



## REXONA & RUGBY HEAVEN

SPONSORSHIP EFFECTIVENESS STUDY

July – Sept 2010

**RUGBY  
HEAVEN**



**stuff.co.nz**

Provide Effectiveness metrics for Rexona's sponsorship campaign on the All Black's section of **Rugbyheaven** on **Stuff.co.nz**, specifically to measure impact on:

- Brand association in relation to sponsorship of the All Blacks
- Brand sentiment/ recommendation in comparison with other All Black sponsor brands and Rexona competitors
- Sponsored page/section recall on stuff.co.nz
- Advertising perceptions, message cut through, and relationship with content in sponsored All Blacks section.



## Control group (at 95% CI)

- Online domain exit site intercept
- n = 554 - margin of error 4.25%

## Exposed group (at 95% CI)

- Online domain exit site intercept
- n = 556 - margin of error 4.24%

- Site intercept survey
- Domain exit approach
- Simultaneous AdE methodology
- Campaign tracking live:
  - ▶ Stuff.co.nz - All Blacks section:  
12/07/10 - 14/09/10
  - ▶ Survey in field:  
17/08/10 - 14/09/10

## Rexona Online Sponsorship Campaign

### Exposed

### Control



Radio

Radio



T.V

T.V



Print

All things  
equal except  
for exposure



Statistically  
significant



Directional  
movement

# RUGBY HEAVEN

# LOCATION OF EXPOSURE



OFFICIAL  
DEODORANT  
OF THE  
ALL BLACKS

IT WON'T  
LET YOU DOWN



Stuff Home Sport **Rugby**

Kia ora, Gucat[ sign in]  Google Custom Search

Opinion All Blacks International News Provincial Super 14 Galleries Rugby World Cup Video Tri-Nations fixtures Tri-Nations standings »  
All Blacks matches »  
Tri Nations fixtures »

All Blacks sponsored by Rexonamen



#### Beware stung Boks - Henry

As he supped a few celebratory drinks on Saturday night, Graham Henry may have taken a moment to lock himself into a thousand-yard stare and ponder just what lies in wait.

#### ABs, on brink of greatness

By TOBY ROBSON in Christchurch - The Dominion Post

Exhausted but not quite fulfilled, and with Johannesburg looming, the All Blacks' face an acid test, having switched to southpaw to slug Australia into submission.

Beware stung Boks - Graham Henry

#### Son's arrival marks rebirth of ABs career

By TOBY ROBSON - The Dominion Post

Nixon Mathewson has already outdone the national anthem, the haka and the emotions of an All Blacks test debut.

#### Woodcock lucky to escape yellow card

By TOBY ROBSON - The Dominion Post

Any blunder and they'd be invisible, rugby's onfield sanctions for reckless play were exposed again at AMI Stadium on Saturday night.

#### Boks predicted to stick to knitting

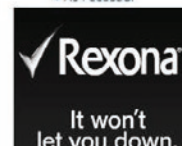
By RICHARD KNOWLER - The Press

Conrad Smith isn't expecting the Springboks to make many drastic changes to their tactical sheet for John Smith's 100th test in

#### Rugby Headlines

- All Blacks, on the brink of greatness
- Beware stung Boks - Graham Henry
- Wellington Lions 'outpassed' by Counties
- Sonny Bill Williams ready to step up
- Francis Steyn in Springboks' training squad
- Stags felt the heat ahead of hyped Otago clash
- Coach prepares to hand over the reins
- Woodcock lucky to escape yellow card
- Ranfurly Shield match 'huge'
- Son's arrival marks rebirth of an All Black career
- Ranfurly Shield challenge 'up with best'
- Boks predicted to stick to knitting
- McCaw's experience a major asset to All Blacks
- Sonny Bill's debut ticks all the right boxes

Ad Feedback



OFFICIAL  
DEODORANT  
OF THE  
ALL BLACKS

PROVEN TO  
WORK AT 58°C  
THE HOTTEST  
TEMPERATURE  
ON EARTH

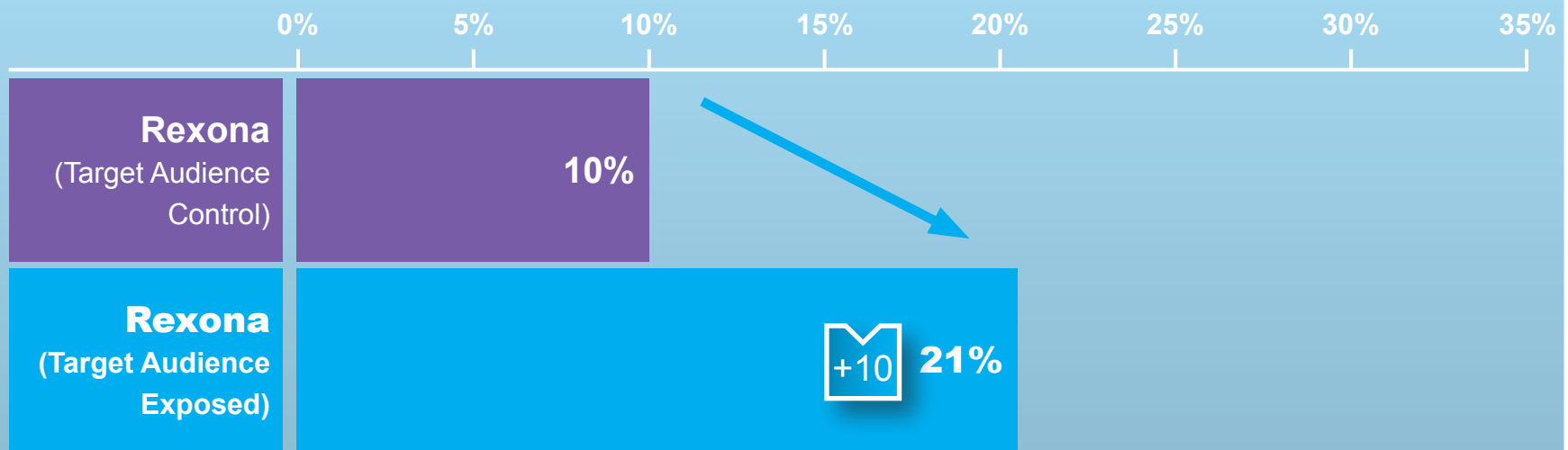


# stuff.co.nz



### Target Group Audience – Males aged 25 - 49

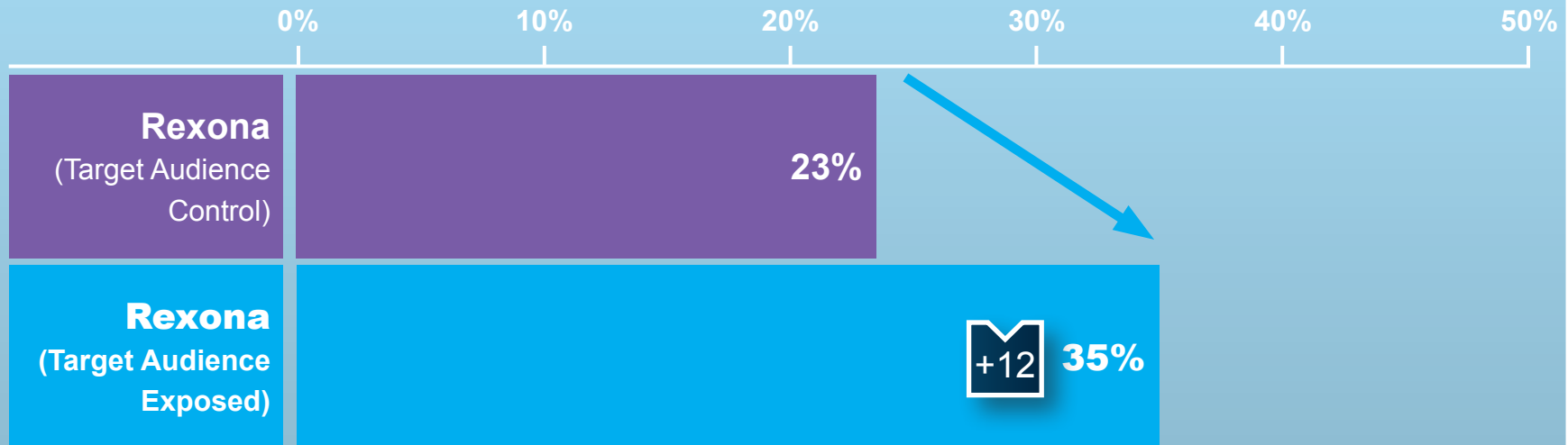
Top of mind association doubled for those exposed to the Rexona sponsored page.



Q. ► When thinking about companies that sponsor the All Blacks, which 3 brands first come to mind?  
(n=165 Exposed & n=90 Control)


## Target Group Audience - Males 25-49 group

Excellent recommendation growth for Rexona for target audience (exposed v control) compared to total respondents. Up 12 percentage points, and growth of 51%.



Recommend 'if asked' / 'would actively'

Q. ► Thinking about the brands mentioned below, to what extent would you recommend each one to someone else? (n=159 Exposed & n=87 Control ; Aware of Rexona at 'Prompted Awareness' question)

A dark blue silhouette of a person standing and talking on a mobile phone, positioned on the right side of the slide.

“ The Rexona case study is an excellent example of the power of working together with our agency partners to deliver insights that unlock the value of communication to our audiences.

We're always keen to demonstrate the power of the Fairfax brands in engaging a client's market. Give your Fairfax Media Consultant a call to find out how. ”

**Sandra King**

A dark blue silhouette of a person standing with their hands on their hips, positioned on the left side of the slide.

“ We are very happy with the results of the Rexona sponsorship. These results prove what a great commercial environment Stuff.co.nz is for advertisers.

The research clearly shows that the sponsorship had a beneficial impact on brand metrics, from awareness, recommendation, and attribution. The fit between the content, and message resulted in a good user experience delivering a great return on investment for Unilever. ”

**Nigel Tutt**



**RUGBY  
HEAVEN**

## SUMMARY OF RESULTS

“ Fairfax demonstrated a great understanding of the campaign brief. The opportunity to undertake a shared brand study meant we could deliver firm numbers demonstrating the value of online brand advertising.

We are delighted with the results and with our clients increased commitment to digital. ”

**Polly Williams**

Digital Strategist, PHDiQ



**For the full results of the sponsorship effectiveness study, please contact your Media Consultant.**

**09 970 4000**

