

LONDON 2012 – ONLINE SPONSOR BUZZ ANALYSIS

in association with


DIGITAL MEDIA IS playing an increasingly important role in shaping peoples' perceptions of commercial brands, and nowhere is this more important than around the sponsors of major sports events.

Repskan, the brand monitoring platform, has used its bespoke system to deliver an analysis of the online buzz around Olympic sponsors in the lead up to the 2012 Games in London. The technology analyses how brands are faring using all public online data including news sites, forums, blogs and social media.

Here Repskan has taken a snapshot of two current TOP (The Olympic Partner) sponsors, Coca-Cola and Dow Chemical, and examined the levels of online coverage around their sponsorships.

Dow Chemical

Before December 2011, Dow Chemical had a fairly low level of online mentions which were primarily focused on Olympic news.

As soon as the story around the Bhopal disaster broke in the mainstream news it caused an instant spike in online mentions with a large number being highly critical of Dow, the International Olympic Committee (IOC) and LOCOG (the London 2012 organising committee).

During the media explosion the story was also supplemented with many fairly neutral or objective articles, but as the main story passed Dow has suffered from a hangover by almost all online mentions being focused around the Bhopal disaster with several activist groups sustaining the story throughout the social media.

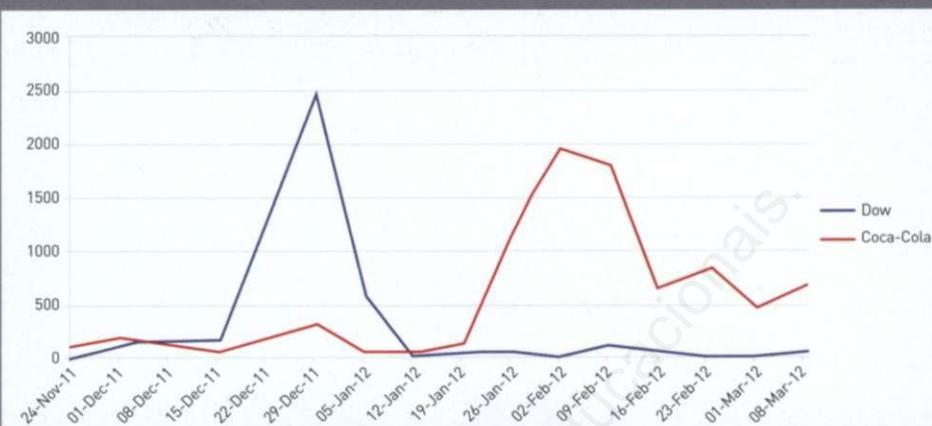
Coca-Cola

The drinks giant is sponsoring the 2012 Olympic Torch Relay, and during this period the details of the procession and the route it will take was released. Coca-Cola had linked its sponsorship of the Torch Relay to its community projects, promoting the involvement of young people across the UK and giving them opportunities to carry the Olympic Flame.

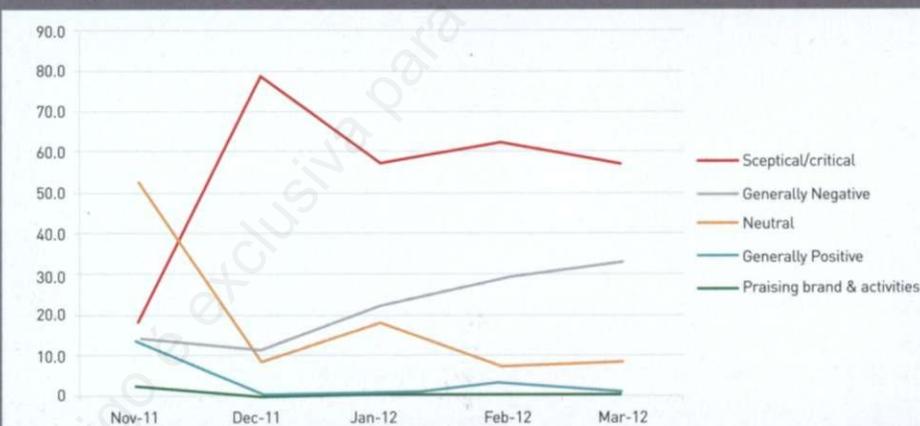
Generally, the overall level of sceptical or critical mentions has decreased, with what seems to be, for Coca-Cola at least, a negativity percentile 'half-life' of around three months. As media volumes for a brand increase so does the general positive and neutral mentions.

The more involved Coca-Cola has become in its Olympic marketing, including the launch of major campaigns, the more praise has over taken critical mentions. Although criticism remains, people seem to have more empathy with Coca-Cola than they do McDonald's.

Sponsor Brand Mentions by Week (Nov 24, 2011 – March 17, 2012)



Dow Chemical: Percentage of Mention Sentiment-Types by Month (Nov 24, 2011 – March 17, 2012)



Coca-Cola: Percentage of Mention Sentiment-Types by Month (Nov 24, 2011 – March 17, 2012)

