




Sponsorship Selection

Her Sport Her Way
Trendspotter Forum

Ellen Purvis
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Brands now want and need to know...



Will this property align with my brand's values and how we want to be perceived?

Will the partnership reflect diversity of consumers and the workforce?

Will this property's image impact how people view my brand?

Will the partnership make a positive contribution to society?

Nielsen's Sponsorlab Framework



Nielsen Sponsorlab



CRITERIA SELECTION

Choose which metrics are most important when selecting a property.



WEIGHTING

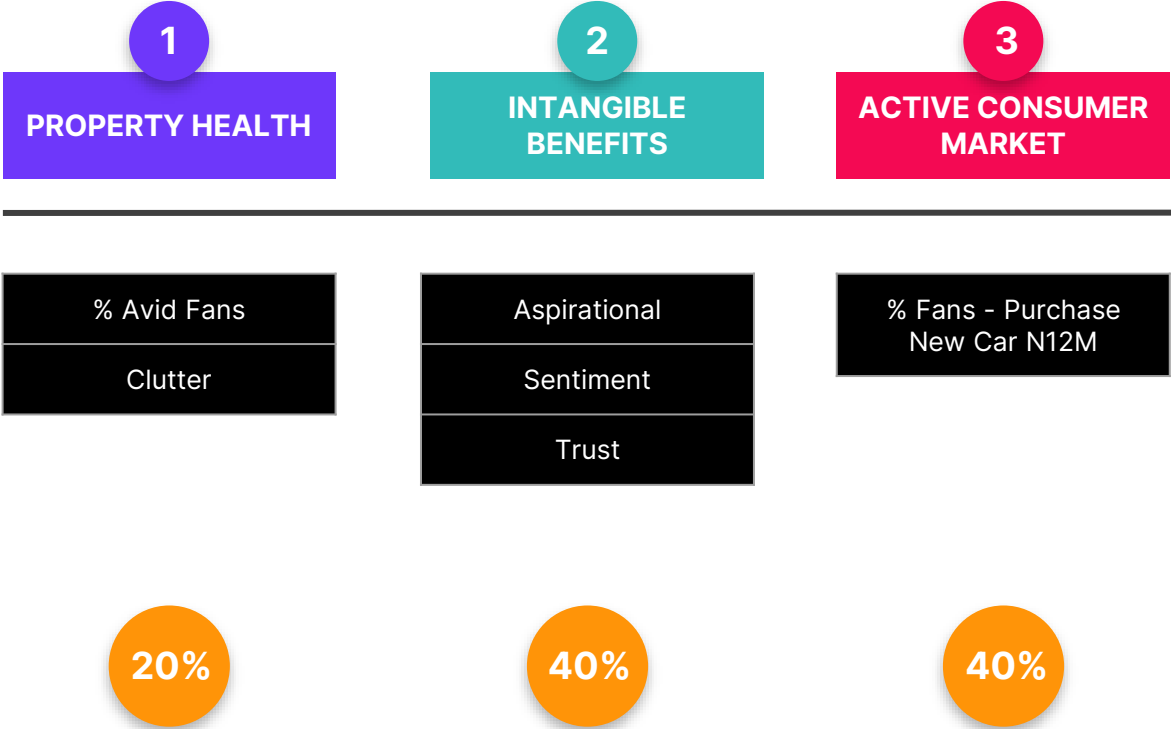
Apply weights to your selected metrics depending on their importance.



ANALYSIS

Compare properties and market performance using selected metrics.

Example: New Cars



Property	Score <i>Out of 100</i>
Super W	57
NRC	57
NSW Cup	48
Super Netball	48
Super Rugby	48
WBBL	47
NRLW	47
W-League	46
WNBL	46
QLD Cup	45



What this means for
THE INDUSTRY

1

USPs are quantifiable

2

The playing field is leveling

3

Evidence is a necessity

