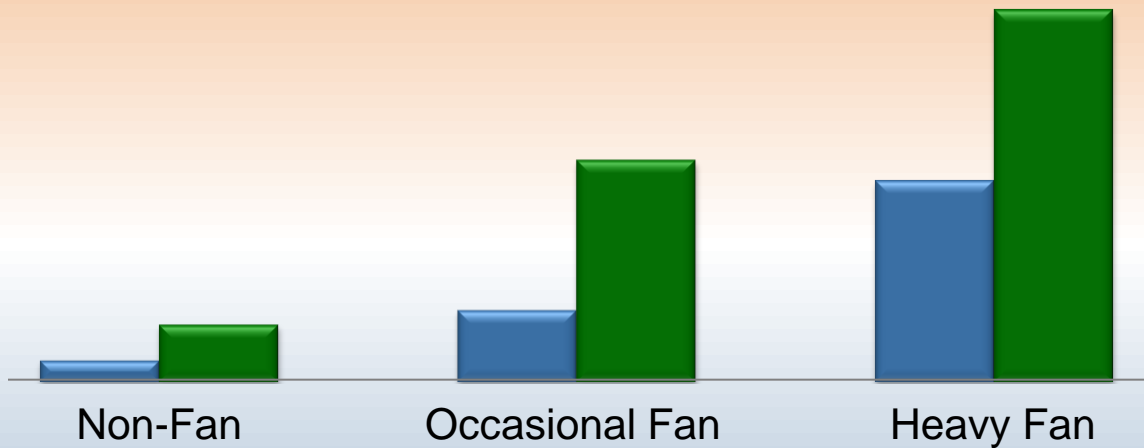


Brand Engagement Heightens From Fit & Passion With Properties

It's well known that highly engaged fans follow their sports properties closely, and the 2010 Olympic Games were no different. For Marketers and Agencies, it is important to know that this property engagement has a direct impact on brand attitudes and purchase intent:

2010 Vancouver Winter Olympic Games Brand Sponsors

■ Impact on Brand Image ■ Impact on Purchase Intent



EMF / IMI Implication:

When linking brand experiences with a property, ensure that the property fits and elicits passion with target consumers since fans are more likely to engage with these brands, resulting in higher impact.

