

In April of this year, IMI International completed an EventPulse™ study on the Formula 1™ Australian Qantas Grand Prix. This study of over 700 consumers helps shed some light on how people interact with the Formula 1™ Grand Prix, how the event 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 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.



## Formula 1™ Australian Qantas Grand Prix

Those interested in the event who are also passionate about it	<b>34%</b>
Very satisfied with the TV coverage of the event	<b>54%</b>
Pay attention to the sponsors of the event	<b>30%</b>
Talked about the event with friends in person	<b>31%</b>
Brand which achieved highest prompted awareness	<b>Channel Ten</b>
Most supported driver in Australia	<b>Mark Webber</b>

## Formula 1™ Australian Qantas Grand Prix Insights

### Sports Watched by Australians

Australian Football League (AFL)	54%
Bathurst 1000	46%
V8 Supercar Championship	40%
<b>F1™ Australian Qantas Grand Prix</b>	<b>39%</b>
Tri Nations	29%

### % of Australian who used these mediums to follow and keep up to date with the Formula 1™ Australian Qantas Grand Prix.

Live on TV at home	67%
News reports on TV	29%
Online or official web sites	16%
Followed on Facebook/Twitter	9%

Our national study shows that while motor racing can be a polarising sport, the Formula 1™ Australian Qantas Grand Prix has the potential to generate a higher level of passion than most other motor racing events in Australia. "Exciting," "thrilling" and "spectacular" were spontaneous remarks consumers made about this year's event. IMI has also found that blue collar, average income, home owning males, amongst others, are particularly engaged with the F1 GP. Understanding these people is central to optimising sponsorship and activation activities as these 'engaged' consumers are significantly more likely to also engage with event sponsors.



34 brands evaluated

### EventPulse™ Deliverables

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

### Other EventPulse available:

- Australian Open, 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

Talk to IMI International for further details on this study:

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