

SPORTS

Luxury brands can see sizable ROI with sports partnerships: Launchmetrics

August 25, 2022



Partnerships and sponsorships with sporting events continue to pay off for luxury brands. Image credit: Pixabay

By KATIE TAMOLA

It pays for luxury brands to get themselves in the game, according to a new [whitepaper](#) from fashion cloud technology platform Launchmetrics.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Sporting events provide myriad opportunities for brands, from gaining and fostering global exposure, to piquing the interest of consumers with exclusive events. There is clear evidence to support that brands see returns on their investments in sporting events, as French fashion house Louis Vuitton generated \$896,000 in Media Impact Value (MIV) between May 24 and May 30, 2022.

Launchmetrics gathered data between May 22 and July 10, 2022 across online, social and print for this report.

The payoff

Sporting events have historically always drawn attention from consumers, with events ostensibly offering something for everyone: the suspense of competition, social interaction, the feeling of being part of something momentous and more.

It is also worth mentioning that the sports industry is estimated at \$501.43 billion in 2022. Luxury brands are increasingly vying for a space within the sports world.



Brands want to build off and capitalize on the emotional and communal aspects of sports. Image credit: Launchmetrics

Launchmetrics found that television and online viewership of sporting events is climbing, as BBC's coverage of Wimbledon 2022 set a new streaming record of 53.9 million viewers across its digital platforms. This reflects a 56.7 percent year-over-year increase.

Brands want to build off and capitalize on the emotional and communal aspects of sports.

One effective way to do this is through a social media presence. Since fans can access live sporting events and content outside of physical stadiums, brands should meet them where they are at on social media platforms, where consumers connect with fellow fans, their favorite teams and event sponsors.

When brands choose to sponsor sporting events, consumers may subconsciously associate them with the positive feelings they feel towards the event and their favorite teams. Having a brand logo on athletes' jerseys is an immensely effective way to spotlight the brand's credibility and positioning.

Partnerships continue to pay off.

U.S. fashion group Ralph Lauren carefully made its presence at Wimbledon known, as different celebrities, including former soccer star David Beckham and actress Nicola Coughlan, posted images of themselves dressed in the brand on Instagram.

Ralph Lauren x Wimbledon generated \$1.9 million in MIV between June 27 and July 10, 2022.

Louis Vuitton showcased its close relationship with the F1 Grand Prix Monaco race, taking to Instagram to show behind-the-scenes content in creating the race's trophy case.

The partnership between the French house and the sporting event garnered \$896,000 in MIV, with an Instagram story photo of the race winner, Sergio Perez, standing next to the Louis Vuitton trophy case garnering an impressive \$166,000 in MIV with one post alone.

Swiss watchmaker Tag Heuer also is connected to F1 Grand Prix Monaco, serving as the official watch sponsor since 2011.

The watch brand took a thoughtful, multi-faceted approach to making its presence known at the event, by taking over the Jacques Cartier ship docked in the Port of Monaco and its new ambassador Australian actor Jacob Elordi being photographed on social media wearing the brand's timepiece.

The total MIV generated by Tag Heuer x F1 Grand Prix Monaco between May 24 and May 30, 2022 was an impressive \$1 million.

Swiss watchmaker Rolex showed some love to the sport of tennis, serving as the partner and official timekeeper of The French Open. The watchmaker even took over the French Open's social media channels and ultimately saw \$12.6 million in MIV generated by Rolex x French Open between May 22 and June 5, 2022.

The next arena?

Luxury brands may want to keep their eye on the next big thing in the sports sector: electronic sports.

As esports gain popularity, brands will have ample opportunities to form partnerships, sponsor the events and gain

new business.



Tiffany & Co. has designed The Summoner's Cup for the League of Legends World Championship in October. Image credit: Riot Games

U.S. jeweler Tiffany & Co. is once again going gaming, becoming the official trophy designer for League of Legends Esports' ultimate prize, The Summoner's Cup.

The announcement came immediately after ticket sales were announced for the 2022 League of Legends World Championship. The trophy designed by Tiffany will make its global debut on Aug. 29 ([see story](#)).

British fashion house Burberry made its first foray into the world of esports with a purpose-driven partnership.

Led by a goal to champion women and foster inclusivity in gaming, the luxury label has teamed up with global esports organization Gen.G on the launch of a four-part educational content series. The Burberry x Gen.G initiative, which features gaming industry influencers in conversation with Burberry team members, builds on a shared commitment to empower underrepresented communities ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.