

5. AI-Supported Detection and Analysis of Brand Presence at Sporting Events by TEQYARD

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Background:

Sponsorship is a central component of modern sports — both in professional and grassroots environments. Companies invest substantial amounts to make their brands visible at major events, whether on banners, jerseys, bib numbers, or in digital streams.

But: How visible is a brand actually? How often, how long, and in what context does it appear in videos, photos, or livestreams of an event such as a marathon?

Traditional evaluations are often manual, time-consuming, imprecise, and scarcely scalable.

With artificial intelligence (AI) and computer vision, brand presence can be automatically detected, counted, and analyzed — objectively, quickly, and data-driven.

Challenge:

Develop an AI-based system for automatic brand recognition that identifies and analyzes the visibility of logos, sponsor surfaces, or brands in image or video material from a sporting event (e.g., marathon).

Your model should be capable of:

- Detecting and classifying brand logos or text elements in images/videos
- Measuring frequency, duration, and position of brand appearances
- Presenting results visually or statistically (e.g., logo heatmaps, visibility scores, rankings)

Available Data Foundation:

- No data will be provided. The solution should be developed using publicly accessible data or synthetic data.

Additional assumptions, creative visualization ideas, and extensions are explicitly welcome.