

June 2022

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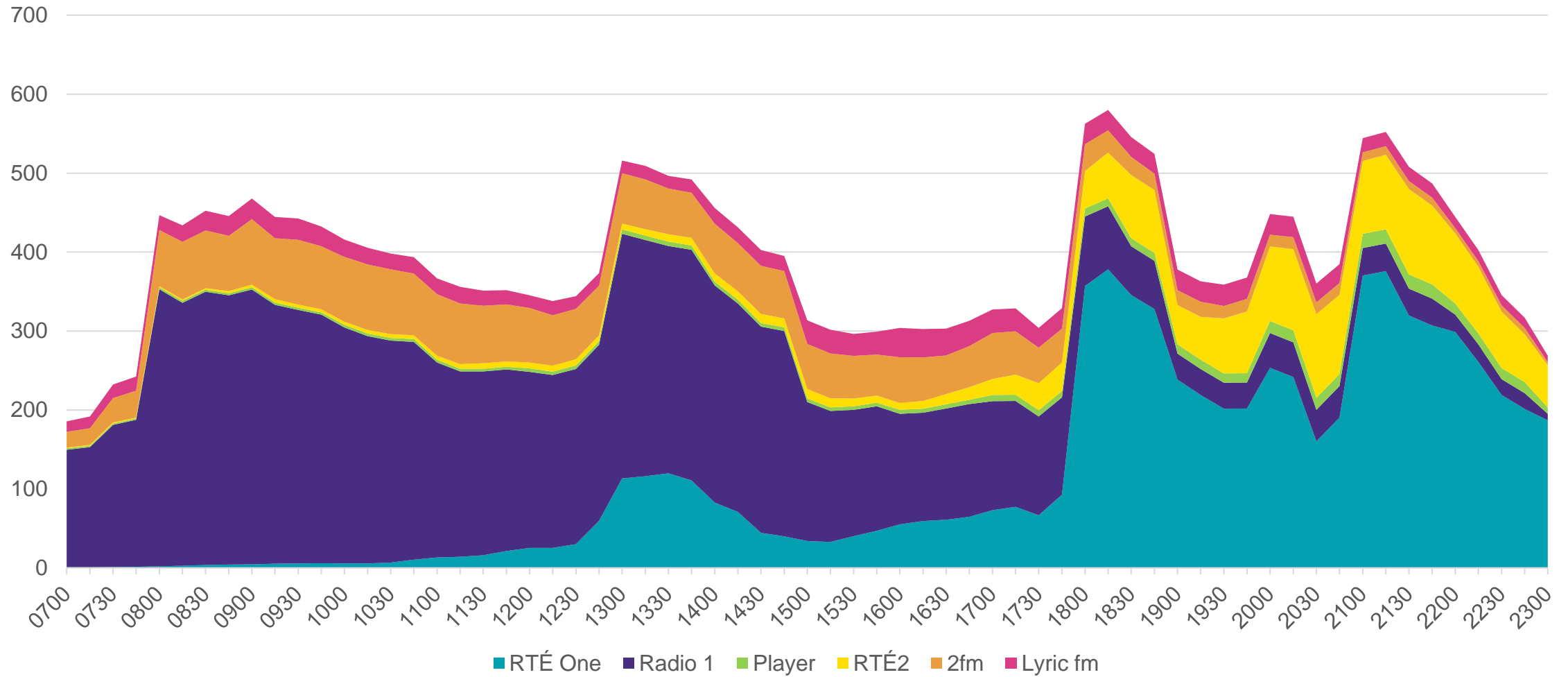
# How to be Good with Sponsorship

RTÉ Media Sales | **B&A**

The RTÉ logo is displayed in a bold, teal, sans-serif font. It is centered within a large, white, circular graphic that has a subtle gradient and a soft shadow, making it stand out against the teal background. The background itself features several other teal circles of varying sizes, some overlapping the white circle.

# A Day with RTÉ

## RTÉ Consumption per ¼ Hour (Radio & AV)



# 30 Sponsorships



**23 AV &  
7 Radio**

**RTÉ One, RTÉ 2,  
Player, Radio 1  
and 2fm**

**28**

**Brands across a  
range of sectors**

# Methodology

- Nationally representative
- 1,000 adults aged 16+ per sponsorship
- Quota controlled sample to ensure representativeness
- 6 Waves so far
- Robust & independent

# Key Insights



1. RTÉ Sponsorship  
Delivers



2. Making Brands  
Famous



3. Sponsorship  
Spill Over



4. Brand Image  
Enrichment



5. Cross platform  
campaigns strengthen  
impact



6. Niche Can  
be Good



7. Don't Forget  
Creative Likeability

# 1. RTÉ Sponsorship Delivers

Stark differences between sponsored programmes' audiences and non-audiences in their attitudes & behaviour towards the sponsoring brand



## 2. Making Brands Famous

Sponsoring a programme can enhance a brand's general awareness at category level, especially for challenger brands

# 3. Sponsorship Spill Over

The reach of a sponsorship extends beyond viewers / listeners of a sponsored programme – and has an impact on this group too



# 4. Brand Image Enrichment

Sponsorship can **help enrich brand image**, complementing & building on other brand work

# 5. Cross platform campaigns strengthen impact

Cross platform sponsorships can offer broader reach & deliver a 'boost' effect in many metrics

## 6. Niche can be good

It's not all about size!

Being clever and targeting niche sponsorships works



# 7. Don't forget creative likeability

Clear relationship between sponsorship / brand fit and likeability of the sponsorship



# Some Lessons to Date

1. **You can be famous:** Sponsorship longevity, TV presence & overall programme reach are key drivers of spontaneous brand awareness
2. **Spillover:** Even non-audience pick up on sponsorships –amounts to a lot of people.
3. Sponsorship can help improve and enrich brand awareness & image, especially for challenger brands
4. Cross platform campaign impact: Having multiple sponsorships for one brand can work in favour of the brand and reinforcing metrics.
5. But **niche** can be good!
6. **Don't forget creative likeability** – clear relationship between fit and likeability, with more likeability having a clear relationship with better scores for; brand image, emotive effect and call to action scores
7. **Environment credentials** – lots of room for improvement here