

# A WINNING FORMULA

**Andrew Barrett**, Vice President of Corporate Sponsorships, LG on why the company decided to become F1 Global Technology Partner and why this may not be the only F1 sponsorship programme that the company takes up.

## **Why did LG decide to become an F1 partner?**

We believed that a major sponsorship programme that could help us get global reach and add to the premium technology credentials of our brand through association would be highly effective for our business performance. So we looked for a brand that could fit that criteria and Formula One was a brilliant fit.

## **Why did you decide on a partnership with FOM rather than sponsoring a team?**

AB: The opportunity to become a global partner of Formula Ones itself and some of the key deliverables such as having our logo embedded in the graphics in every race, as one of the top seen logos in every country of the world, really delivered well on brand awareness.

We also wanted to reach out to the broadest consumer base that we could. The best way to do that is to be associated with the championship as opposed to somebody's favourite team. But I don't think we're done yet. We could potentially expand that in the future. I wouldn't say we're going to do a team deal but I wouldn't preclude it either.

## **You signed up in November 2008. If you knew then what you know now about the economic downturn would you still have gone ahead?**

AB: Absolutely. We did know then what we know now. All the indications of the economic climate change around the world were already very well established. We're always looking far ahead. But that did not discourage us. Our business is a very healthy one, we're a rapidly growing brand around the world, we have a business plan to grow that brand dramatically further, and this type of sponsorship activity is important to the acceleration of our brand development.

## **What is the long-term plan?**

AB: The plan is to get every country that LG operates in executing F1 as a key activation

platform in the marketing and sales activities. We've gone from zero to 30 in just six months. We've produced a TV commercial talking about our new 200hz technology on LCD TVs, which allow you to see fast-moving action, from the Australian Grand Prix, without blurring.

No one has ever put real F1 race footage in a TV commercial before. This is currently on air in 12 countries around the world and rapidly expanding. We have built an entire print and online advertising campaign for our mobile phones and TVs, which is currently running in over 35 countries. We have done major trackside activations, with LG technology design centres where consumers can come in and learn about our products. We're doing sales contests, online, lots of projects are in the works.

To date, across my desk has passed over 700 marketing programmes from over 35 countries that have gone to FOM for approval and implementation since we started.

## **How will you evaluate the success of the deal?**

AB: We're still in the process of developing our full evaluation protocol. We're building the testing and measurement system as we go along. Some of the key metrics we're tracking are the PR and media value, which includes things such as the value of our logo on TV or in print. Media and PR value is a key metric for us.

We are also tracking globally how strong LG's awareness with F1 is developing. How people feel about our brand and if it is building the premium technology credentials of our brand by being associated with this premium sport. We've also done this programme for internal reasons, to build comprehension, understanding and respect for the premium technology side of our brand with our employees.

*Andrew Barrett will be participating in the Motor Sport Business Forum North America which takes place on December 8-9, 2009.*

LG partners with FOM - Getty Images Sport



# UNIVERSAL SYMBOLS

**David Butler**, Founder, Loxley & Co. on football's contribution to social projects

What came first; the wheel or the football? Both are simple universal symbols that have a major impact on our society and if you'd asked Bill Shankly he might have said that the football makes a more important contribution.

In addition to the mind boggling cumulative TV audience of 26.29 billion recorded for the 2006 FIFA World Cup, football is also being used in so many powerful ways to effect social and environmental change.

The list of programmes in which the beautiful game is making a difference is endless and the universal symbol of a football, tied with the universal power of sport to be a driver for effective social change when associated with education and social development, makes it more effective than a Beckham free kick in hitting the target of positive social change; often-times in environments where nothing else works.

As head of the Laureus Sport for Good Foundation I experienced powerful ways in which football is being used: Right to Play's project in Sierra Leone which uses soccer as an integral part of re-building and helping educate traumatized war-torn communities, the inspiring Spirit of Soccer in Cambodia and Iraq using soccer to combat the frightening statistic of 8,000 plus child deaths a year due to landmines and It's a Goal, now being adopted by Manchester United, Plymouth and Burnley, using the setting and vernacular of football to help adolescent males deal with mental health problems.

And recently as a Panel Member with the Beyond Sport Awards, I was able to review the extensive list of entered programmes by soccer projects and teams around the world.

Of all of them - including some of the world's richest and most famous teams - the one that impressed me most was Football League One's Southend United; an example where a club puts it self at the heart of its local community with a defined vision, strategy and effective, meaningful implementation.

Considering how soccer is now being used by inspiring social projects around the world, the great man it seems was indeed prophetic when he said, 'Some people think football is a matter of life and death. I assure you, it's much more serious than that.'