



# WELCOME TO OCTAGON

January 2016

octagon  
futures  
sport+entertainment

## THIS IS US...

The global sports, entertainment and lifestyle marketing arm of the Interpublic Group of Companies



## OUR OFFERING



## SPONSORSHIP CONSULTING



## PLANNING & CREATIVE



## ACCOUNT SERVICE & DELIVERY



# WE BELIEVE IN PASSION

WE BELIEVE THAT PASSION IS THE WORLD'S MOST CONTAGIOUS IDEA. WHEN IGNITED IN ONE OF US, IT CAN SPREAD TO ALL OF US. AND WHEN IT REALLY SPREADS, WE THINK IT HAS THE POWER TO CHANGE THE WORLD.

**WE'RE NOT A MARKETING AGENCY.**

**WE'RE A PASSION COMPANY.** WITH A SINGLE GOAL:  
**TO CREATE EXPERIENCES THAT MAKE HEARTS RACE.**





**WE ARE THE AGENCY THAT...**





Served up the perfect partner for  
Wimbledon



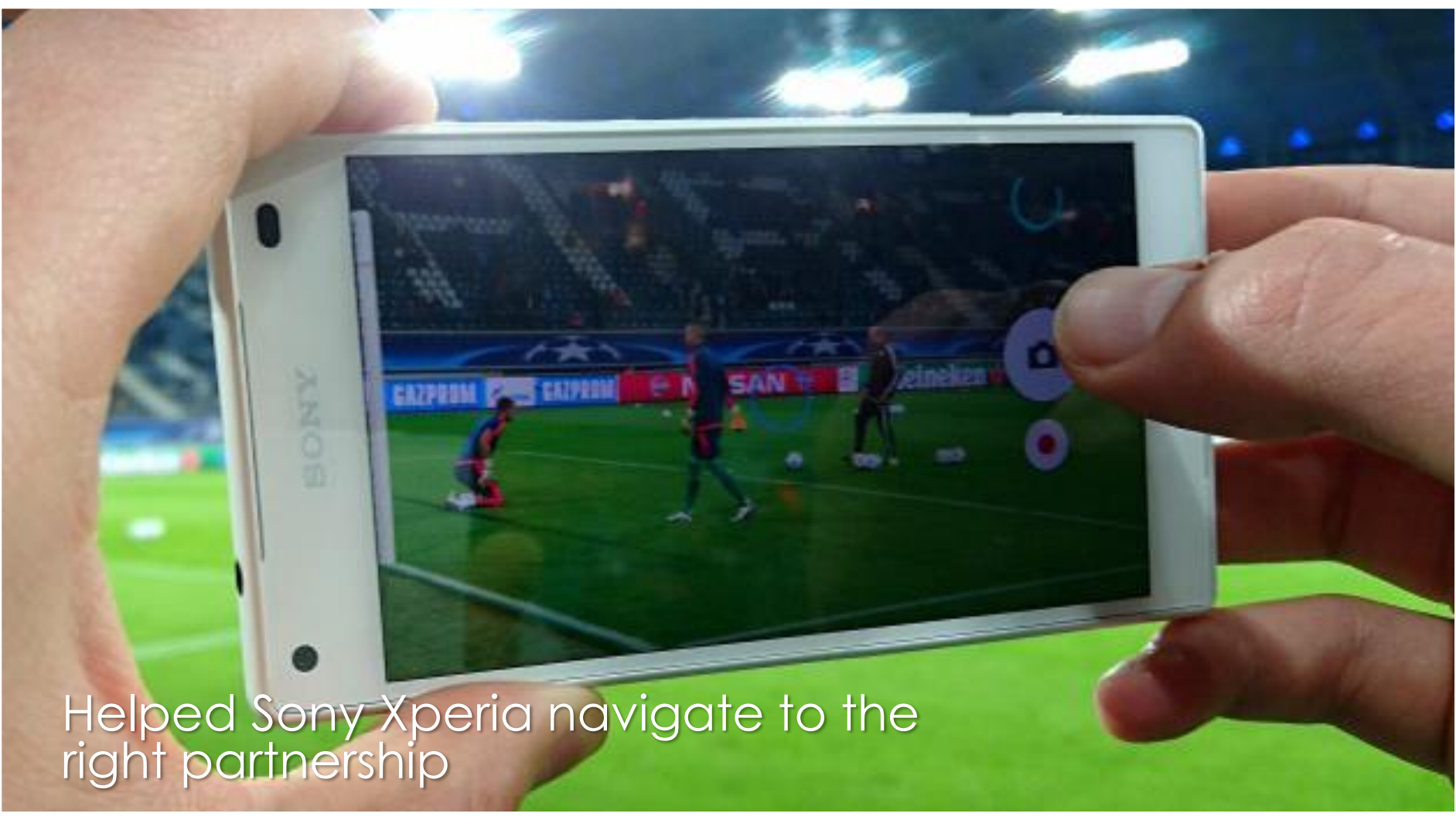
Managed MasterCard's Champions  
League sponsorship since 1994





Won a Cannes Lion by partnering  
Bank of America with U2 & Red





Helped Sony Xperia navigate to the right partnership

Holds the Barclaycard Center (Madrid) license and manages the sponsorship program and commercial opportunities



barclaycard  
center



# **UNDERSTANDING THE FAN**

## THE NEW RULES OF ENGAGEMENT





# PASSION

THE MOST POWERFUL & UNDERUTILIZED ASSET IN MARKETING

# BUT THE WORLD HAS CHANGED...

SINGLE SOURCE



MULTI-MEDIA

BROADCAST DOMINATED



N-SCREEN

PASSIVE



INTERACTIVE

CONSUMER



CHOOSER/CURATOR/CREATOR

"I CONSUME WHAT IS ON"



"I CHOOSE MY PERSONAL PASSIONS"



**THIS IS...**

**THE PASSION SHIFT**  
**AND IT HAS SIGNIFICANT**  
**IMPLICATIONS FOR BRAND MARKETERS**



**BUT TO REALIZE THAT POTENTIAL IT ALL  
STARTS WITH CONSUMER PASSION**



**YOU NEED TO KNOW**

**WHY**



**HOW**



# WHY?

RATIONALIZING THE IRRATIONAL:  
QUANTIFYING CONSUMER PASSION



[illegible]

# FANS ARE FANS

# METHODOLOGY

## Focus Groups/ Factor Analysis



- Collect 300+ potential drivers
- Identify 56 unique attributes
- Survey (125k+ respondents)

## Pearson Regression



- Identify 12 or 13 Passion Drivers® factors (depending on market)
- Quantify factors by sport

## Cluster Analysis



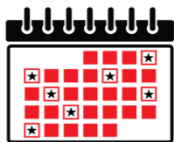
- Identify fan typologies
- Create a profile of fan types
- Match fan types & target audience

# PASSION DRIVERS FACTORS



— ACTIVE —  
APPRECIATION

Based on  
personal  
participation



— ALL —  
CONSUMING

Based on the ability  
of the event to  
draw you in



— GLOATING —

Based on  
reveling in the  
agony of others



— LOVE —  
OF THE GAME

Based on a  
fundamental love  
of the sport



— NOSTALGIA —

Based on history  
and personal  
memories



— PLAYER —  
AFFINITY

Based on human  
relationship with  
players



— LIFESTYLE —

Based on being a  
good representation  
of one's life



— PLAYER —  
EXCITEMENT

Based on  
admiration of  
talent/ability



— PERSONAL —  
INDULGENCE

Based on  
personal  
selfishness



— SENSE —  
OF —  
BELONGING

Based on being  
identified as part  
of a tribe



— TALK —  
& —  
SOCIALIZING

Based on social  
interactions



— TEAM —  
DEVOTION

Based on  
obsession  
and loyalty



— TV —  
PREFERENCE

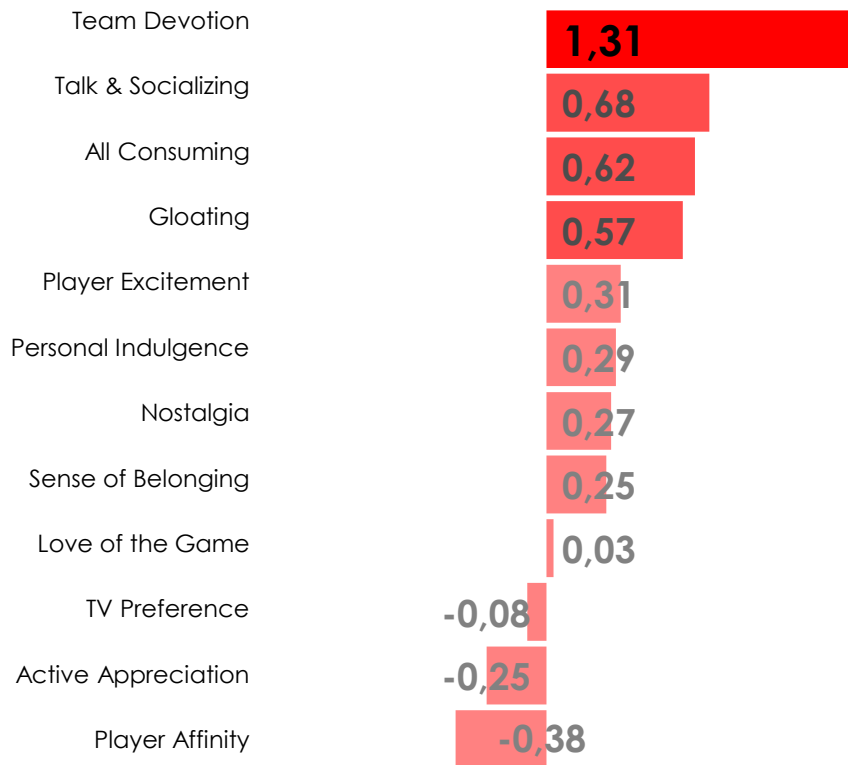
Based on  
consumption  
preference

# UK

As is typical of fans in mature football markets, UK football fans relationship to the sport of football is not really a relationship to the sport at all.

It is a relationship to their team, their tribe. Their relationship to the sport is dominated by the *Team Devotion* Passion Drivers® factor.

Supporting factors include *Talk & Socializing*, *All Consuming* and *Gloating*.





# EXAMPLE FAN TYPOLOGIES

## ULTIMATE ULTRAS

[most avid]



## CLUB MEMBERS

[very avid]



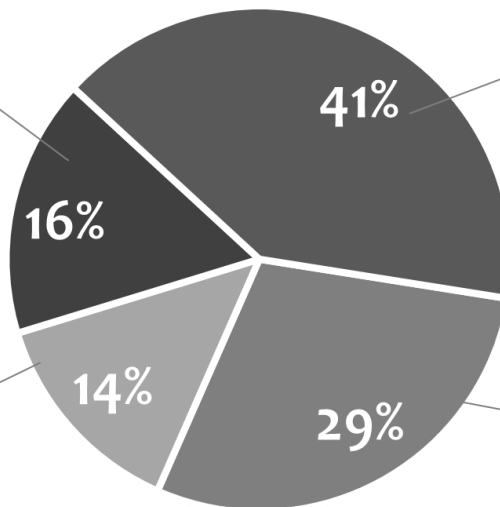
## NOSTALGIC FUN-SEEKERS

[least avid]



## TEAM VIEWERS

[somewhat avid]





PASSION  
DRIVERS®

CHAMPIONS LEAGUE

UEFA

LEAGUE

RESPECT

# UCL – PASSION DRIVERS



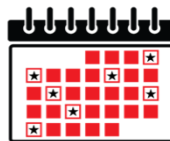
## Primary Factor:



— TEAM —  
DEVOTION

Based on  
tribalism  
and loyalty

## Secondary Factors:



— ALL —  
CONSUMING

Based on the  
ability of the event  
to draw you in



TALK  
&  
SOCIALIZING

Based on social  
interactions



— PERSONAL —  
INDULGENCE

Based on  
selfishness and  
sport as reward



SENSE  
OF  
BELONGING

Based on being  
identified as part  
of a tribe



# HOW

NAVIGATING THE INCREASINGLY  
COMPLICATED CONSUMPTION BEHAVIOR

# PASSION PROFILING™



---

## QUANTIFYING **HOW** FANS ARE FANS

---



# THERE ARE TWO WAYS WE CAN SEGMENT FOOTBALL FANS

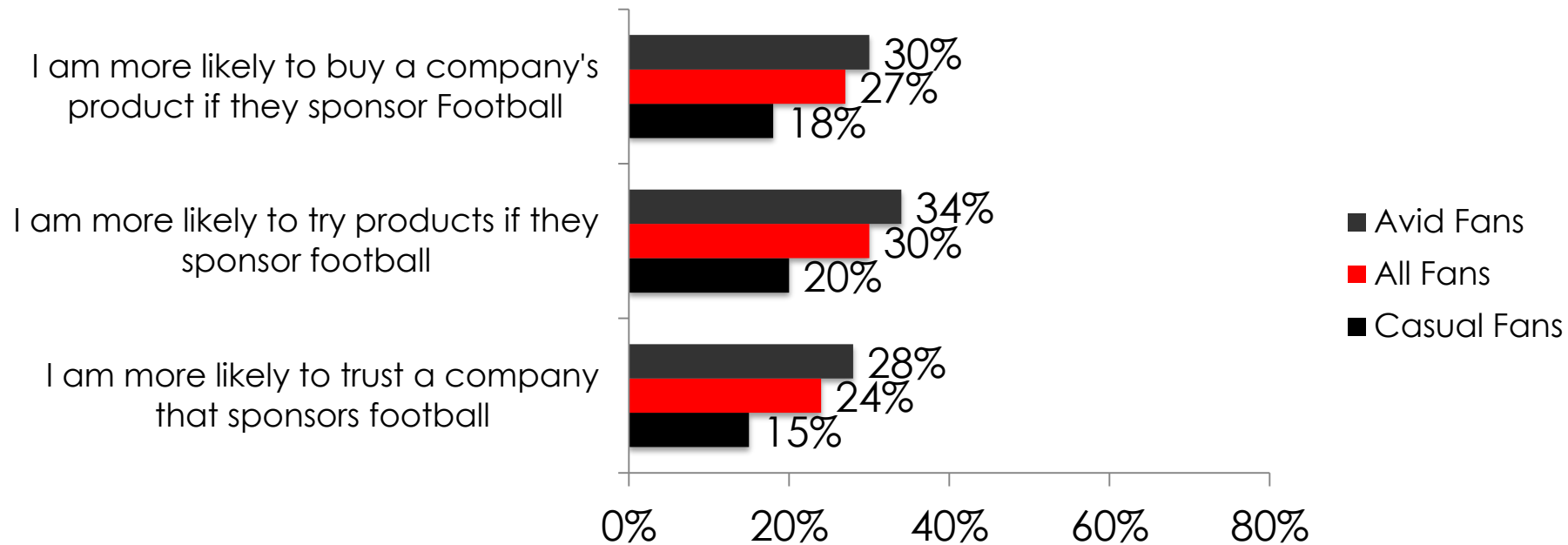


**AVIDITY**

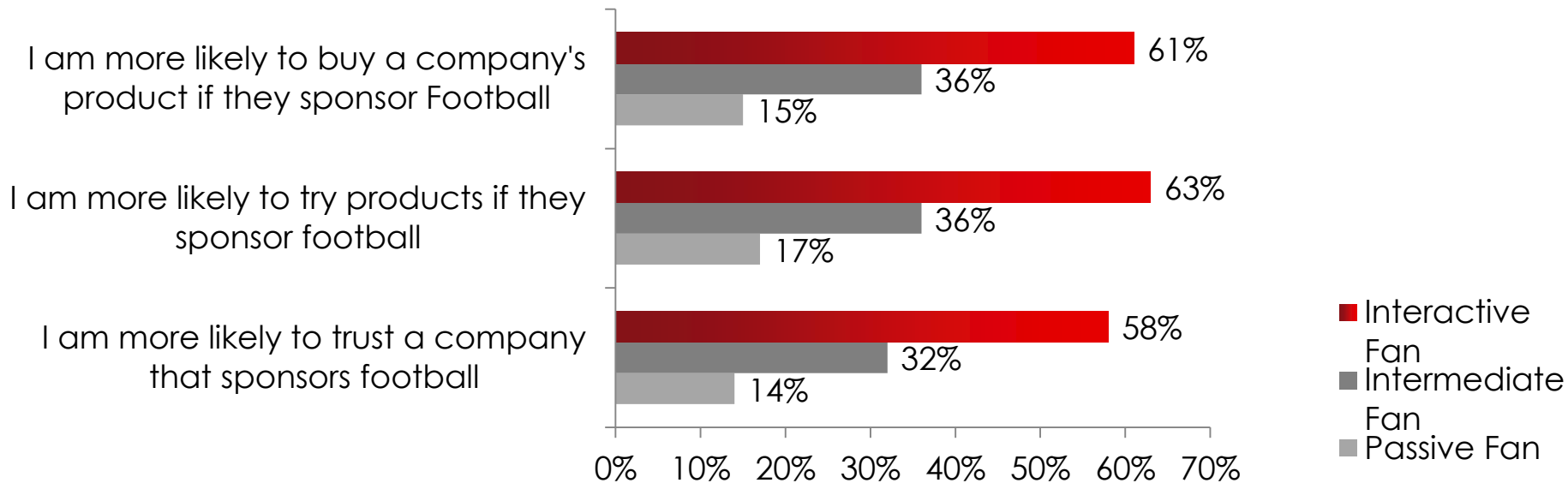


**INTERACTIVITY**

# AVIDITY



# INTERACTIVITY



# FANS ONLINE







78%

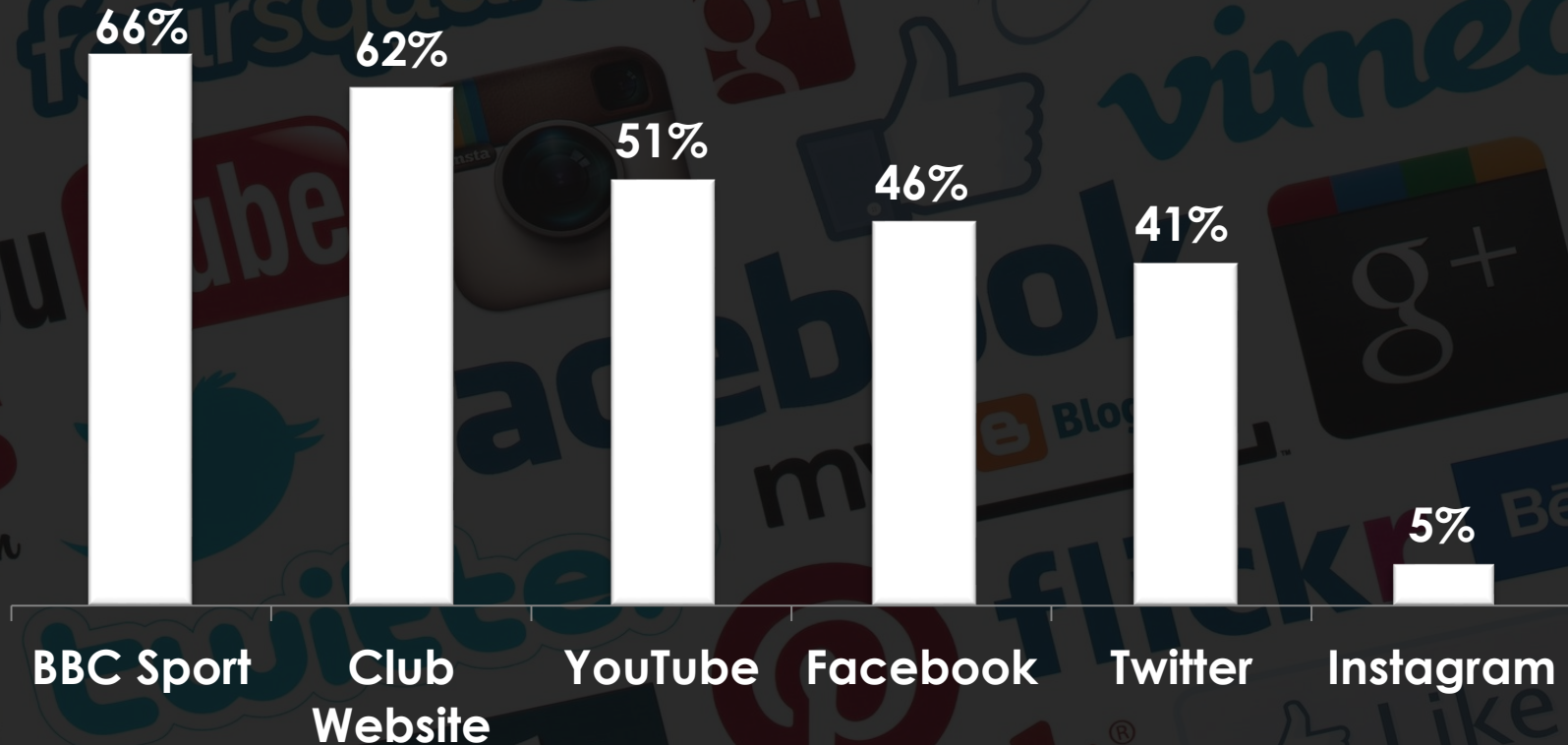
OF FOOTBALL FANS  
REGULARLY USE THEIR  
MOBILE TO ACCESS  
FOOTBALL CONTENT

29%

ACCESS FOOTBALL  
CONTENT AT LEAST  
ONCE A DAY THROUGH  
THEIR MOBILE



# CHANNELS USED TO ACCESS FOOTBALL CONTENT

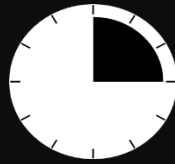


Trusted Sources

Video content trumps  
discussion / debate

Limited role of Instagram

# INTERACTIVE FANS



*MORE FREQUENT*

AT LEAST ONE HOUR PER DAY ONLINE FOR FOOTBALL



PLAY FANTASY FOOTBALL



PLAY FOOTBALL VIDEO GAMES

*IMMERSED IN GAMING*



READ BLOGS / FANSITES



REGULARLY WATCH YOU TUBE VIDEOS  
RELATED TO FOOTBALL



REGULARLY USE TWITTER  
FOR FOOTBALL CONTENT

*CONTENT &  
DISCUSSION*

# WHAT FANS REGULARLY WANT ACCESS TO

## INFORMATION

86%

LATEST NEWS

78%

MATCH REPORTS

68%

STATISTICS

## VIDEO

68%

HIGHLIGHTS AND CLIPS

42%

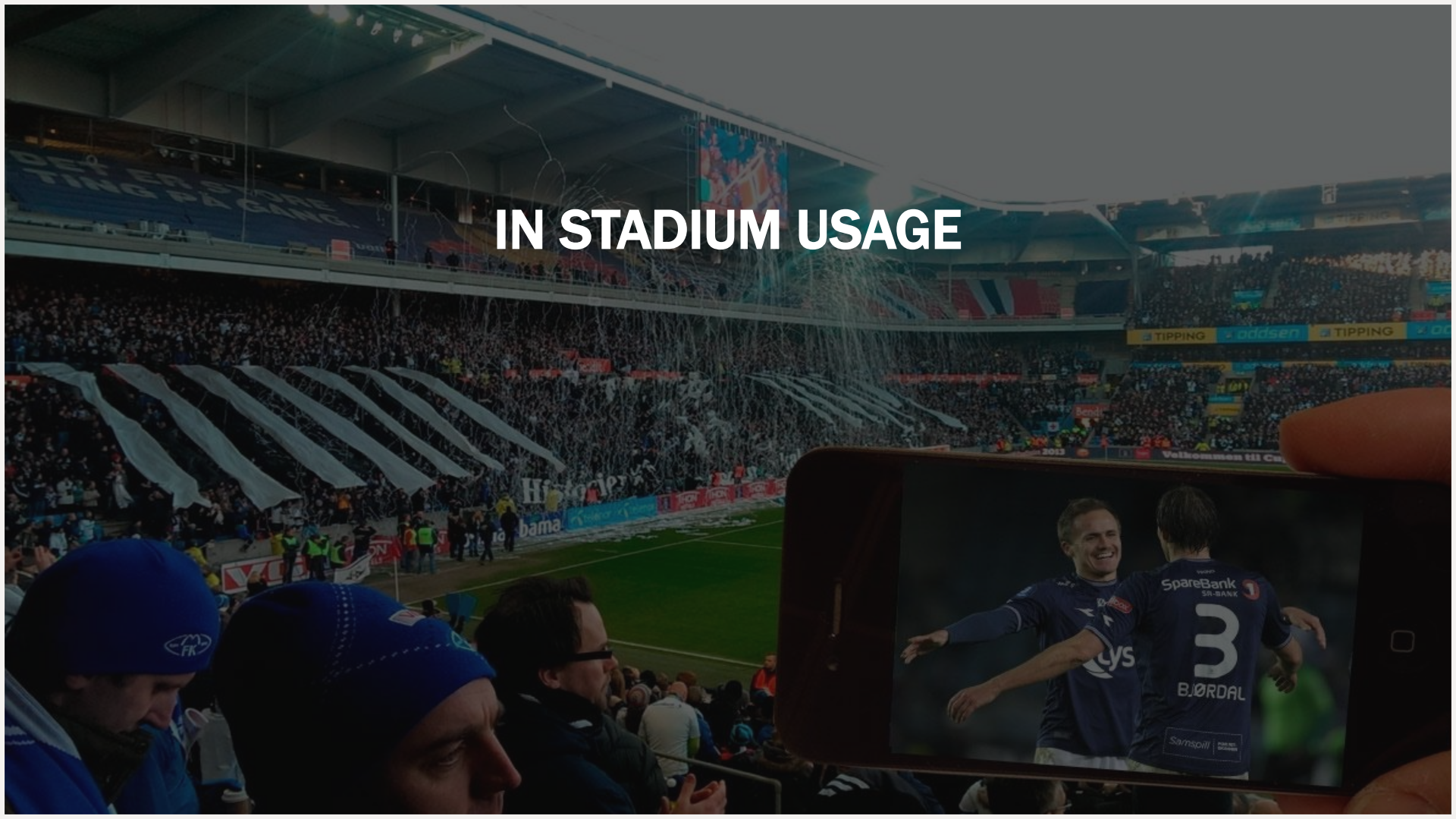
PLAYER / MANAGER CONTENT

37%

AMUSING VIDEOS



# IN STADIUM USAGE







# 77%

**OF FOOTBALL FANS  
USE A MOBILE DEVICE  
WHEN THEY ATTEND A GAME**

54%

RELATED TO THE GAME

50%

UNRELATED TO THE GAME

## UTILITY

29%

CHECK LATEST SCORES /  
RESULTS

15%

MATCHDAY INFORMATION

14%

PLACE BETS

## SOCIAL

33%

MESSAGE FRIENDS ABOUT THE  
GAME

30%

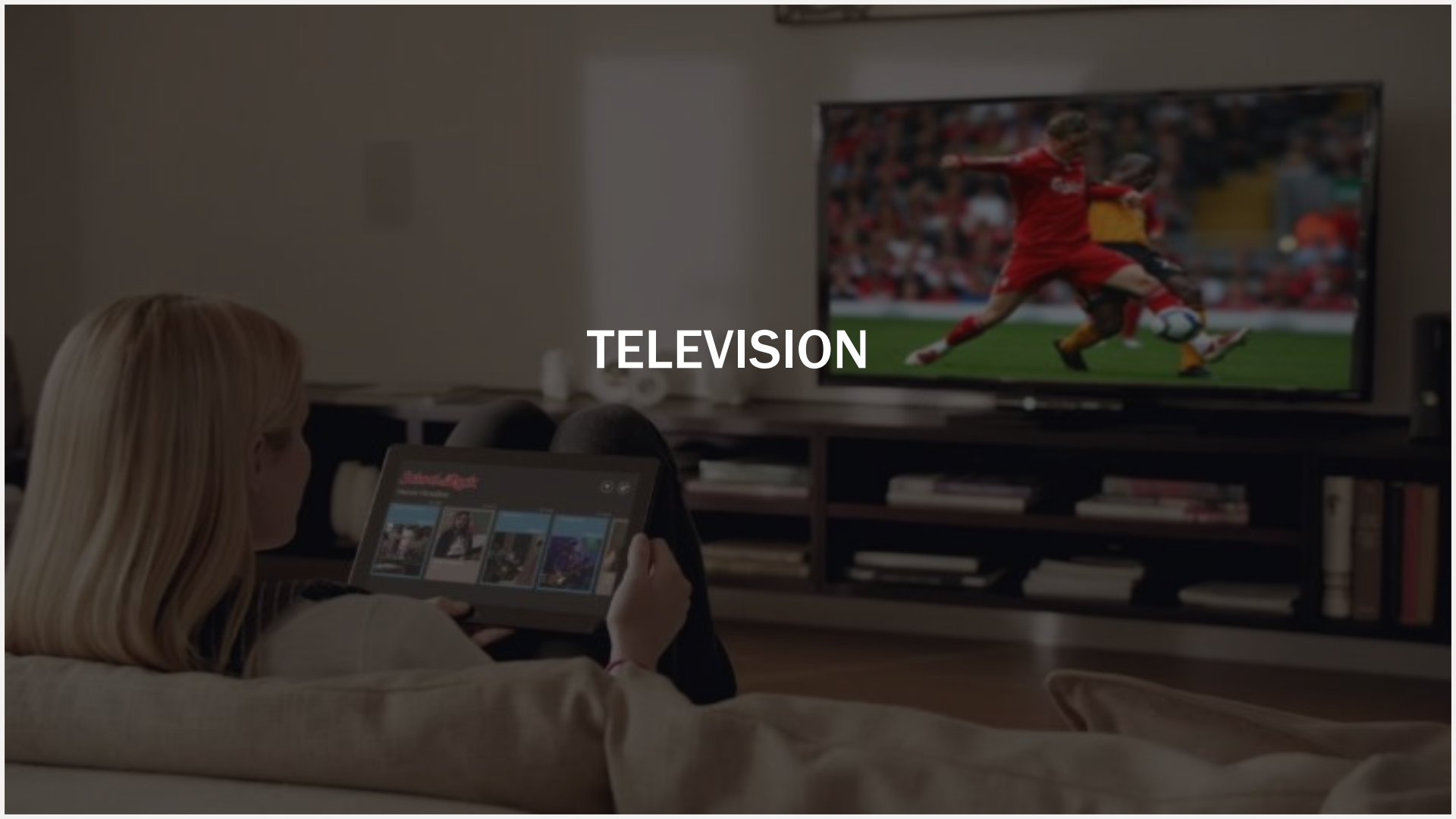
TAKE PHOTOS / VIDEOS

22%

RECEIVE / POST TO SOCIAL  
MEDIA CHANNELS

**QUICK AND FUNCTIONAL USAGE RATHER  
THAN AN IMMERSIVE USER EXPERIENCE**

# TELEVISION





A person with blonde hair is lying in bed, watching a football game on a large television. The person is holding a tablet device. The television screen shows a football player in a red jersey kicking a ball. The background is a dimly lit room with a bookshelf.

# 71%

**OF FOOTBALL FANS  
WATCH MORE THAN  
ONE LIVE GAME PER  
WEEK ON TV**



An infographic with a dark, semi-transparent background. In the background, a woman with blonde hair is seen from the back, sitting on a couch and watching a football match on a large TV. She is also holding a tablet computer. The TV screen shows a football player in a red jersey. The infographic features large red text for the main statistic, white text for sub-statistics, and white circles containing percentages. The overall theme is about the immersive experience of watching football on TV with a second screen.

# 76%

**OF FOOTBALL FANS USE A SECOND  
SCREEN WHILE WATCHING ON TV**

**56%**

**RELATED TO THE GAME**

**48%**

**UNRELATED TO THE GAME**

**USAGE OF THE SECOND SCREEN HAS MADE WATCHING  
FOOTBALL ON TV A MORE IMMERSIVE FAN EXPERIENCE**

## UTILITY

40%

SEARCH INTERNET FOR LATEST  
INFORMATION RELATED TO THE  
GAME

33%

LATEST SCORES / RESULTS

26%

PLAYER INFORMATION /  
STATISTICS

## SOCIAL

28%

CHECK/POST TO SOCIAL MEDIA  
RELATED TO THE GAME

21%

MESSAGE FRIENDS ABOUT THE  
GAME

11%

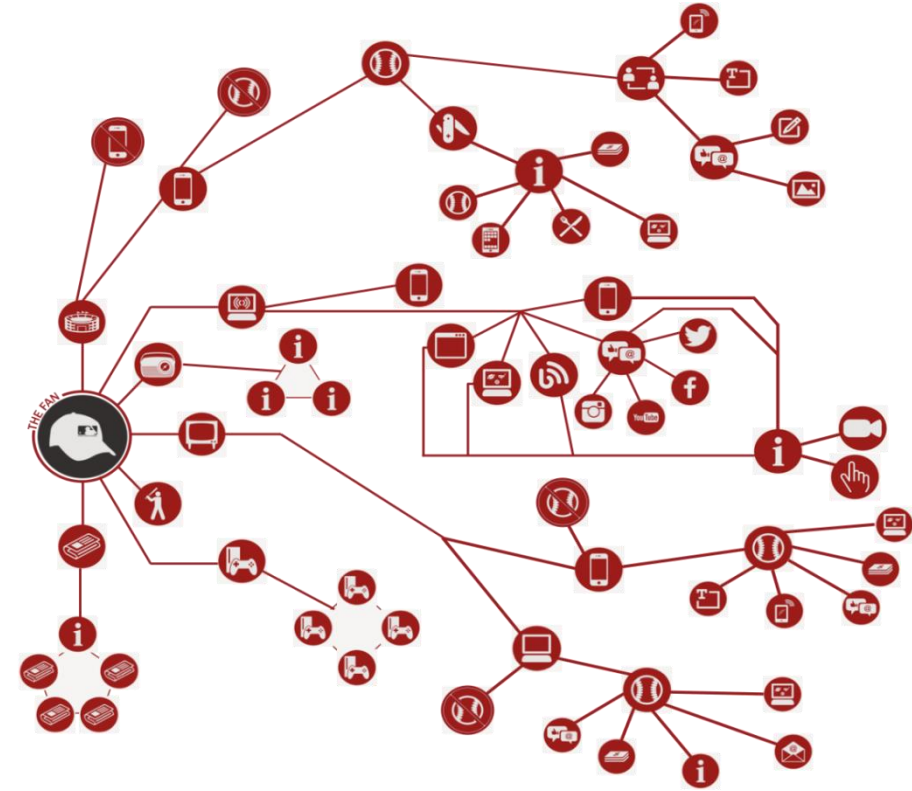
CALL FRIENDS TO DISCUSS  
GAME

**FANS WANT BOTH ADDITIONAL INFORMATION, AND MORE WAYS TO  
INTERACT WITH THE ACTION BEYOND THE TV SCREEN**



# PREVIOUSLY









**S WHAT?**



"EL MARKETING NO ES  
EL ARTE DE SABER  
CÓMO VENDER LO QUE  
PRODUCES. ES EL ARTE  
DE SABER QUÉ DEBES  
PRODUCIR."  
PHILIP KOTLER.