

Unit 4: THEORIES ON THE PROCESSING OF SPONSORSHIP MESSAGES

CASE STUDY: Attitude transfer / sponsors of the Snowboard World Cup in Innsbruck

INTERALPEN-HOTEL TYROL
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Sponsorship of the Snowboard World Cup in Innsbruck (Austria)

In a recent study, 300 spectators of the Snowboard World Cup in Innsbruck were interviewed about their attitude towards two sponsors: Bogner and Inter Alpen-Hotel Tyrol. Bogner is a sports clothing brand that is located in Munich and that is well known in Europe for producing high-quality winter sports clothing. The second sponsor was Inter Alpen-Hotel Tyrol. The fivestar hotel is located in the Tyrolean Alps and it hosted many of the athletes during the World Cup in Innsbruck.

The spectators were asked to rate how well the five associations “sporty,” “youthful,” “dynamic,” “exciting,” and “strong” describe the brands. The associations have been generated by a pretest. In the survey, the items were assessed on a six-point rating scale anchored at 1 = “does not describe the brand at all” to 6 = “describes the brand very much.” The interviews were conducted in two waves (prior to and after the World Cup), meaning that all persons participated in the survey twice. A control group that did not attend the World Cup was interviewed as well. The control group sample includes another 300 persons (non-attendees). You can find the data of the survey in the MS Excel file.

Below, you can find an explanation of the list of variables that are available to you in the MS Excel data file:

Variable list:

- ID: identification number of each participant (for both waves)
- Brands: Bog_: Bogner, Int_: Inter Alpen-Hotel Tyrol
- The suffix stands for each of the items (e.g., “spo” for sporty)
- t_0 stands for the first wave (before the World Cup) and t_1 stands for the second wave (after the World Cup)

EXERCISE QUESTIONS

Please use a computer software program (e.g., MS Excel, SPSS) to prepare a diagram that illustrates the change of the overall attitude (i.e., the average of the evaluations of all five associations) from before to after the World Cup for the two brands and for the two samples. This means that you will have to generate four diagrams in total (Bogner, sponsorship sample; Inter Alpen-Hotel, sponsorship sample; Bogner, control sample, Inter Alpen-Hotel, control sample). Based on overall attitude, (1) which brand profited more from the sponsorship of the World Cup?

You should also look at the changes of single items over time to answer the question of (2) which of the five associations increased most for each of the two brands.

We also ask you to assess the implications of the study: (3) What are the conclusions for the two sponsors based on the results with regard to both overall attitude and single items?

After having looked at the results, the manager of the Inter Alpen-Hotel has the gut feeling that the perceived fit between the sponsors and the sponsored entity influenced the results that were found in the study. Since you plan to conduct another study for the Alpine Skiing World Cup in due course, you want to assess whether this is true or not. (4) What would you change in the design and in the survey in the study to answer this question?