received varying levels of media exposure and impressions. Two in-stadium, broadcast visible assets especially stood out, with the bullpen signage asset generating nearly \$700K in media value.

**FINDING:** Although it generated close to \$700K in media value the Bullpen Signage had the lowest consumer recall and uplift on key brand metrics. This highlights how exposure and impressions are not the single source of truth to measure and understand asset effectiveness.



This data compares media value with uplifts on brand impact, showing that higher exposure does not always translate to stronger brand recall or influence.

\*Brand Uplift (Avg %) = A composite average of the difference / uplift in key brand metrics among respondents who claim to have seen / recall an asset when compared to respondents who claimed to have not seen / are unable to recall the asset.