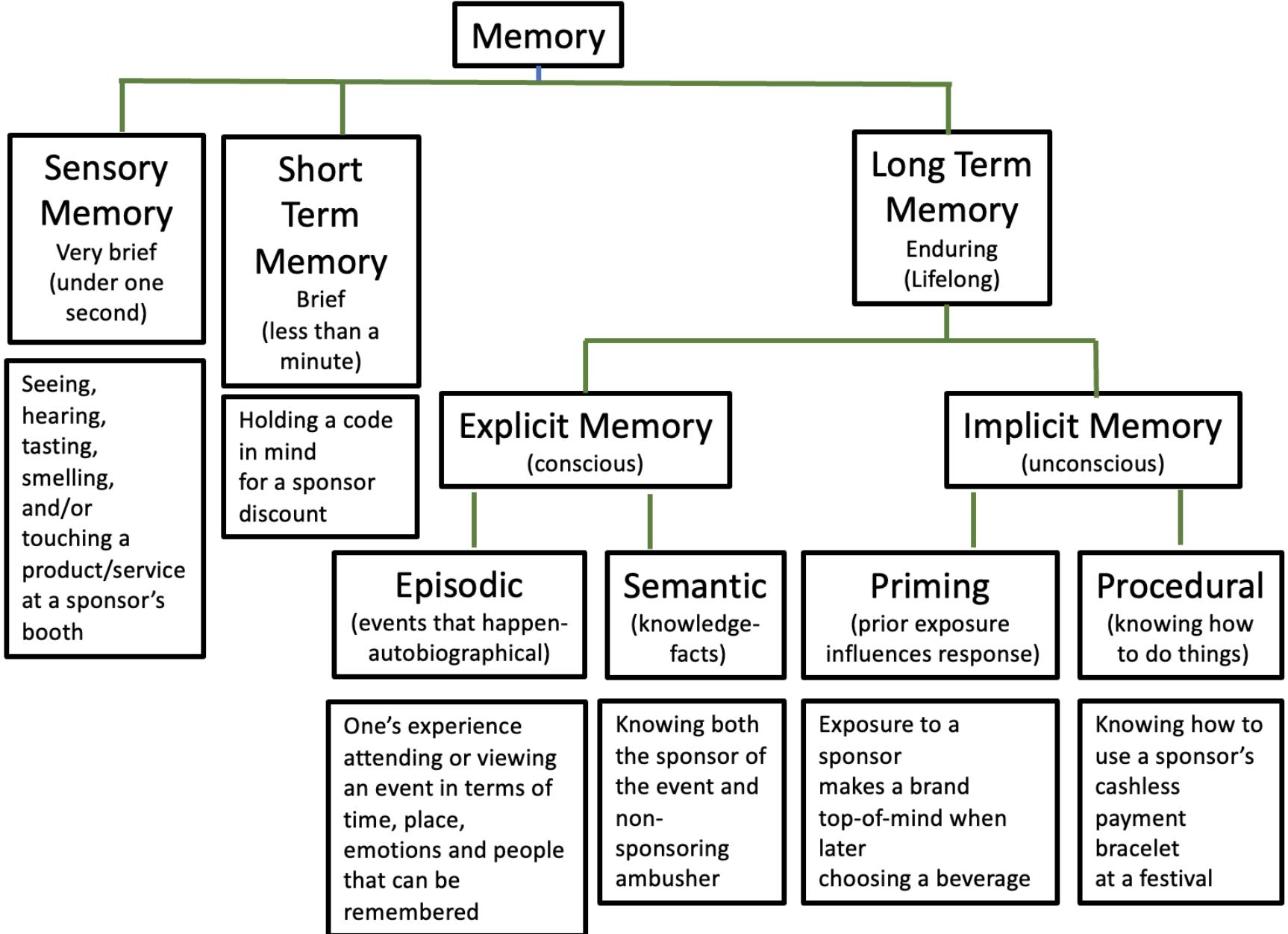


Sponsorship in Marketing

Chapter 12: Memory in Sponsorship

Types of Memory

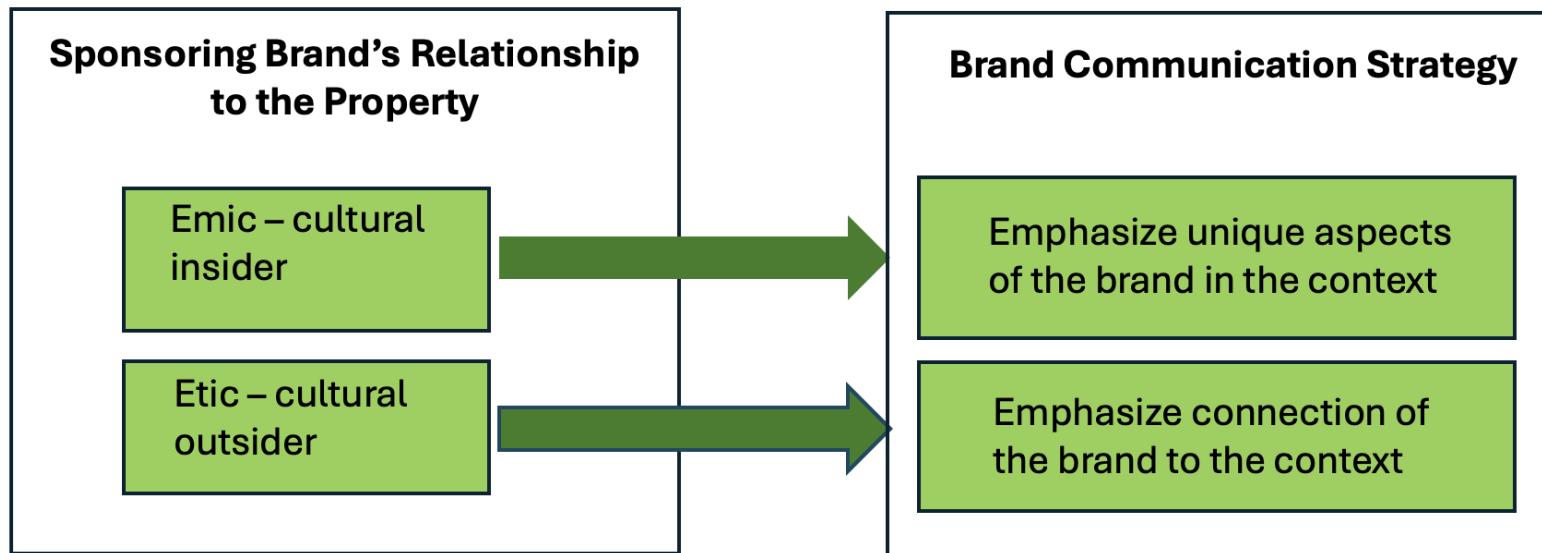


MEMORY MEASUREMENT IN SPONSORSHIP

- *Sensory Memory Measures*
- *Recognition Measures*
- *Recall Measures*
- *Implicit Memory Measures*

INFLUENCES ON MEMORY

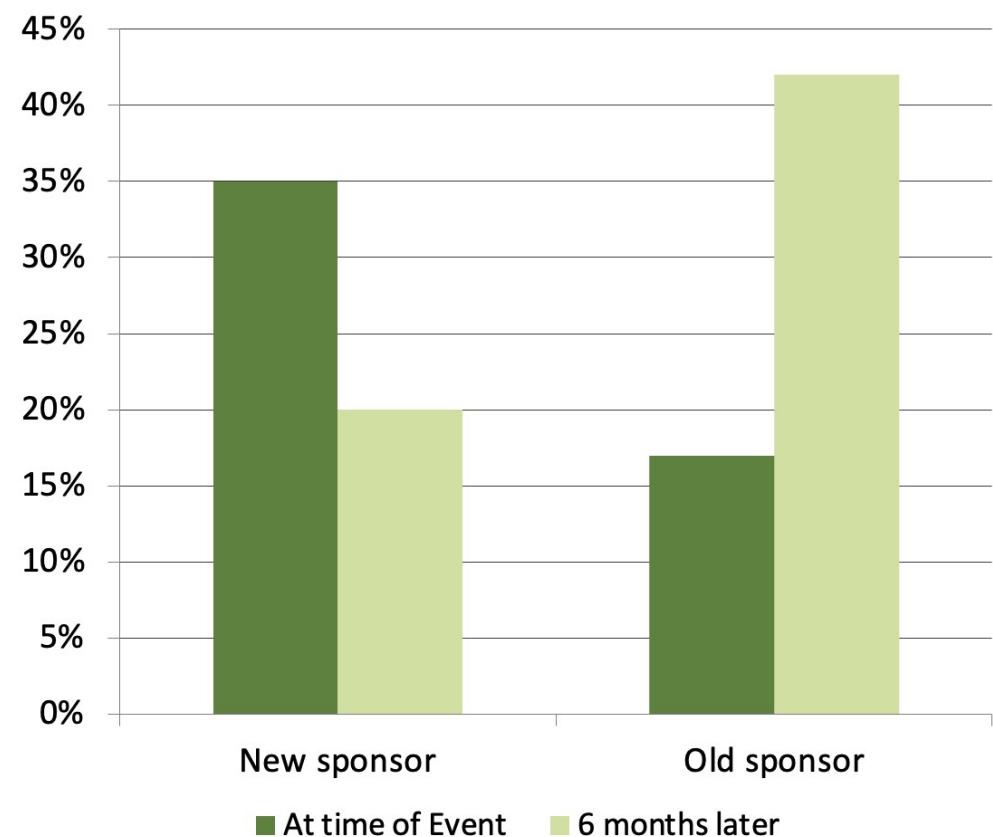
- *Competitive Interference*
- *Current Context and Prior Knowledge*
 - *Communication Strategy depends on the current context*



A LONG-TERM VIEW OF MEMORY

Spontaneous Recovery

- Around the time of the event, recall of the new sponsor is typically good or building, and mistaken recall of the old sponsor, while still common, is relatively low.
- Across time, the recall pattern changes.
- Six months later, when media attention was largely gone, recall for the new, replacing sponsor dropped to 12% while mistaken recall for the old sponsor rose to 40%.



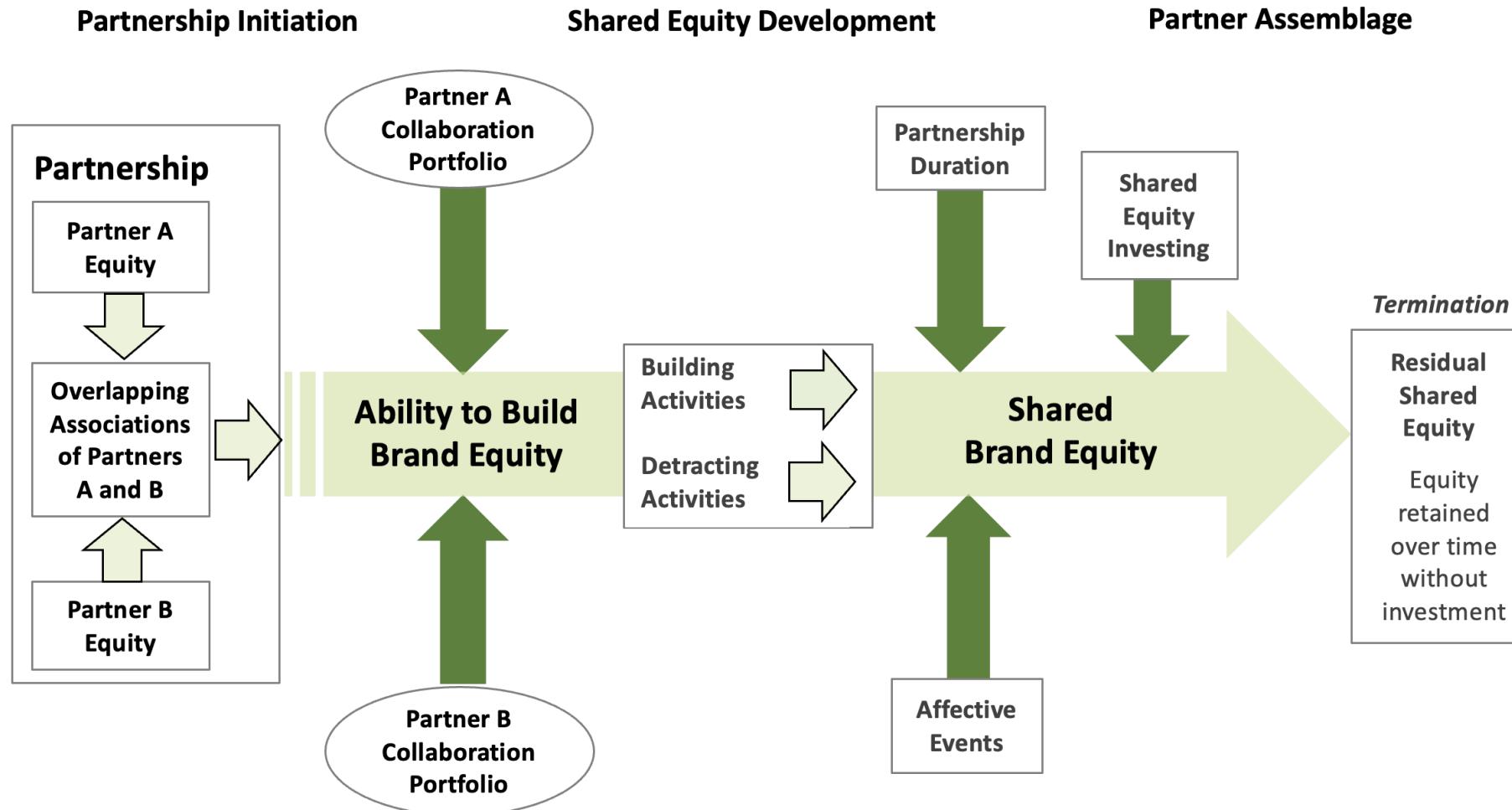
A LONG-TERM VIEW OF MEMORY

Shared Brand Equity

- *Shared brand equity is “the extent to which semantic/associative knowledge between brands is linked, widely represented in a linguistic community and influences stakeholder response.”*
- *Sponsoring brands have begun taking advantage of this memory link by sponsoring lower-level aspects of an event when they depart title or presenting sponsorship roles to remind audiences of the shared brand equity created over time.*
- *On the other hand, an incoming sponsor might be compromised in what they can accomplish for years.*

A LONG-TERM VIEW OF MEMORY

Mapping the Process of Building Shared Brand Equity



Memory in Sponsorship Questions

- 1. How might implicit memory in sponsorship be influenced by an activation that uses procedural knowledge?*
- 2. As a brand manager taking over a sponsorship held by a direct competitor, what might you do to mitigate the influence of spontaneous recovery of the old sponsor?*
- 3. If virtual reality (VR) experiences can offer truly exciting, engaging, and even immersive experiences, what, if anything, does live attendance provide that is superior?*
- 4. Imagine a new sponsorship and map the current brand equity associations of each partner. Are there strengths on which to build, and are there issues that may be challenging?*