

GALLUP & ROBINSON, INC.

ADVERTISING RESEARCH NEWS

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OLYMPIC ADVERTISING: PLAYING THE GAMES TO WIN

PENNINGTON, NJ – The 1996 Olympic Games in Atlanta sets the world's standard for athletic excellence. It has also become one of the premier showcases for marketing accomplishment. With businesses paying \$40 million for the rights to a Worldwide Sponsorship, the opportunity for a company to become associated with the Olympics is a uniquely rich marketing game with its own set of victors and also-rans.

Like athletes, companies know that gaining access to the Games is only the beginning. In order to benefit to the maximum extent possible, sponsors must register their status with the judges and demonstrate their prowess in the arena. For the sponsors, consumers are the judges and advertising programs are the brawn and sinew.

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Gallup & Robinson tracks public response to Olympics advertising efforts by periodically surveying consumers about their attitudes towards the Olympics and their awareness of the sponsors and their attitudes towards Olympic sponsorship. The study method is based on telephone interviews conducted as a part of Gallup & Robinson's standardized advertising research programs. At the conclusion of selected general audience magazine advertising studies, readers are asked about their attitudes towards advertising in general, Olympics advertising in particular, and their unaided awareness of which companies are Olympic Sponsors. The data offers an objective assessment of how successful companies have been in their own high stakes competition. The following results are based on interviews with 250 respondents conducted in May.

Awareness of Sponsors

With about two months to go to the actual Games, 79% of people can name at least one of the official sponsors compared to 62% in January. Correct sponsor identification for the average person is up from 1.6 in January to two in May.

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Men and women are similar in their awareness. Eighty-one percent of men and 77% of women are able to name at least one sponsor when asked. On average, both men and women are able to name 2.1 correct sponsors.

	<u>Awareness (%)</u>		
	<u>Total Sample</u>	<u>Men</u>	<u>Women</u>
Named at least one correct sponsor	79	81	77

Coca-Cola has been the most effective company at registering its sponsorship of the Olympics with consumers. Forty-seven percent of people know now that Coca-Cola is associated with the Atlanta Games. The second best-known sponsor is McDonald's, which is known by 37% of people.

	<u>Awareness (%)</u>		
<u>Sponsor</u>	<u>Total Sample</u>	<u>Men</u>	<u>Women</u>
Coca-Cola	47	50	45
McDonald's	37	40	34

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Importantly, companies that have been most successful at establishing their sponsorship with the public, like Coca-Cola and McDonald's, have accomplished the additional goal of minimizing the credit that is sometimes shared with competitors when uncertainty or confusion exists in the public mind about who the official sponsors are. People who are nearly five times as likely to correctly think of Coca-Cola as the sponsor over Pepsi (47% versus 10%). They are three times as likely to think of McDonald's as the sponsor over Burger King (37% versus 12%).

<u>Awareness (%)</u>			
<u>Sponsor</u>	<u>Total Sample</u>	<u>Men</u>	<u>Women</u>
Coca-Cola	47	50	45
Pepsi-Cola	10	10	11
McDonald's	37	40	34
Burger King	12	12	12
Pizza Hut	6	5	7
Wendy's	3	3	2

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The Sponsorships of some companies are known by less than 10% of respondents. And for several sponsors, the public is as likely to credit a direct competitor rather than the company itself with being the Official Sponsor. This may be due to a lack of a solid communications program by the sponsor or efforts to defuse the sponsor's position by a competitor. For example, people are as likely to name United Airlines or American Airlines as they are Delta Airlines, the actual sponsor. And people are as likely to name Federal Express or the U.S. Postal Service as they are UPS, the actual sponsor.

<u>Awareness (%)</u>			
<u>Company</u>	<u>Total Sample</u>	<u>Men</u>	<u>Women</u>
American Airlines	8	5	9
Delta Airline	8	9	8
United Airlines	8	6	9
Federal Express	7	5	8
Postal Service	5	3	6
UPS	5	6	4

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Attitudes towards Sponsorships

Two out of three people (66%) agree that Olympics Sponsors are doing a good thing for the country. Additionally, six out of ten believe that Olympics Sponsors are the real leaders in their industries. However, only one in three respondents feel that they like to watch Olympics advertising better than regular television advertising or that this year's Olympics advertising is the best that they have seen.

<u>Statement</u>	<u>Awareness (%)</u>		
	<u>Total Sample</u>	<u>Men</u>	<u>Women</u>
Olympic sponsors are doing a good thing for the country	66	61	70
Companies that sponsor the Olympics are the real leaders in their industries	60	64	57
I like to watch advertising about the Olympics more than regular TV advertising	36	30	39
This year's Olympics advertising is the best I've seen	36	33	38

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According to Scott Purvis, President, Gallup & Robinson, Inc.,
“With most media opportunities, there is very little evidence
that people give advertisers some kind of “extra credit” just
because they’ve run their messages in a particular context.
With the Olympics, though, people view sponsorship as a
good thing for the country and a role for the real leaders in
their industries. Thus, a company’s success in becoming
known as a sponsor brings with it the benefits of having its
messages heard by a large audience that is more favorably
disposed to the marketer’s participation than is normal.”

Gallup & Robinson, Inc. is an advertising and marketing
research company based in Pennington, New Jersey.
For over 40 years it has helped leading national advertisers
understand the effectiveness of their advertising and improve
its contribution to their business.

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