Sponsorship Measured All the Way Through to Shareholder Value

Sports investment linked to brand demand and financial-market returns

THE MANDATE

Establish whether large sports sponsorship investment produces returns that survive scrutiny, adjusted for category movement, the brand's own baseline and competitor activity.

AI AND AGENTIC AI APPLIED

MODELS An abnormal-returns event-study framework applied to brand search demand and listed and listed stock value, with category, self and competitor baselines estimated separately.

AGENTS Baseline construction and tournament-window scanning run automatically across brands across brands and events, so every sponsorship is judged on one causal standard.

WHY THIS IS THE EVOLUTION

Classical MMM stops at sales, which leaves sponsorship arguing for itself in metrics the metrics the finance function does not price. Connecting the investment to abnormal abnormal search demand and abnormal stock returns gives the CMO a number the number the CFO already recognises and can defend.

METHOD NOTE

Abnormal returns are computed as category-adjusted, self-adjusted and competitor-adjusted returns measured over the tournament window against the pre-tournament baseline.

>40%

organic-adjusted search gain for the brand with Cricket ICC event

7.6%

total abnormal return with Cricket ICC event

>18%

organic-adjusted search gain with other sprots and regular cricket

1.0%

total abnormal return with other sprots and regular cricket

$22.5M

absolute abnormal gain

12+

tournament windows analysed independently