



# Next Generation Sponsorship: The word is FUSION

The power and influence of ITV's content is growing on an almost daily basis, as it continues to offer viewers new ways to experience, enjoy and engage with shows across any platform. ITV needed to clearly demonstrate how sponsorship can deliver against an advertiser's brand and business objectives

## The Challenge

Clearly the market had changed but the established thinking around sponsorship had not moved on. ITV felt it was time to revisit sponsorship and help educate advertisers about the fantastic opportunities to partner with ITV's content.

ITV set out with three clear objectives for the study.

1. Create an industry leading piece of work that clearly demonstrated that sponsoring ITV content should be the first and most important priority for any client campaign
2. Educate advertisers, change perceptions and encourage investment
3. Establish 'Next Generation Sponsorship' as a bridge to access the 'Campaigns of the Future.'

**itv FUSION**

## Approach & Outcome

Background research enabled us to ask the right questions and explore the relevant emerging trends within lively and discursive workshop environments. We were uniquely able to perform statistical analysis on 37 historical ITV campaigns with consistent metrics over 5 years. This statistical analysis, combined with the rich and detailed qualitative and quantitative data, was particularly important in validating the key elements that drive a successful sponsorship.

The research provided ITV with evidence that sponsorship plays an important role within this remit; via integrated programme and sponsorship story lines, the use of talent, long term partnerships and brand activation.

The results helped to challenge established perceptions of sponsorship and show how sponsorship could be instrumental in driving brand benefits and play a lead role in a brand's media strategy.

The research has been used to support ITV Fusion, a uniquely powerful approach to commercial partnerships between brands and content. Since launch ITV Fusion has been presented to many agencies across the UK and has helped to position ITV as thought leaders in this space.

