

Barclays



The Requirement

Media Analysis and Consumer Insight

SMG Insight was contracted by Barclays to provide a comprehensive analysis of the bank's title sponsorship of the ATP World Tour Finals event held at London's O2 in November 2010. As well as media evaluation Barclays sought to understand brand awareness and impact on tennis followers and the wider public.

The Solution

We created an integrated consumer and media research programme for Barclays. This included pre and post waves of their core consumer groups with interviewees questioned on a range of pre-agreed topics including sponsorship awareness, appropriateness and consideration of Barclays. SMG Insight created a nationally representative sample of 4,481 interviews with the UK general public. The opinions of 2,358 tennis followers were identified via interviews and a further 500 interviews with committed tennis fans were conducted via the event website.

SMG Insight also provided a comprehensive TV and online analysis of brand exposure and advertising value equivalency (AVE) in Barclays' primary markets coupled with an assessment of the host UK market TV news, press and online coverage.



Case Study