

Women in Sport: 4 out of 5 women's sports viewers actively recall brand sponsorship

FOXTEST

CHALLENGE

Women's sport is gaining in momentum with increased media coverage and a growing fan base, but there are still many misconceptions. This FoxTest wanted to understand the female sporting audience and demonstrate the true value of this platform for brands, partners, and sponsors.

SOLUTION

Foxtel Media partnered with the sports and entertainment agency Gamba to fully understand the impact of Womens sport in the marketplace, the research was broken out into 3 phases:

1. Studying the Market: Landscape report
2. Exploring attributes and behaviours – eGroup Online Qualitative research
3. Quantifying the value of Women's Sport – Quantitative study

RESULTS

"I watch a lot of the sport on Kayo and free to air. As a female it is very refreshing to have a focus on women in sport and has encouraged me to continue playing." Survey respondent.

Foxtel and Kayo play an increasing role with viewership shifting dramatically towards premium paid content the more they watch

Fans that are aware of brands supporting Women's Sport are significantly more likely to view them in a positive light, having notable impacts on brand perceptions

- **46% more likely to be considered Trustworthy**
- **39% more likely to be considered a Leader**
- **30% more likely to be considered a Genuine brand**

SO WHAT?

Its clear that brands that involve themselves in women's sport, get significant brand uplift for less investment. Broadcasters will have the biggest impact delivering value through the audience development and commercialisation phases. Broadcaster support is required in relation to marketing, scheduling and cross selling with other audiences.

Sponsors need to recognise the "story telling" opportunities at this point as the audiences are still growing. Unique opportunity presents with sponsorship investment low and brand impact high.

Brands need to be holistic in their approach to promoting women's sport amongst both men and women.

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