

## Unit 4: THEORIES ON THE PROCESSING OF SPONSORSHIP MESSAGES

### *CASE STUDY: Sponsorship of the Berlin Marathon 2015*

Please read the four press releases about the sponsorship of the Berlin Marathon 2015 and complete the tasks below. The press releases are scenarios of how sponsors deal with their sponsorship.

Press release A

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#### *Adidas and the Berlin Marathon 2015*

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Adidas as the largest sportswear manufacturer in Europe with its headquarter in Herzogenaurach, Germany, will again be the main sponsor of the Berlin Marathon in 2015. Initiated in 1947, about 30,000 amateur and professional athletes participate in the 42k run through the city of Berlin on a weekend in the last week of September. Adidas will provide special gifts for the runners like printed shirts and warm jackets. The company tries to strengthen its market position as a manufacturer for high-quality sport clothes and shoes targeting the steadily growing group of runners. Adidas announced at a press conference that the company is excited to target many athletes with their sponsorship. Adidas hopes that many athletes will participate in 2015 and expects a successful marathon for all athletes and the city of Berlin.

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*Adidas and the Berlin Marathon 2015*

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Adidas as the largest sportswear manufacturer in Europe with its headquarter in Herzogenaurach, Germany, will again be main sponsor of the Berlin Marathon in 2015. Initiated in 1947, about 30,000 amateur and professional athletes participate every year in the 42k run through the city of Berlin on the weekend in the last week of September. Adidas' marketing officials expect athletes from all over coming to Berlin for this sport event. Adidas announced at a press conference that the company is excited about the event and pleased to be a sponsor at such a big event in the German capital.

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*BMW and the Berlin Marathon 2015*

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BMW, the German car manufacturer with its over 105,000 employees operating worldwide, announced its main sponsorship of the Berlin Marathon in 2015. For this reason the event will be named BMW Berlin Marathon 2015. Initiated in 1947, about 30,000 amateur and professional athletes participate every year in the 42k run through the city of Berlin on the weekend in the last week of September. BMW's marketing officials expect athletes from all over coming to Berlin for this sport event. BMW announced at a press conference that the company is excited to sponsor the event and expects a big turnout.

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*BMW and the Berlin Marathon 2015*

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BMW, the German car manufacturer with its over 105,000 employees operating worldwide, announced its main sponsorship of the Berlin Marathon in 2015. For this reason the event will be named BMW Berlin Marathon 2015. Initiated in 1947, about 30,000 amateur and professional athletes participate every year in the 42k run through the city of Berlin on the weekend in the last week of September. BMW's marketing officials explained that several BMW care cars will drive and accompany the runners in order to supply them with water and snacks, supporting their sportive target group during the intense run. BMW announced at a press conference that the company is excited to sponsor this sports event and hopes that many athletes will participate in 2015. BMW expects a successful marathon for all participating athletes and the city of Berlin.

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## EXERCISE QUESTIONS

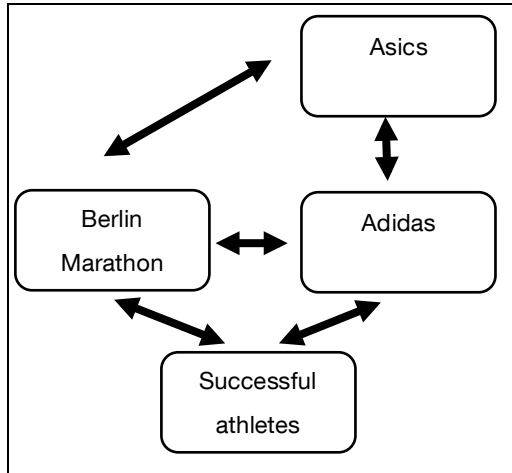
With regard to each of the four scenario press releases about the sponsorship of the Berlin Marathon 2015 (i.e., one at a time), please:

(1) Assign whether logical brand-event fit (as an indicator of natural congruency between the brand and the sponsored entity) is high or low, and whether articulation (= explaining the connections [or we could also say fit] in the press release) takes place or not. You can do this in the figure below. Please cross out the terms that do not apply.

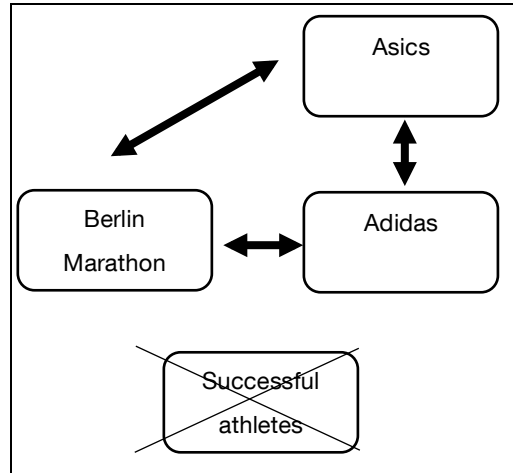
(2) Complete the associative networks that are likely to play a role in the mind of recipients (see figure below). Please draw the paths of the likely associations (according to the press release). Bold paths indicate stronger associations; not every box has to be used. (Please consider Asics as one of the main competitors of adidas and Audi as one of the main competitors of BMW; both brand pairs share the most relevant associations.)

## Associative networks at play

A: ~~Congruent~~ / ~~Incongruent~~  
Articulated / ~~Unarticulated~~

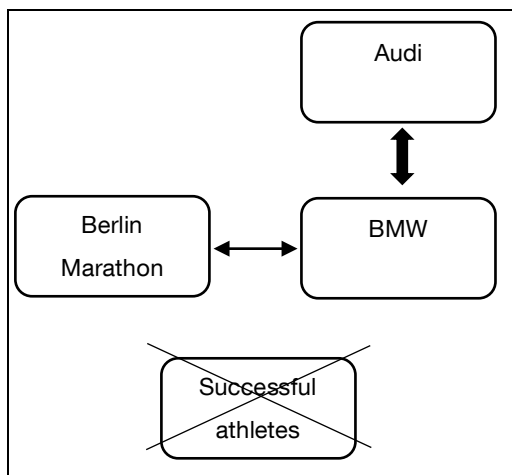


B: ~~Congruent~~ / ~~Incongruent~~  
Articulated / ~~Unarticulated~~

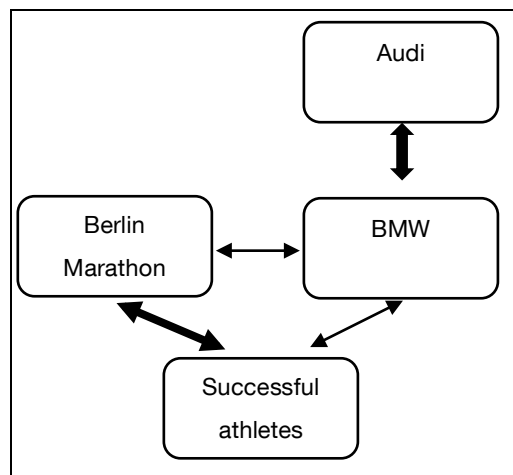


(Note. One may argue that the path between Berlin Marathon and successful athletes is existent but weak. Therefore, the solution including a path would also be correct.)

C: ~~Congruent~~ / Incongruent  
Articulated / ~~Unarticulated~~



D: ~~Congruent~~ / Incongruent  
Articulated / ~~Unarticulated~~



(Note. One may argue that the path between Berlin Marathon and successful athletes is existent but weak. Therefore, the solution including a path would also be correct.)