Case Study: Proving the value of a major global sports sponsorship

BACKGROUND PROBLEM

A global beverage company activates a major global sports sponsorship across dozens of markets and multiple brands. They needed a consistent way to size what that investment could deliver over a full cycle, and to measure whether it actually paid off.

APPROACH

- Sized the opportunity, modeling how many consumers the partnership could reach and convert
- Built a prioritized scorecard covering activation performance and business impact, each metric tied to a source, method, and cadence
- Set baselines and targets so impact could be judged against a clear benchmark
- Applied the framework after the cycle, isolating effect across activated versus non-activated markets

OUTCOME

- A multi-year opportunity model that quantified the upside by brand and scenario, giving leadership a defensible basis for investment
- A single measurement scorecard that made impact comparable across markets
- A post-cycle measurement that isolated the partnership's effect, confirming lift across equity, consumption, and volume.

*"Your approaches and frameworks have created a dramatic shift in our ability to make **data-driven decisions about sponsorship strategy** and have enabled us to build organizational alignment around even our most large & complex sponsorship initiatives."*

— Global Director of Asset Strategy

