



in association with

COKE TOPS RECOGNITION SURVEY



Leading B2B and B2C research consultancy SMG Insight/YouGov asked the general public in the UK, USA, France and Germany who, from a list of 15 global brands, were official TOP (The Olympic Programme) partners. Managing director **Frank Saez** breaks down the results.

COCA-COLA HAD BY FAR the highest level of awareness with an average 42 per cent across the four countries correctly identifying it as a TOP sponsor, and the brand also ranked first in all four countries. McDonald's was a clear second at 30 per cent, also ranking second in three of the four countries.

On a country-by-country basis the UK and France had generally higher levels of identification than Germany and the USA.

The survey highlights that there was a significant level of misidentification of other TOP partners at a time when brands' Olympic Games marketing campaigns for London

2012 are at an early stage. Nike was incorrectly identified as a TOP partner by 23 per cent to rank third on the list. The French were the most likely to incorrectly select the brand at 39 per cent, making Nike the second-ranked brand in the French survey overall.

Financial services giant and TOP partner Visa (21 per cent) was outscored by rival non-TOP MasterCard (22 per cent), the two ranking fifth and fourth overall respectively. Likewise 12 per cent incorrectly believed that Sony was a TOP sponsor compared to the 13 and nine per cent who correctly identified Samsung and Panasonic respectively.

In the UK, respondents were also asked to identify local sponsors of the London 2012 Games from a list of nine brands. BT had the highest awareness at 24 per cent but is only marginally ahead of O2 (22 per cent) - incorrectly identified as an official partner - EDF (21 per cent) and Lloyds TSB (20 per cent). Official partner BMW, at eight per cent, is the second from bottom on the list with association levels lower than unconnected brands Virgin Media (16 per cent), HSBC (13 per cent) and Marks & Spencer (nine per cent).

As reflected in the survey, Coca-Cola and McDonald's benefit from a raft of high-level sponsorships, of which the Olympics is only one. With less than four months remaining until the event itself and major activation programmes and public interest yet to go into top gear, the expectation among the public is that many leading brands with high visibility in sports sponsorship could be part of the TOP and London 2012 official partner programmes.

Awareness of which brands are really supporting the Games will increase as sponsor activation programmes gather speed and media and public interest builds in the run-up to and during London 2012.

Which of these brands do you associate with the Olympic Games?

Brand	Germany	UK	USA	France	Average
Acer	2%	4%	2%	5%	3%
Budweiser	4%	9%	9%	3%	6%
Coca-Cola	30%	43%	28%	69%	42%
MasterCard	17%	23%	16%	31%	22%
McDonald's	22%	39%	25%	32%	30%
Nike	14%	23%	17%	39%	23%
Omega	4%	11%	4%	6%	6%
Panasonic	7%	10%	6%	11%	9%
Rolex	3%	8%	5%	8%	6%
Samsung	12%	10%	8%	21%	13%
Shell	4%	9%	4%	5%	6%
Sony	8%	13%	8%	20%	12%
Visa	14%	28%	21%	23%	21%
Vodafone	11%	14%	2%	9%	9%
Volkswagen	10%	4%	5%	7%	6%
Don't know	59%	42%	25%	N/A	N/A
None of these	N/A	1%	5%	N/A	N/A

Source: SMG Insight/YouGov

Note: Research was conducted between March 13-20, 2012. A nationally representative sample of the UK (2,020 respondents), the USA (1,035), France (1,005) and Germany (1,052) were asked which, from the list of 15 brands, were TOP partners.