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The Geneva Association - General Secretariat - 53, route de Malagnou - CH-1208 Geneva
Tel.: +41-22-707 66 00 - Fax: +41-22-736 75 36 - secretariat@genevaassociation.org - www.genevaassociation.org

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Layout & Distribution: Valéria Kozakova

Event Marketing: Formula 1 and Football

Paul Bedbrook

Agenda

1. Current status
2. Formula 1
3. AFC football
4. Looking ahead



Current status is different to a year ago!

- Sports sponsorship will suffer but for those with cash and the need, excellent opportunities will come up
- ING sponsorship scaling back in 2009, onwards
- Its BAU for all ING's existing commitments
- In Asia/Pacific, football via the Asian Football Confederation (AFC) will be the preferred vehicle for the coming years for ING



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Why the need to sponsor?

- Current brand recognition needs to reflect the size and scope of the business
 - Interbrand 'Top 100' brands: (only) 86th in terms of brand value

BUT

- Forbes 2000: ING 9th largest company globally
- Fortune Global 500: ING 7th largest company globally; largest financial institution
- Perception was that ING is a 'Dutch bank' rather than a global institution; lack of understanding of ING's scale and scope

Research showed a global sports sponsorship was seen as the quickest/most effective way to

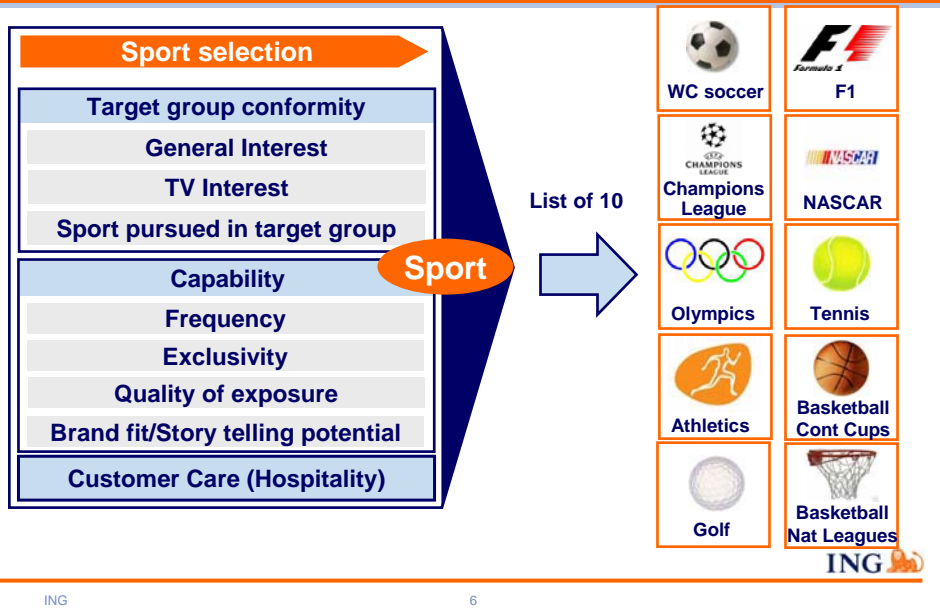
- Increase the brand awareness of 'ING' and its activities in Banking, Investments, Life Insurance, and Retirement Services
- Explain that ING is a global financial institution in 40 countries with 85 million customers!



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How did we get to Formula One?



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Why Formula One?

F1 most suitable for ING because:

- Turnkey platform
- Grands Prix in 18 countries – global sport
- Strong global fit between F1 and ING – ING is active in 16 of the GP countries
- 850 million fans worldwide
- TV viewership in 185 countries
- 10,600 hours of TV programming



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Why the Renault F1 Team?

Top teams for high attention



McLAREN

 RENAULT

Media value by attractive on-car branding



On-car branding in original colours



Brand fit between ING and the sponsored team

~~McLAREN~~



Marketing-driven attitude, activation run by team



Recommendation

 RENAULT

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Year 1 – Building the brand

Focus on growing global brand visibility and perception via

- Title sponsorship of ING Renault F1 Team
- On track branding at 14 of the then 17 GPs
- Title sponsorship of Belgian and Australian GPs

Active and innovative marketing approach to drive sponsorship

- ING's first ever global advertising campaign:
- 74 TV channels in 32 countries
- 50 prestige print publications globally (FT, IHT, WSJE etc)
- 85 online portals (including Yahoo, CNN, BBC)
- ING Race Index reached 20 million + viewers, on 44 TV channels across 34 countries

Local market activation around GPs

- Regional marketing and branding activities

 **Most importantly: global tracking and evaluation of the sponsorship**

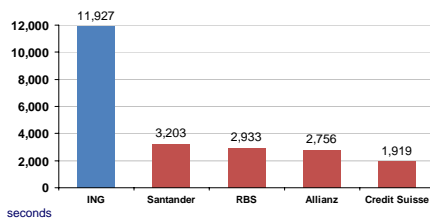


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ING is #1 in Viewers' Minds

ING has **higher** visibility than all financial services companies combined (on-car & on-track)

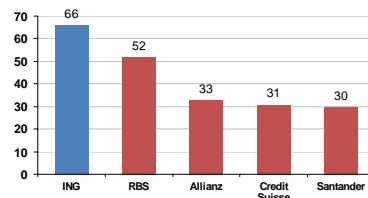


seconds

Source: IFM. *First 13 races in 2008

"Which financial services company sponsors F1?"

After 1.5 years, ING is the **most recognised** F1 sponsor among financial services companies



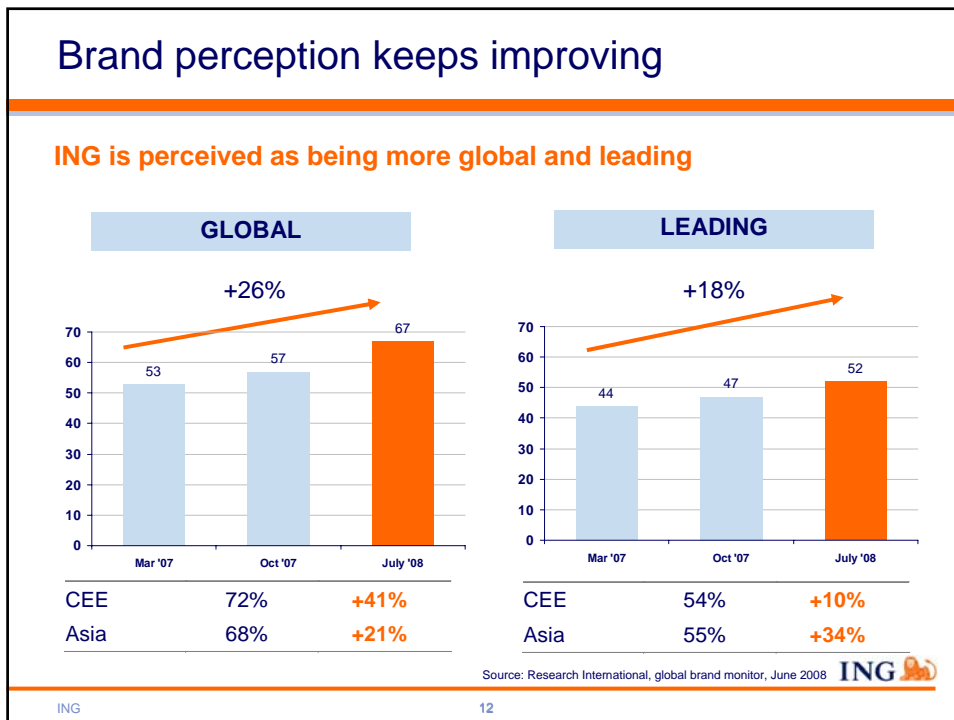
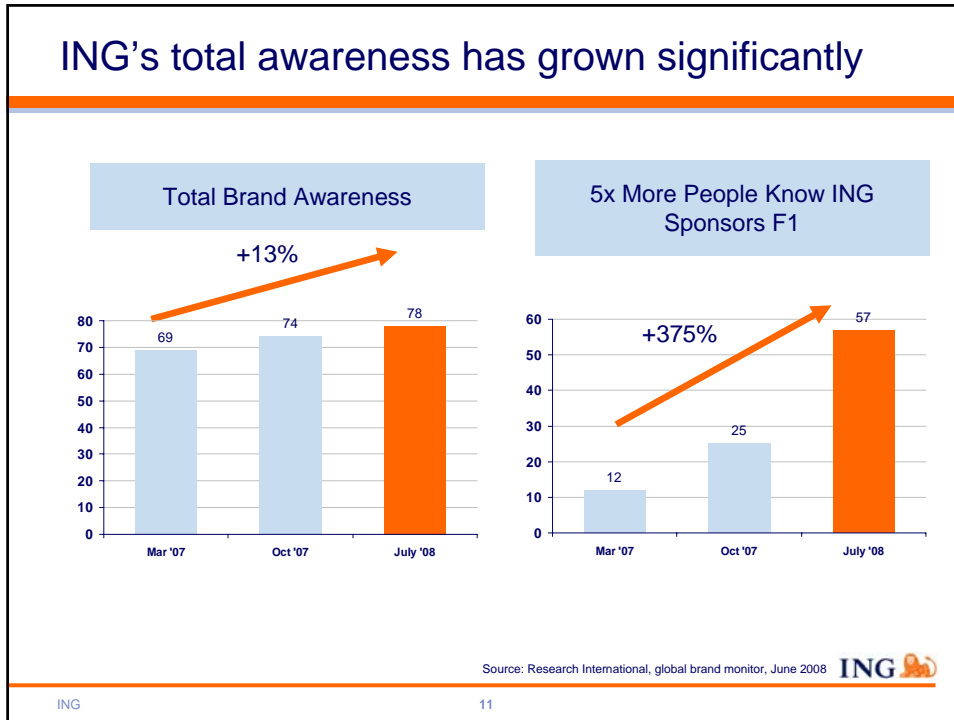
Years of Sponsorship: **1.5** 8.5 7.5 3.5 2.5

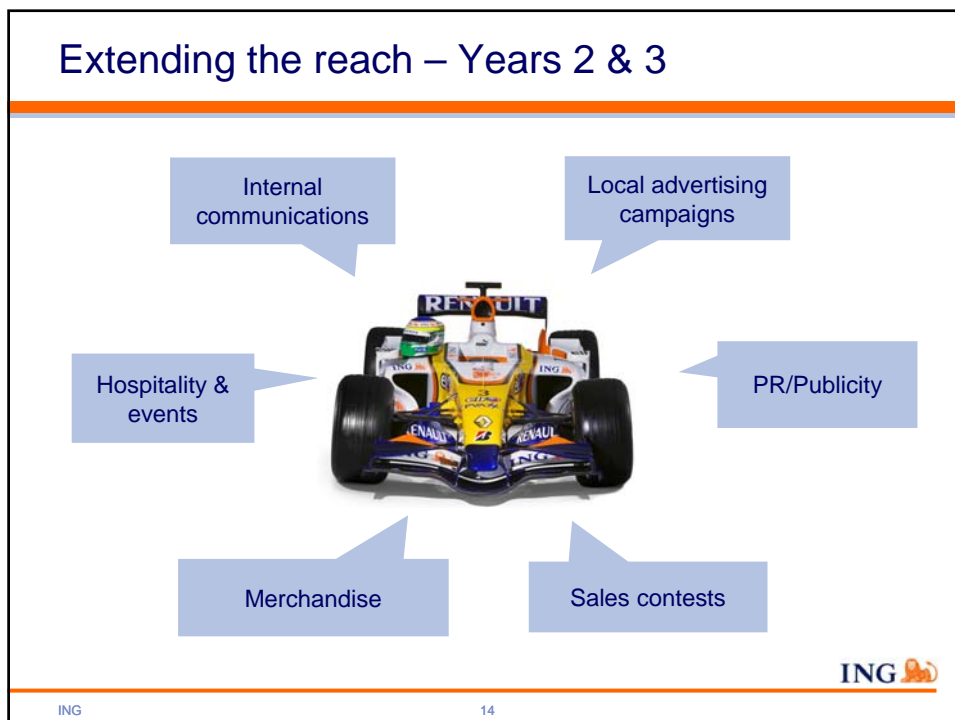
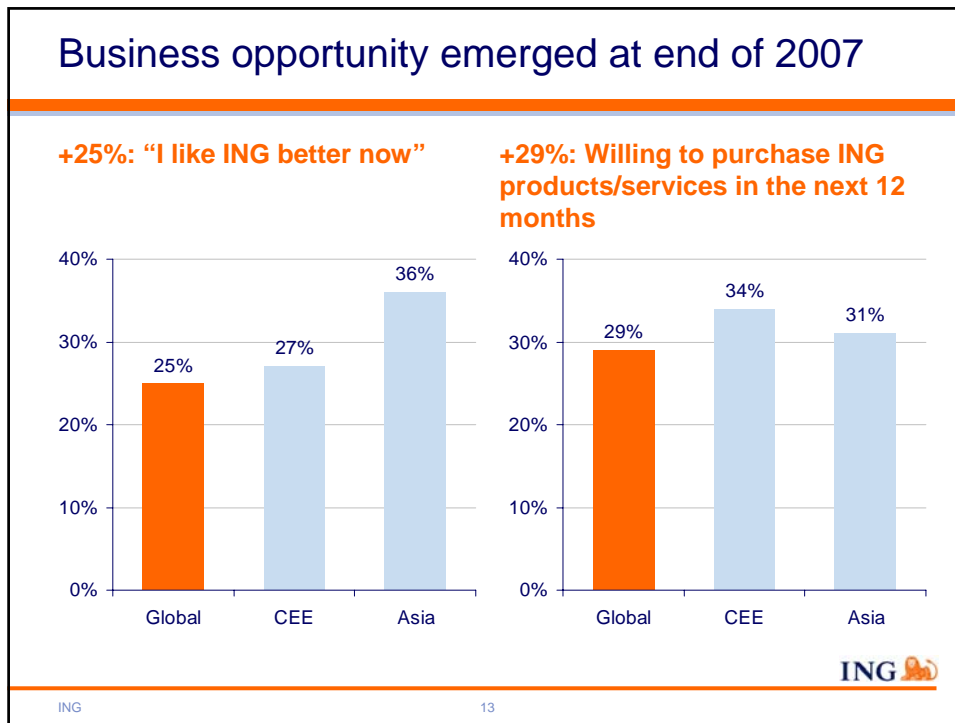
Source: Research International, global brand monitor, June 2008



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Business Activation

Using F1 to drive sales year round



Malaysia
Roadshows in 6 major shopping malls across the country led to 9,000 sales leads



Australia
Over six weeks the ING-Qantas GP promotion reached around 5.3 million travelers with 76,740 frequent flyers entering the competition



China
The Miss ING competition saw 15 million viewers from 33 cities tune in. Subsequent reports on the contest on SINA & Yahoo websites were read by 25 and 23 million respectively



Japan
The F1 showcar exhibition at Tokyo's Narita International Airport during May 2008—the busiest season of the year for the airport—reached 500,000 people, of which 4,000 picked up ING's race guide



Korea
Encouraging customers to take control of their own finances, a complex product was a big hit in the country with 5,000 policies were sold in the first month



Hong Kong
150 taxis toured Hong Kong streets for three months promoting the ING F1 sponsorship, helping ING's brand awareness & exciting around 3.6 million tourists



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ING's football sponsorship

The facts:

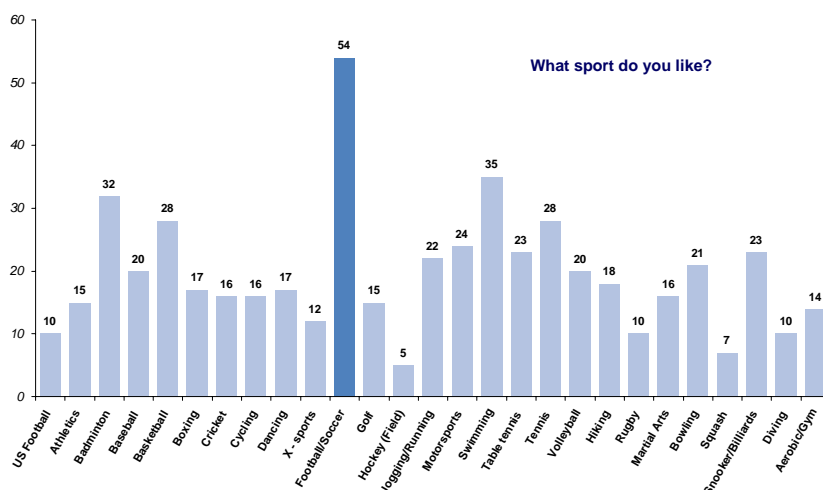
- Sponsors all national tournaments under the AFC banner from 2008 – 2012.
- Sponsors Asia's international club tournament, the AFC Champions League from 2009 – 2012
- Branding at 339 national matches; 468 top-level club matches
- ING also sponsors Most Valuable Player award during Asian national team tournaments; right to have ING players escorts at key matches
- Other sponsors: Samsung, Nike, Emirates & others



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Why football? Popularity!

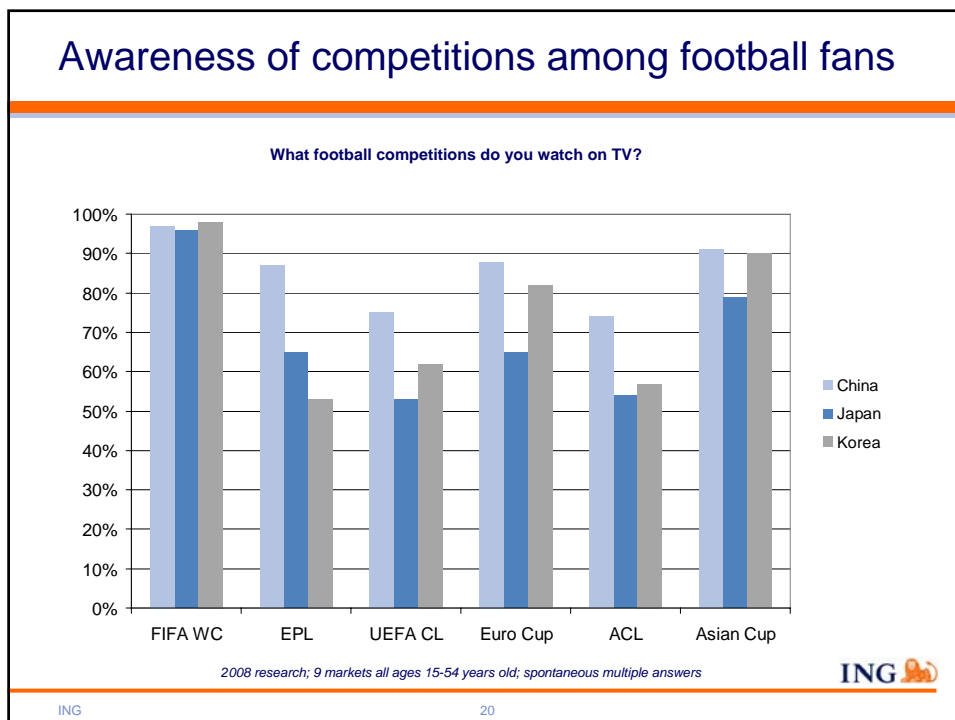
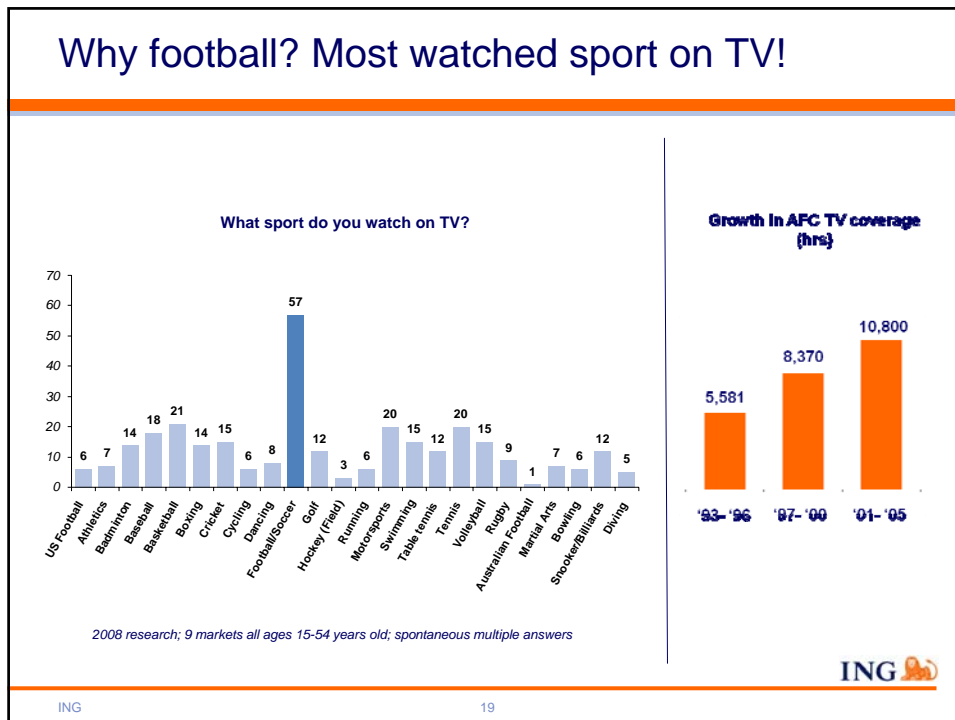


2008 research; 9 markets all ages 15-54 years old; spontaneous multiple answers



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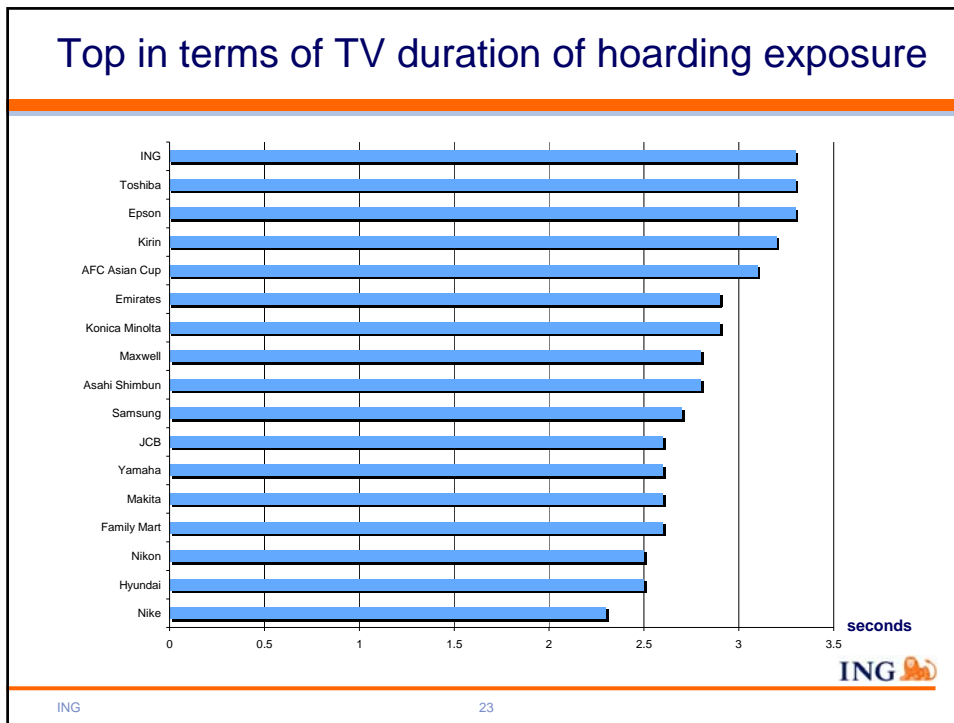
Activation increasing

Football mainly used to drive brand awareness; build our reputation

 <p>Thailand Coverage on specific ING activities in Thailand generated press coverage that reaches five million readers</p>	 <p>Korea 70 children were invited as part of the company's CSR programme to watch a World Cup Qualifier match which generated significant press coverage and helped enhance the company image</p>	 <p>China Printed flyers distributed via agents generated 40,000 sales leads for entry into a lottery for prizes guessing the winners of matches</p>
 <p>India A competition linking the ING's most valuable player of the tournament sponsorship to advertising on the regional TV station ESPN saw 5,000 registrations via the website in India</p>	 <p>China A tongue in cheek screen saver commemorating the exit of China from a tournament aimed initially at ING employees in China resulted in a viral campaign that reached an estimated 10,000 people</p>	 <p>Korea With 88% of the population stating that they follow the national team, ING leverages the popularity to cheer on the Korean team to maintain brand awareness</p>

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- ING
- ING 24

Going forward

- For ING Asia/Pacific – AFC to 2012
- Will event / sport sponsorship stay as
 - Prominent?
 - Expensive?
- Not just \$\$\$ and on the field/track success – it's more and more about your CSR image
 - e.g. cycling, baseball in the U.S.
- Who will sponsor?
 - Model I: Wealthy entrepreneurs
 - Model II: Corporates with small brands but large profits / size
 - Model III: Universal and global consumer corporations
 - Model IV: Suppliers of sports equipment

