

MARKETING

Social, emerging tech key to effective sponsorship campaigns: report

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Eighty-five percent of marketers use social media for sponsorship campaigns. Image credit: Rolls Royce

By DANNY PARISI

Sponsorships are a key part of any marketer's toolset, and new research has revealed that social media and emerging technologies are playing a key role in helping marketers and brands capitalize on those sponsorships.

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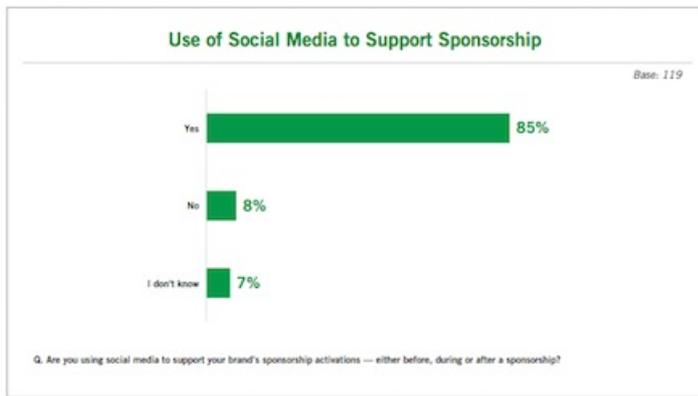
In a report called "Use of Social Media and Advanced Technologies for Sponsorship," the Association of National Advertisers surveyed 119 marketers to determine how they are planning, activating and tracking sponsorship campaigns. What they found was that the big social media platforms are the main tool for sponsorship campaigns as well as emerging tech such as virtual reality, augmented reality and in-store location.

"Sponsorships are becoming an increasingly important part of the marketing mix, and with good reason," said Bob Liodice, CEO of ANA, New York. "Giving those activities a boost via the aggressive use of social media and other new technologies makes sense because of the ROI it provides."

Social sponsorships

The two key trends of ANA's report on sponsorship have to do with social media and emerging technologies. Both are integral to the way brands and marketers are making use of sponsorship campaigns, not just in the planning stage but in the execution and follow up stage as well.

ANA found that 85 percent of marketers surveyed are using social media to activate their sponsorship campaigns. Forty-five percent are using emerging technology to support those campaigns.



Social media usage. Image credit: ANA

The social media platforms used by these brands mainly focus on the big three: Facebook, Instagram and Twitter. Within these platforms, marketers are using all of the available tools to promote and track ROI on sponsorship campaigns.

ANA states that paid social media is often much more cost-effective and viable as a means of activating sponsorship campaigns, as well as allowing for more precise audience targeting, as marketers can pick demographics they want to send that content to, rather than putting it out blindly to get lost into the mass of content on social media.

For emerging technology, the most common ones to be used by marketers are 360-degree photography, virtual reality, beacons and RFID tech. As many of these features are new, ANA recommends that marketers experiment with their use and not to be afraid of trying something out of the box.

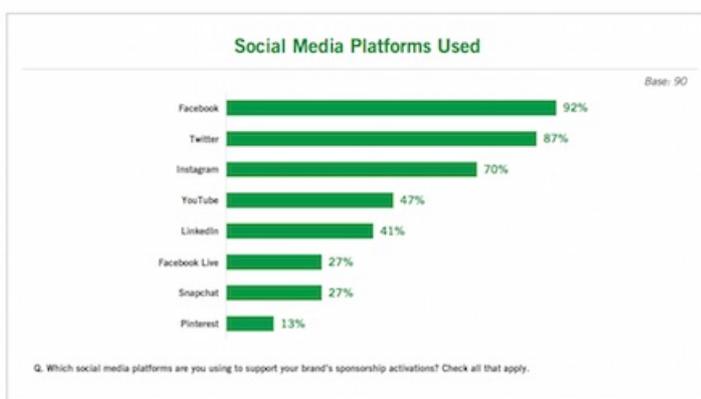
Emerging technology

Luxury brands often rely on sponsorships of major events as a way of bringing in new customers.

For example, British automaker Rolls-Royce is expanding the experience of Fondation Beyeler's gala to a broader audience through its sponsorship of the Swiss museum.

The Summer Night's Gala always asks a contemporary artist to turn the soiree into a work of art in itself. This year's collaborator, Pipilotti Rist, developed an installation as part of the Rolls-Royce Art Programme that will be showcased not only at the event, but to the public following the gala evening ([see story](#)).

This sponsorship was activated through social media as Rolls Royce promoted their relationship with the museum to their followers.



Snapchat lags, but may pull ahead soon. Image credit: ANA

Similarly, last year Swiss watchmaker Jaeger-LeCoultre took a cinematic tour of New York to fete its initiatives surrounding the New York Film Festival.

As part of its multi-year partnership with the nonprofit Film Society of Lincoln Center begun in 2013, the brand acted as a premium sponsor for the festival that ran from Sept. 30 to Oct. 16. In honor of the 54th edition of the celebration of both American and international filmmakers, Jaeger-LeCoultre embarked on a Snapchat journey through the host city ([see story](#)).

Snapchat is less popular for sponsorship activation than the other three big social media platforms, but as social and emerging tech continue to play a part in sponsorship campaigns, that dynamic may change in the future.

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