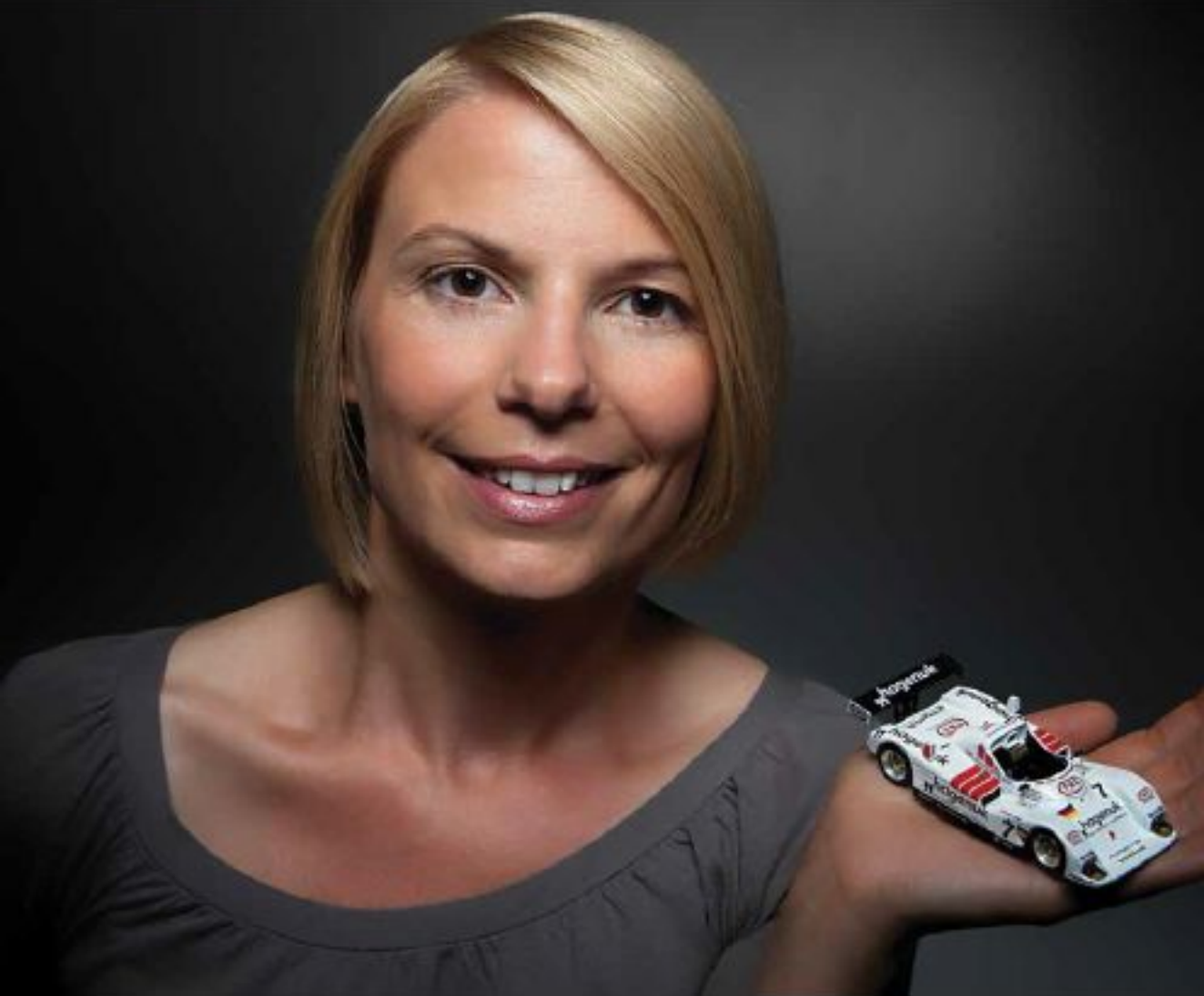


Specialists vs



generalists?

Why specialist agencies such as **Sonja Kreye Consulting** can be the right boost for your sponsorship

It is the sign of the times. More and more brands trust on small specialist agencies instead of generalist networks to take care of their sports sponsorship activation and communication. The advantage of contracting small specialist shops obviously includes less overhead cost. Furthermore, the brand can choose a specialist agency with exactly the expertise that is needed.

More than 10 years ago, after having realized that there is a distinct need for specialist shops, Sonja Kreye found a sponsorship and communication consultancy – Sonja Kreye Consulting – focusing on finding brands the right partner in sports and at the same time providing them with creative activation and communication conceptions. Obviously, the most important thing in finding the right partner is to consider the individual target of every brand: be it brand awareness, increasing sales or content – many factors need to be respected to prepare the way for a lasting and successful partnership.

The reference list of the consultancy includes well-known names such as BMW Motorrad, Porsche Motorsport, Joest Racing, Pereske Racing, Hockenheimring, Shanghai International Circuit, Hans-Bernd Kamps, BMW i and Bentley Motors. With view to sponsorships, Sonja Kreye Consulting has taken care of brands such as DHL, Veltins, Krombacher, Schweppes, Abu Dhabi Tourism Authority, Kärcher and SR Technics.

While ever increasing advertising messages encounter advertising resistance, digital TV and a society that on the one hand suffers from time shortage and on the other hand more and more focuses on leisure, brand responsables need to rethink how to reach the target group. Below-the-line communication therefore gains more and more importance, with a sponsorship that creates an emotional story, events that touch and communications that spread the word about it.

Sonja Kreye Consulting offers a long-term expertise in all these fields with a special focus on sports and motor sports. Especially in motor sports long-time experience is priceless, as every racing series follows its own rules and has its own laws and politics that can easily be the decisive factor on a promotion to make it a success or failure.

Motor sports and especially Formula One is undoubtedly a great platform. It creates heroes, transports an image, conveys emotion, brings the stars closer, is credible and the stars are looking good. That's all the important pre-conditions for great entertainment and a great story for brands. Nevertheless, it poses some major challenges to brands: the markets in motor sports are fragmented. There is no way to compare German Touring Cars to Formula One for example. Every series covers its own markets, has its own players and its own target groups. These are furthermore obviously some environmental aspects that need to be (and can be) overcome.

To activate a sponsorship successfully, the brand needs to get through the clutter and reach the fans through all the important channels, such as TV, the point of sale and online. The story behind – at best linked to a testimonial – needs to be able to involve customers. Last but not least, the planning and controlling of motor sports investments is a challenge with infrastructures often changing in many series thus making it hard to forecast and review.

The worldwide interest in motor sports, however, is unbroken. According to Sport+Markt, more than 73% of the population in both the Americas (114 million people) and Europe (141 million people) claim to be interested in the sport with Asia catching up with 18% (173 million people). So why don't you check what motor sport can do for your brand? #