



How NFL Canada tackles sponsorship measurement with SponsorPulse Impact Reports

CASE STUDY



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Avish Sood

Partnership Manager, NFL Canada



With a focus on growing fandom in Canada, the NFL Canada partnerships team works with more than 20+ Corporate Sponsors to bring partner activations to life.

Highlights

Challenges:

- Demonstrating how sponsors are connecting with NFL fans and measuring the relationship between emotional connection and meaningful conversion

Solution

- SponsorPulse Impact Reports empower the NFL Canada team and their partners by providing context that goes beyond media value and impressions

Results

- Implemented a standardized method of tracking avid fandom and partner outcomes YoY

Introduction

Avish Sood is a Partnerships Manager for NFL Canada. Having spent just over a year with the league, he's responsible for overlooking several of the NFL's 20+ Corporate Partners and leading partner-related digital efforts.

Gavin Kemp, Senior Director of Partnerships has been with the NFL Canada team for 5 years.

For Avish and Gavin, performance measurement is top of mind as they and the NFL Canada team work towards growing and deepening fandom within the territory while helping bring partner activations to life, which is why they turn to SponsorPulse to help track key growth metrics.



“When we look for measurement and we look for ways to test our consumer base of NFL fans, SponsorPulse is a brand that just naturally comes up,” says Avish.

The Challenge

The sports sponsorship landscape is notoriously cluttered.

For properties like the NFL, getting granular with the metrics that are being measured can be a challenge, and that includes tracking growth beyond vanity metrics like impressions and reach, and setting benchmarks with partners based on brand health metrics.



“We’re in a cluttered sports sponsorship landscape, so when our partners are looking for unique activations to move the needle, it often goes beyond impressions and reach. It leads back to overarching brand strategy and producing sustainable growth in brand health metrics – things like consideration, purchase intent, sentiment, brand favourability, unaided awareness, and equity,” says Avish.

To help overcome the traditional challenges that exist in sponsorship measurement, the NFL Canada team turns to SponsorPulse to benchmark partner performance and help communicate the impact on brand health that campaigns are having for their partners.

Why the NFL chose SponsorPulse

When thinking about tracking growth metrics associated with fandom, the NFL Canada team knows it's critical to have third-party validation when communicating campaign success and growth opportunities to partners.

All NFL regions, including Canada, track league health with insights from their global team. In order to track and explore NFL fandom at a regional level, NFL Canada leverages SponsorPulse to provide exclusive insights into partner benefits and outcomes.



“With SponsorPulse, we can clearly validate how we’re moving the needle with our branded partners' campaigns while tying it back to year-over-year efforts,” Avish explains.

For both Avish and Gavin, SponsorPulse Impact Reports have been an integral part of the reporting process, since joining the team.



“SponsorPulse is a trusted industry platform that tests thousands of sponsorships across the country – it’s hard not to know other properties and brands that utilize them,” says Gavin.

How NFL Canada Leverages SponsorPulse Impact Reports

SponsorPulse Impact Reports have become the go-to solution for sponsorship decision-making across all departments in the NFL Canada office, with everyone from the Managing Director to their partnerships and marketing functions referencing reports.

The reports play an important role in setting campaign benchmarks and communicating the tangible benefits that partners are making in partnership with NFL Canada.



“We focus on using the study to determine three key metrics for our partners: aided awareness, brand favourability, and purchase consideration. We often compare these metrics YoY and then compare the performance to the campaigns that we ran in-market, to help us understand how NFL fans reacted to certain communication tactics,” Avish explains.

The Results

Impact Reports have become a critical part of the annual process for the NFL Canada team as they evaluate campaign performance across partners and start strategic planning for each partner's brand strategy.

Not only are Impact Reports a critical tool in reporting year-end successes, but they also help the team at NFL Canada spot areas of opportunity and enhance campaigns.

Engaging their partners and driving forward innovative activations in turn helps build league fandom, something that they are able to track through Impact Reports. By the numbers, that lead to favorable outcomes for partners as well, as average partner consideration grew 28% among engaged fans.

Looking to the future, the need for continued focus on tangibly linking partner campaign success metrics back to client KPI, ROI, and revenue generation is top of mind for Avish.



“As we head into partner strategy discussions, recaps, and key account renewals, SponsorPulse helps us demonstrate the clear value that comes with aligning with the NFL shield. It’s more important than ever to showcase how sponsorship alignment truly moves the needle.”



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