
Open™

The Masters to Monaco

Brand activation across four major sports in five languages delivered to a global audience.



Client_

SAP

Project_

Global Sponsorship Programme

Case Study_

The Masters to Monaco, October 2008

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Strategy. Design. Technology.

Global Sponsorship Programme



“Over the last few years these customer engagement programmes have not only proved to be extremely effective business platforms but have also provided a unique experience for the SAP guests.”

Ben Riches, Director of Marketing and Communications - The Works London

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Objective_

Exploiting the opportunities afforded by sponsorship to give the best possible ROI, and effectively manage the customer journey.



A company usually has a clear idea of who it is targeting with its marketing communication, and has a range of tried and trusted tools at its disposal to help influence its customers' thinking - and, hopefully, their own purchasing decisions.

Sponsorship, on the other hand, needs to contend with a rather less certain view of the market landscape. The link between sponsorship expenditure and sales revenue is not always that obvious, and the customer journey not always that easy to manage.

One of the world's largest business software companies, SAP, invests substantially in the global sports sector. Their principal sponsorship properties exist in F1 (Vodafone

McLaren Mercedes), golf (Ernie Els and Gary regular, worldwide exposure to the SAP brand and an opportunity to establish and reinforce the firm's credentials with an often disparate range of audiences.

Working in conjunction with another sponsorship and hospitality agency, our task has been to help SAP in exploiting those opportunities.

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Approach_

Communicating in a consistent manner to help seamlessly integrate SAP's sponsorship activities into their global and regional marketing plans.



The central challenge we have focused on for the past five years with SAP has been one of cost-effective brand activation – quite simply, to bring their global sponsorship activities to life in a way that makes the best use of budgets. This has typically involved communicating both digitally and in print with VIPs and other invited guests to SAP's hospitality functions at large sporting events.

The intention is to create a sense of anticipation of an event, then maintain that excitement throughout the process. We generally refer to these projects as delegate engagement programmes, as we take an audience on an end-to-end journey that makes use of all available touch points to gain their interest and engagement, whilst constantly reinforcing the values and personality of the SAP brand.

Ultimately, our work has helped to integrate SAP's sponsorship activities into their regional marketing plans. SAP's audiences around the world are multi-tiered, ranging from Corporate

CEO-Level to Small Business Manager-level, so our communications have needed to be multi-tiered and flexible too.

At the outset, we created a communications toolkit to ensure that whoever we talked to, the SAP brand would be taken into new sporting arenas in a way that was utterly 'on-brand'. Special versions of pre-existing assets and bespoke design guidelines were created to guarantee this.

We also developed innovative production strategies to provide the greatest flexibility, and cost-effectiveness, in what we created.

From the smallest hospitality function to higher profile VIP events (such as those staged for SAP at the Monaco Grand Prix and the US Masters golf tournament), Open is behind the scenes to ensure that guests receive a consistent and considered brand message that informs and educates them about the event, SAP and its software solutions.

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Solution_

The creation of comprehensive, end-to-end delegate engagement programmes that build and maintain anticipation and interest.



Creating a delegate engagement programme requires a holistic view of the communications environment. SAP's guests use mobile phones and other devices, they are web-savvy, they are professionals who do not typically welcome overt, pressured sales tactics.

Typical communications vehicles and assets have included:

- HTML email invitations and event itineraries
- Innovative direct mailings
- Welcome packs
- Digital assets – DVDs, CD ROMs
- Web TV solutions
- Limited edition books
- Post-event gifts and branded items
- Branded hospitality environments

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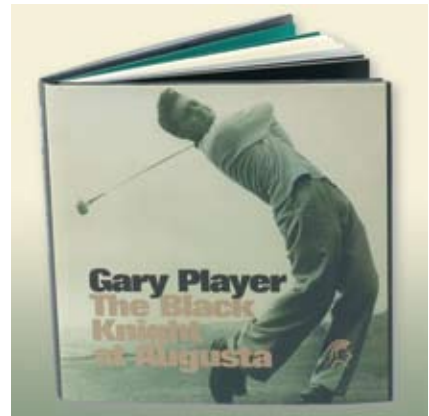
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Global Sponsorship Programme



Results_

In 2008 alone, through their sponsorship relationships, SAP developed over 19,400 global customer contacts and 1.8 billion in global sales.



Over the last few years our work, and the delegate engagement programmes we have created, have been extremely well received by guests at SAP's hospitality events.

They have given SAP's regional marketing teams a strong foundation on which to build their own dialogues with prospective customers. SAP's guests have reported having been given a 'money-can't-buy' experience – true acclaim indeed, given our need to work within often very tightly defined budgets.

Thanks to its golf, F1 and tennis sponsorship activities, SAP now connects with several thousand high-worth VIPs each year, across scores of events around the world. More importantly, these events have helped to secure substantial business for SAP, including an \$8m deal following a Gary Player golf day, and a combined \$50m of deals following an exclusive Monaco GP programme.

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Above_

F1 book, Event Welcome packs, Golf DVD packaging, Invite envelope foil detail, Formula One book & Gary Player book



Contact us

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