

In February of this year, IMI International completed its latest Event Pulse™ study on the Australian Open across Australia. This study of 1,035 consumers helps shed some light on how people interact with the Australian Open, how the Australian Open engages these consumers and how major and minor sponsors of the event capitalise on the association to communicate with their target market. Below you will find excerpts from the report as well as an overview of the key issues examined in the full report.

Key Study Perspectives

What purchasers can expect to learn:

- The Sponsorship **winner & losers** of the event;
 - Which brands reached their targeted customers to make a positive impact on brand attitudes?
 - Which developed loyalty/affinity for their brand?
 - Which increased future purchase intent – which brands didn't?
- How does the **viewership and fan base** of the 2011 event in question differ in the context of other Australian sporting properties;
 - e.g. The Melbourne Cup, Australian Open & the AFL Season and how does it fit with your target market?
- Event **awareness**, points of interaction;
 - Satisfaction, levels of engagement amongst your target market
 - Will your target market will be watching next year?
- Consumer's perspective on the **highlights** of the event;
 - To help in aligning your brand with the property effectively to create a winning fit across specific days, specific tournaments, favourite moments and players.



Australian Open Insights

% Australians who recalled a tennis event in January 2011 unprompted **61%**

% Australians interested in the Australian Open **42%**

Gender most likely to be fanatical about or a passionate fan of the Australian Open **Female**

Age group which demonstrates the greatest increased interest in the Australian Open cf. last year **18 - 29**

State where a higher number of Australian Open fans reside **Victoria**

Talked about the event with friends in person **59%**

Brand which achieved highest prompted awareness of sponsorship **Channel 7**

Australian Open Insights

Top 5 'Regularly Viewed' Sports in Australia

The Melbourne Cup	41%
Summer Olympics	37%
Australian Open Tennis	29%
Australian Football League (AFL)	27%
Winter Olympics	24%

% of Australian who used these mediums to follow and keep up to date with the Australian Open.

Live on TV at home	90%
News reports on TV	54%
Online or official web sites	27%
Used Smartphone Apps	9%



19 brands evaluated

Our national study shows that while the Australian Open does not have the longevity or the 'passionate' following of the AFL season it still boasts equally high levels of claimed viewership. IMI has also found that mature professionals in a high income bracket, amongst others, are particularly engaged with the Australian Open. Understanding these people is central to optimizing sponsorship and activation activities as these 'engaged' consumers are significantly more likely to also engage with event sponsors.

EventPulse™ Deliverables

- A comprehensive PowerPoint report
- Option of custom information showing results by relevant brand segments

Other EventPulse available:

- F1 Australian QANTAS GP, AFL, NRL, Melbourne Cup, A League, plus others

About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Australia, Canada, USA and the UK

Contact Us

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