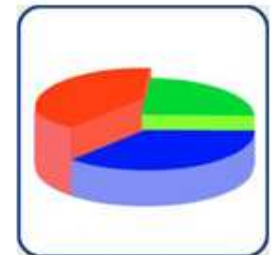


Keeping Score: Panel Discussion on ROI

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Agenda

1. Standardized vs. custom solutions
2. Popular sponsorship objectives and measurement strategies
3. Ask the experts!



Standard vs. custom

- Greatest value of sponsorship is ability to build customized solutions which meet business objectives
- No single magic formula to measure success of sponsorship

Measurement solution

- Adapt one of several known strategies to sponsor case
- For each case: Select “soft” ROO or “hard” ROI measures

Popular sponsorship objectives

1. Lead generation
2. Driving retail traffic
 - Sales
 - Brand image enhancement
 - Employee engagement
 - Hospitality



1. Lead Generation

Objective: compile mailing list or qualified leads

- ROO: count leads
- ROI: estimate value of lead internally; multiply by number of leads

2. Driving retail traffic

Objective: drive traffic to retail location

- ROO: coupon method
- ROI: customer survey to measure influence of visit; estimate value of visit internally

3. Sales

Objective: sales (big-ticket or everyday items)

- ROO: Estimates from front line staff
- ROI: post-purchase survey to measure sales (or partial influences)

4. Brand image enhancement

Objective: increase awareness and/or attitudes towards brand

- ROO: Post or pre/post survey; measure changes
- ROI: Estimate internal value of positive opinion; multiply by target audience

5. Employee engagement

Objective: increase employee involvement and/or morale

- ROO: Measure participation
- ROI: Estimate value of employee retention; estimate proportion of value attributable to activity

6. Hospitality

Objective: Offer unique experience to key customers

- ROO: Measure participation
- ROI: Obtain estimates from managers regarding hospitality influence

Review

1. Lead generation
2. Driving retail traffic
 - Sales
 - Brand image enhancement
 - Employee engagement
 - Hospitality



Ask the experts!

We don't fit
in your 6
categories.

How
would you
measure...

Who pays?
Property or
sponsor?

Our
objectives are
related to
social media.

What
about
B2B?

