

A LEAGUE OF THEIR OWN



FEATURED LEADER

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HOW ARE YOU UNIQUELY QUALIFIED TO HELP BRAND MARKETERS CONNECT WITH SPORTS FANS?

We love the question! No agency has the depth of research and analytical capabilities as MKTG, spawned from our SRI full service in-house market research agency (acquired by us in 2001 and in business since 1984). As such, we have a normative database dating back decades that provides actionable insights into sports fans everywhere. We have a team of 15 analytic researchers and strategists that cultivate the historic data, while also modernizing our approaches on literally a weekly basis. Our analytics engine works hand in hand with our creative teams to ensure a bona fide consumer connection in our creative campaigns and sponsorship strategies.

WHAT ARE SOME OF THE BIGGEST SPORTS MARKETING TRENDS MARKETERS SHOULD KNOW ABOUT?

We all know technology is completely changing the way fans consume sports content. However, we are as focused on the increasing rise of cultural activism and social good; how it relates to consumers' watchful eyes and desire for truth in marketing. A great example of social good done right, is how Secret built a powerful campaign with the US Women's Soccer team that embraced female empowerment and was heralded by the industry and consumers. We were proud to support the brand's inspiring efforts. Our leadership team, led by the only CEO, CCO female tandem in our business, is dedicated to doing more of the same.

HOW ARE SPORTS FANS DIFFERENT THAN THEY WERE FIVE OR TEN YEARS AGO? HOW HAVE THEIR EXPECTATIONS CHANGED AND HOW CAN MARKETERS RISE TO MEET THOSE EXPECTATIONS?

We launched our "Decoding" proprietary research series in 2012—a deep-dive fan segmentation revealing provocative insights into what truly drives fan "receptivity" to sponsors. Until then, the industry had assumed that fan avidity and passion drove the greatest sponsor opportunity. In fact, we learned that 25% to 30% of fans are not responsive to sponsorship messaging no matter how passionate they are. The important metric is receptivity and as fans are increasingly able

to control their consumption (what, when, where), the metric of passion has declined and the metric of receptivity has increased. Marketers can rise to meet those expectations by diversifying their sponsorship portfolios and knowing in which channels their target consumers are most receptive. We have seen dramatic shifts—both in consumption patterns (as mentioned above), as well as attitudinal shifts about the importance of sports and the attractiveness of other alternatives (think music, culinary, eSports, culture and other lifestyle options).

TELL US ABOUT YOUR CLIENT PORTFOLIO, WHAT'S UNIQUE ABOUT THE COLLECTION OF BRANDS YOU WORK WITH IN SPONSORSHIP MARKETING?

We have a saying: "It's not just the company you keep, but how long you keep the company." We take immense pride in the longevity we've built with market leaders; brands like IBM (since 1986), FedEx (1993), and P&G (1999). We've worked with Diageo, Nike, Toyota, and Mars for over 15 years as well. Our challenge is to reinvent their approach to sponsorship and activation on a regular basis, as well as to exceed the high expectations to continuously impact their business. Unique? Perhaps no agency has the ability to work across such a plethora of categories and their consumer segments like MKTG.

WHAT'S A BIG "WATCH OUT" CLIENTS SHOULD KEEP IN MIND WHEN CHOOSING AN AGENCY?

We often say don't pick us just *because you love an idea or a strategy, pick us because we're the best partners and you trust us with your business*. Some agencies can come up with a great idea and others the right strategy, and we do that too. However, what matters most, is picking the right long-term partner with the intangibles that make for a collaborative and trusting partnership.