

TV sports marketing & eye tracking

"This new way to measure brand presence efficiency on TV during a sporting event will provide different players with new information to rationalize the investments and make sports marketing more professional." **Isabelle Le Roy, Director Havas Media Innovation**

Eye tracking offers unique opportunities to measure the effects of sports marketing. To assess whether brands are effectively looked at by TV viewers during sports broadcasting, Isabelle Le Roy from Havas Media Innovation and Julien Vivier from Havas Sports France, developed Sport Eye Tracking (SET) – a new tool for brand presence efficiency measurement. Tobii Eye Trackers were used by Jeremie Eskenazi from Miratech to conduct the underlying eye tracking research.

Key questions asked

Up until 2007 the only way to measure branding in sports was by brand exposure tracking studies. But visibility does not mean that a brand is actually seen. And what is the relation between "seen" and memorized? Tobii's Eye Trackers made it possible for Havas Media Innovation and Havas Sports to answer these questions objectively:

- Does the viewer focus only on the game action or does he also spot brands on television?
- How long is the brand actually viewed compared to the time it is visible?
- What are the most efficient locations for a brand?

The study

30 participants (representatives of the profile of the TV viewers of the game in terms of age, gender and interests) were asked to watch a rugby game for 10 minutes and answer different types of post-test surveys, such as spontaneous recalls and aided recalls of the sponsors.



During the 10 minutes, 36 sponsor exposures were counted at 21 different locations. The duration of exposure of each sponsor and the duration of exposure of each location were analyzed as well as the number of glances (a glance being ≥ 220 ms) per brand and the duration of each glance for each recording.

The results

The percentage of glance duration on brands was 3.8% of the total duration. Since the same type of study had not been conducted before, this value was compared to traditional TV advertising. In France, advertising represents 6% of the minutes of television "offered" to viewers and the "consumption" of advertising is about 8% of the entire time spent by TV viewers in front of the TV. Therefore, 3.8% was valued positively since a rugby viewer is concentrated and engaged on the actual game as opposed to TV commercials where the viewer knows that he or she is entering a commercial break.

Part of the key result showed that there is no guarantee that visibility will lead to memorization, however, there was a strong correlation between "seen" and memorized.



This map visualization shows the average Brand Gaze Duration (BGD) of 30 people on a short frame.

The study showed that the brands present on a variety of locations were the most viewed and that these brands also were the most recalled. The location analysis showed which locations offered the best Brand Glance Duration (BGD): The brand located on the jerseys was proven to have a high visibility and high BGD. Sideline signage and centerfield signage were, along with the jerseys, the most viewed and also the best recalled.

The study also looked into visibility versus BGD for different game actions, as well as for camera angles.

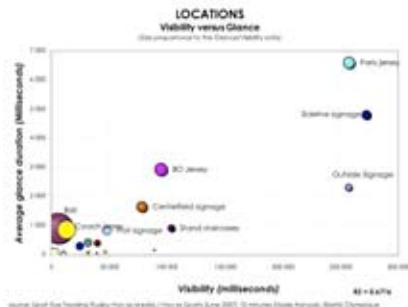
“Eye tracking isn’t the best way to evaluate visual impact of field advertising during a televised sporting event. It’s the only way. And Tobii provides the best tool.”

- Jeremie Eskenazi, founder and CEO, Miratech

General conclusions

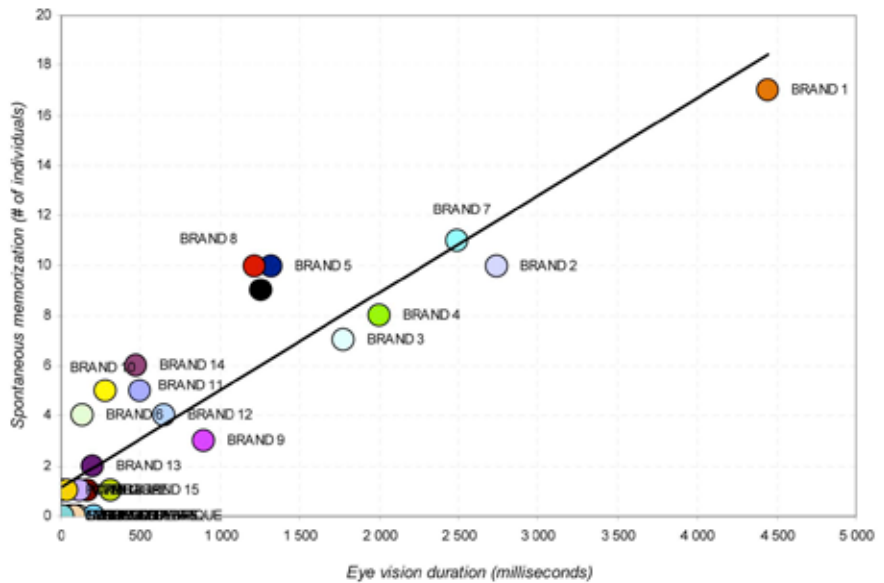
A comparison between invested amounts and the results from the study provides a new tool for brand presence efficiency measurement.

Sponsors can get access to new and operational data that will allow them to further rationalize branding investments.



Visibility versus BGD (brand glance duration) for different locations in the study.

Eye vision duration and memorization



source: Sport Eye Tracking Rugby Havas Media / Havas Sports (jun 2007) 10 minutes Stade Français - Biarritz Olympique 14/10/06 R2 = 0.8296

The study showed a strong correlation between “seen” and memorized.

“Rights holders (a stadium, league or team) are currently taking into account visibility when they value different locations in order to define the right price. By adding Sport Eye Tracking (SET) they can now also take into account which locations are the most viewed by TV viewers, and use this as a basis for price strategies and offering the best impact for a brand”

Julien Vivier, head of research, Havas Sports France

What’s next?

“We have plans to continue conducting studies on moving images with eye tracking and the Tobii Eye Trackers. It would be very interesting to conduct branding sponsoring research on other sports, as well as advertising research on others areas,” says Isabelle Le Roy.

About Miratech

Miratech is specialized in marketing research using eye tracking. www.miratech.fr

About Havas

Havas Sports France is a communication agency specialized in sports that was founded more than 20 years ago. www.havassports.com

About Havas Media

Havas Media is the umbrella group, which draws together the full global media expertise of Havas. www.havasmedia.com

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